

## RESUME

**The Subject Matter of the Graduation Thesis:** The Analysis and the Improvement of Marketing Activity of a Trading Enterprise (by the Example of the Limited Liability Company «Slavnaya igrushka»).

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**The Information about the Contracting Authority:** «Slavnaya Igrushka» Ltd.

**The Topicality of the Research:** In recent years in connection with the fast rise of market economy, the expansion of foreign trade activity and competition there is an urgent need of marketing approach in activity of an enterprise to deal with management and productive-supply tasks. At present marketing activity spans over different areas, such as scientific research, production, non-profit sphere, and has a clear sectoral specificities.

**Objectives of the Research:** are to carry out a comprehensive analysis of marketing activity of a trading enterprise and to work out recommendations to improve it.

**The Tasks of the Research:**

- to study the nature of marketing activity of an enterprise;
- to examine the specific features of marketing activity of enterprises in wholesale and retail trade;
- to describe the organizational and economic profile of «Slavnaya igrushka» Ltd.;
- to carry out the analysis of marketing activity of «Slavnaya igrushka» Ltd.;
- to identify the main issues of marketing activity of «Slavnaya igrushka» Ltd.;

- to work out recommendations to improve marketing activity of «Slavnaya igrushka» Ltd.

**The Theoretical Significance of the Research** lies in the expansion of scientific concepts of marketing activity, its nature and importance with regard to trading enterprises. **The practical significance** is in the possibility of use of the recommendations on improving of marketing activity in the work of «Slavnaya igrushka» Ltd. and other trading enterprises.

**The Findings of the Research:** Marketing activity is complex activity, directed at harmonizing the capacities of an enterprise and the situation of the market for profit and competitive advantages over other market subjects.

**Recommendations:**

- we propose to use the website of the enterprise developed by us that presented in Annex;
- we propose to boast a promotional campaign of the enterprise, the main goal of which will be the increasing of sales;
- we propose to include a new post of marketer in the staffing table;
- we propose to implement the loyalty program developed by us.