

## SUMMARY

**Subject of the thesis:** International marketing strategies for the entry of foreign TNCs into the Russian market (based on the example of retail trade in the Stavropol Territory)

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**Relevance of the topic.** Currently, the world market is developing at an unusually fast pace. A characteristic trend is the integration of an increasing number of states into the world community, as well as the rapid growth of transnational companies (TNCs), whose goal is the full and integrated participation in the work of markets around the world.

Modern TNCs are large companies that have structural divisions and carry out production or sales activities abroad. The activities of TNCs, as a rule, are aimed not only at the internal growth of the corporation and expansion of its sphere of influence, but also contribute to the development of the associated economic and social areas not only of the home country, but of the countries in whose territories its structural units are located.

According to the US-Russian Chamber of Commerce and Industry, the attractiveness of the Russian market for foreign companies is due to its capacity; Growing economy; Low competition in comparison with traditional markets; Natural resources; Skilled and relatively inexpensive workforce. This structure of interest allows us to talk about further strengthening of competition.

**The object of the study** is the marketing strategies used by foreign TNCs to enter the Russian market.

**The subject of the study** is the process of improving marketing solutions as the basis for successful positioning of foreign firms on the Russian market.

**The purpose of the entry qualification work** is to analyze and characterize the entry of foreign TNCs into the Russian retail market, as well as to consider the marketing strategy as an integral tool for penetrating the Russian market.

**Theoretical and practical significance of the research.** The analysis of modern international marketing strategies when foreign TNCs enter the Russian market and the conclusions made during the research are of theoretical importance and can be used in further scientific development of this problem. Research materials can be used in the preparation and reading of lecture courses in such disciplines as "World Economy", "Geoeconomics" and so on. New information on the essence of marketing, expanding the conceptual apparatus of this scientific discipline, is introduced into the scientific revolution.

**The scientific novelty of the study** is determined by its purpose and objectives and consists in analyzing and characterizing the entry of foreign TNCs into the Russian retail market, as well as considering the marketing strategy as an

integral tool for penetrating the Russian market, for example the Stavropol Territory.

**Structure** of final qualifying work. The work consists of content, introduction, two chapters, which include five paragraphs, conclusions and a bibliographic list of used literature. The amount of work is 73 pages.

**Summary:**

The key moment in the development of the company's marketing strategy is the analysis of the internal and external environment. Analysis of the internal environment makes it possible to identify the capabilities of the enterprise for implementing the strategy; The analysis of the external environment is necessary because changes in this environment can lead both to the expansion of marketing opportunities and to the restriction of the sphere of successful marketing.

Foreign players used different strategies when entering the Russian market. Currently, there are three key strategies for penetrating the Russian market: the opening of foreign branches through "investments from scratch"; Purchase of Russian retail chains; Also providing franchises to Russian and foreign operators.