

SUMMARY

Subject matter of the dissertation: Advertising activity of a trading enterprise of small business: ways to increase the efficiency of implementation (by example of Daniel Ltd.)

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Customer organisation: Daniel Ltd.

Topicality of the research: For modern small business retailers, bringing information about themselves, their product to potential consumers is one of the key moments of effective functioning. To achieve the greatest success in their activities, small businesses need to consider such a marketing tool as advertising. Management of small businesses often underestimates the power of advertising or skulpitsya to develop and conduct effective advertising campaigns, which ultimately affects the effectiveness of commercial activities. Based on the characteristics of small business - a limited sector of the target audience and a small turnover of money, various advertising campaigns for small trading companies are usually conducted chaotically, from case to case, without conducting market research, target audiences, a large-scale analysis of the means of advertising used.

This fact puts forward the task of developing methodological support for the procedure for organizing advertising activities in small commercial enterprises and assessing its effectiveness.

Objective: perfection of methodical approaches and substantiation of practical recommendations on the organization of advertising activities of a small business trade enterprise that meets the requirements and regularities of modern market relations.

Tasks:

- consider methodological approaches to the definition of advertising activities in trade and assess its effectiveness;
- present the bases of an estimation of efficiency of advertising activity of the trading enterprise of small business;
- carry out a comparative description of the use of merchandising tools in a small business enterprise;
- conduct an analysis of the advertising activities of the small business enterprise of Daniel Ltd, to determine the reserves for its improvement;
- offer methodical recommendations on the advertising design of trading halls in Daniel Ltd, taking into account the principles of merchandising;
- develop a methodology for evaluating the effectiveness of advertising activities of a small trading company Daniel Ltd based on a set of financial indicators.

Theoretical and practical significance of the research. The conclusions outlined in the final qualification work contribute to the development of theoretical aspects of the organization of advertising of small commercial enterprises in terms of the methodological approach to determining the stages of holding advertising campaigns. The results of the research can be used in the course of developing and implementing measures to organize the advertising activities of small trading enterprises in order to increase the efficiency of the use of available resources.

The research results consist in improving the methods of organizing the advertising activity of a small business commercial enterprise on the basis of the development of mechanisms for interaction of its participants in the effective construction of a complex of marketing communications, allocation of responsibility zones, authority and rational use of the pool of advertisers.

Recommendations:

Based on the analysis carried out in the WRC, the following areas for improving the advertising activities of Daniel Ltd can be distinguished:

- organizational, related to mutual cooperation with a specialized advertising and consulting center, focused on the formation of a pool of small business trade enterprises and advertising support for this;

- creative, connected with the advertising design of the trading hall;
- economic, connected with the chosen approach to an estimation of efficiency of advertising activity of a small trading enterprise of Open Company Daniel Ltd.

In the course of the study, the management of Daniel Ltd approved and approved methodological recommendations for the advertising design of trading rooms in Daniel Ltd, taking into account the principles of merchandising and the developed methodology for evaluating the effectiveness of the advertising activities of a small trading company Daniel Ltd based on a set of financial indicators. As shown by the introduction, the developed recommendations can be used in practice in other modern enterprises.