

SUMMARY

Theme: «The specifics of network PR-promotion of specialized retail store on the example of «Gastronomchik»

Author: Protskikh K.A.

Organization: Company «MyasoOptTorg»

Supervisor: Gikis Svetlana Nikolaevna

58 pages, 118 bibliographic titles, 5 appendixes.

Keywords: PR-promotion, advertising, merchandising, integrated marketing communications, principles of organization, realization methods, re-branding, sales promotion, purchasing power, the global Internet network.

The topicality of the research. In XX century in Russia and the world in general there is a strong competition for the customer. Retail stores seek to ensure consumer loyalty to their products in order to increase their competitiveness. There is a growing theoretical and applied interest to the study of processes of increase of efficiency of customer purchasing power. An effective PR-promotion system of an organization has become an important aspect of the marketing strategy, tools of artificial transfer market targets business at the motive, comprehensible to a customer. Thus, the topicality of the study due to an objective need for the formation of research-based teaching and practical guidelines on choosing, evaluation and implementation of PR-promotion of non-specialized retail stores in order to increase the efficiency of the use of promotion tools. In this context, it is relevant to consider the current situation in non-specialized retail store «Gastronomchik», to identify the most effective methods and tools promoting non-specialized retail store.

The aim of the research - reveal the specifics of PR-promotion of non-specialized retail stores (in the example of «Gastronomchik» store)

Objectives:

- characterize the concept and essence of an organization PR-promotion in modern Russia;
- examine the application of the principles and methods of implementation of PR-promotion in the retail trade;
- to analyze the activity of a specialized retail store «Gastronomchik»;

- develop a program of work to optimize PR-promotion of retail non-specialized store «Gastronomchik» and present as a final project.

The theoretical value of the research lies in the fact that on a theoretical level analysis was performed based on the latest developments and concepts of domestic and foreign scientists, published, including in the world's leading trade magazines for professionals in marketing, advertising and public relations.

The practical value of the research: presented in the second paragraph of the second chapter project is a program of optimization of the non-specialized retail stores «Gastronomchik»; implementation of the proposed recommendations will increase the number of customers and sales promotion; conclusions and recommendations of this thesis can be used by experts in the field of advertising and public relations, for further theoretical studies and practical activities.

The results obtained: In our research all the tasks have been solved. As a result of the final qualifying work there was a contract with "MyasoOptTorg" to perform scientific research.

Recommendations: The presented PR-work optimization program to promote non-specialized retail store «Gastronomchik» aimed at strengthening positive store image in the eyes of existing and potential customers, as well as to increase the number of buyers and the number of sales. Developed promotion set of measures will lead to an increase in cash flow of the company and the development of the enterprise. Implementation of the recommendations set out in the description of this work will help establish a more efficient PR-work with the target audience.