

SUMMARY

Subject matter: The Improvement of the Product Promotion System of the Children's Hygiene Class of Goods in the Limited Liability Company «Procter and Gamble».

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Information about customer organization: Limited liability company «Procter and Gamble».

Topicality of the research: The variety growth and a wide product differentiation, a considerable quantity of their distinctive features make the selection process of goods and services more complicated for consumers and, correspondently, make special demands on different procedures of product promotion and consumer interaction. In this connection one of the key conditions of a company's successful functioning in the constantly changing market environment is the formation of an efficient product promotion system.

Objectives of the research: the all-round analysis of the product promotion system at a modern enterprise and the elaboration of recommendations on its improvement.

The tasks of the research:

- to study the notion, content and place of the product promotion system in the market activity process of a modern enterprise;
- to reveal and to analyse the forms and means of product promotion;
- to reveal and to analyse the development stages of an efficient product promotion programme;
- give a concept description and to analyse the market trends in the children's hygiene class of goods;
- to carry out the analysis of the product promotion system of the children's hygiene class of goods of «Procter and Gamble» ltd.;

- to work out recommendations on the improvement of the product promotion system of the children's hygiene class of goods for «Procter and Gamble» ltd.

The theoretical significance of the research consists of the enlargement of scientific notions about the product promotion system, its forms and means as well as its place in the system of the enterprise administration. **The practical significance** lies in the use of the offered recommendations on the improvement of the product promotion system of the children's hygiene class of goods in the «Procter and Gamble» ltd. work practices and at other enterprises of various forms of property which are engaged in the production and marketing of similar goods.

The results of the research: On the one hand, product promotion is one of the working levers of a market environment, namely of the shopping behavior management. On the other hand, product promotion is an object of a company management and it needs to be planned, arranged, coordinated, and controlled to improve the marketing efficiency taking into consideration that «a consumer is a driving force». That is why the product promotion is the sum total of various methods and tools which enable companies to launch a product successfully, to encourage sales and to create loyal (to the brand) customers.

Recommendations: We propose to implement a worked out regional programme for the product promotion of the «Procter and Gamble» brand on the area of Stavropol Region and the Republics of the Northern Caucasus as a main recommendation on the improvement of the product promotion system of the children's hygiene class of goods in the «Procter and Gamble» ltd. Its implementation will contribute to the increase in: firstly, the demand on the given products; secondly, the brand recognition; thirdly, customer loyalty to the «Pampers» products. All this will eventually lead to the increase in sale volumes and the company's profitability.