

The subject matter of graduate qualification work: Competitive advantages as the basis for forming marketing strategy of modern small businesses (through the example of Limited Liability Company «Panda Group»)

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Customer company organization: LLC «Panda Group» - a full service agency, which provides wide range of services in branding.

The relevance of the research topic: Competition as a fundamental characteristic of market has a significant influence on economic activities of enterprises, stimulating them to achieve superiority over other subjects of market. Modern methodology of competitiveness assessment of enterprises determines company's market position, develops solutions for urgent problems in various spheres of activities – manufacturing, marketing and distribution, human resources, finances. Some methodological aspects of the category «competitive advantage» are not sufficiently studied in modern economic science. Approaches to the definition of competitive advantage as the base for building of marketing strategy don't allow us to clearly define this multidimensional economic category.

The purpose of research. The purpose of research is to identify and to analyze the fundamental elements of the classical algorithm of building marketing strategy of company in terms of its competitive advantages, and then to develop the main areas for improvement of this kind of management activities.

The tasks:

– Grouping the main methods for assessing competitiveness of small business;

- Analysis of methods which are used for building marketing strategy of organisation, and the main principles of its development in modern business environment
- To characterize the market position of LLC «Panda Group»;
- Analysis of LLC «Panda Group» marketing strategy;
- To identify the main problems of marketing management in LLC «Panda Group».
- Development of recommendations regarding the improvement of marketing management in LLC «Panda Group».

Theoretical significance of the study is to broaden scientific understanding of nature and importance of marketing in modern companies.

Practical significance of the study lies in possibility to apply the suggested recommendations regarding the improvement of marketing management both in LLC «Panda Group» and in other small and medium-sized enterprises, which deal with advertising and other spheres.

Results of the study. The analysis of company activities resulted in identification of its competitive advantages and vulnerable aspects of management.

The most important competitive advantages of this company can be considered:

- The proposal, which is unique both in terms of content and quality.
- Non-price method of competition
- Customer – orientation
- Introduction of business processes management and evaluating system

The following points are the most vulnerable fields of the company activities:

- The company is not fully staffed
- Low degree of confidence and popularity in the market
- The marketing system is not developed.

Recommendations: There are a lot of ways to solve the problem of staff. We recommend the company to concentrate on recruitment of young professionals. It can be done in accordance with the following mechanisms:

1. Active involvement of graduate students to pass professional and pre-diploma training in this organisation.
2. To hold master-classes and skill – upgrading workshops for students of the specialized training field both in Karachay-Cherkess Republic and other regions.
3. The company should take part in sponsorship and partnership programs of support of youth forums and other events in the region in order to involve active representatives of young people in activities of the company.

The other vulnerable side of LLC «Panda Group» marketing strategy is lack of confidence and popularity in the market. In order to prevent the problem of attracting new clients, it's necessary to combine different methods of building consumer's loyalty to the company. As the company works in the B2B market, we recommend to resort to classical methods of promoting, such as: methods of direct marketing; public relations (PR); sponsorship of public events; personal sales; infographics, contextual advertising, e-mail marketing etc.