

SUMMARY

Theme:

«PR-technologies in the promotion
of building materials on the regional market
(on the example of LLC «BAFUS»)»

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Keywords: PR-activities, positioning of the company, a construction company.

The relevance of the research topic. Construction business is one of the most profitable industries in the world. Currently, construction is one of prior directions of modernization and technological development of Russia's economy. The activities of local PR specialists in consulting to identify new specific market segments, define the main guidelines for the positioning of the company, the formation of brand image in the minds of the target audience. It facilitates the development of small and medium entrepreneurship in the Russian Federation in line with the directives of the President of the Russian Federation, Federation Council and State Duma.

The necessity to examine this sphere is arisen from the need of goods and services promotion for the companies which exist in the competitive environment, to identify the specifics of PR activity in the building materials market as conditions for the effective functioning of domestic business in the modern information society, to explore the possibilities of application of PR-technologies in the work with target audiences which include employees, customers and partners.

In our country, the strategic positioning is used widely enough, especially in the construction industry and building materials. Here due to the lack of experience and practical knowledge in strategy development, and an insufficient number of various kinds of methodological manuals and recommendations.

The object of research is the process of positioning companies on the building equipment market.

The subject of research is the use of PR-technologies in the process of positioning and promotion of the organization on the regional market of building materials.

The purpose of our work is to study the development and launch new services to the market, which is based on the use of modern marketing approaches in conjunction with analysis of the impact on this process for the performance of the firm.

Theoretical and practical importance. The obtained results can serve to further deepening of knowledge concerning the essence and main stages of the development and launching new products and services to the market.

Results of the study. Process of working out the new goods consists of several consecutive stages each of which the company must decide whether to continue to develop ideas or to reject it. Creating a new service is a complex process that requires time, expenses and potential.