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FORMATION OF EXPORT STRATEGY OF ORGANIZATIONS BASED ON INNOVATIVE MARKETING TECHNOLOGIES

ФОРМИРОВАНИЕ ЭКСПОРТНОЙ СТРАТЕГИИ ОРГАНИЗАЦИЙ НА ОСНОВЕ ИННОВАЦИОННЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ

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ABSTRACT

EXPORT, INNOVATION, STRATEGY, MARKETING, LIGHT INDUSTRY

The article considers topical issues of development of export strategies of domestic enterprises. Export is one of the main priorities of development of economy of the Republic of Belarus. Increasing the level of competitiveness of enterprises in modern conditions of the global market can only be achieved through the introduction of innovative marketing technologies. Marketing innovations benefit not only individual companies but also the economy as a whole.

АННОТАЦИЯ

ЭКСПОРТ, ИННОВАЦИИ, СТРАТЕГИЯ, МАРКЕТИНГ, ЛЕГКАЯ ПРОМЫШЛЕННОСТЬ

В статье рассмотрены актуальные проблемы разработки экспортной стратегии отечественных промышленных предприятий. Экспорт – это один из основных приоритетов развития экономики Республики Беларусь. Повышение уровня конкурентоспособности предприятий в современных условиях глобального рынка может быть обеспечено только за счет внедрения инновационных маркетинговых технологий. Маркетинговые инновации приносят выгоду не только отдельным предприятиям, но и экономике страны в целом.

In the strategy of socio-economic development of the Republic of Belarus, considerable attention is paid to improving the efficiency of the work of Belarusian business entities using modern forms and methods of managing them, strengthening the marketing and innovative orientation of management, which should help domestic enterprises to gain leading positions in the field of quality and competitiveness in the domestic and foreign sales markets.

The importance of exports to market economies is very great. Export, being a powerful

stimulating factor of economic development, plays a role of a kind of «locomotive» in overcoming crisis phenomena, contributes to maintaining production and employment in export-oriented industries, having a positive impact on the economy of the country as a whole.

Thus, the problem of developing an export strategy in domestic industrial enterprises is now extremely urgent at both the macro and micro levels.

At the present stage, the Republic of Belarus faces the most important task - the transition of the economy to an innovative path of development. Its solution is one of the main ways to achieve dynamic development of the country in the long term and increase the standard of living of its people.

Competitive advantages of light industries of the Republic of Belarus are determined by availability of raw material base (flax, chemical fibres and threads, yarns, fabrics, leather and fur raw materials), highly qualified personnel, lower capital intensity of production compared to other industries.

The light industry of the Republic of Belarus has a high degree of export orientation.

In order to increase the surplus, the enterprises of light industry of the Republic of Belarus are aimed at reducing its dependence on imported supplies of raw materials and materials by increasing the production of flax fibre in the country, creating new types of chemical fibres and threads, dyes, leather materials for shoes. In this regard, it is planned to introduce technologies for the production of textile and knitted materials on the basis of new textile raw materials created by enterprises of the chemical industry of the Republic with improved hygienic properties.

The concern «Bellegprom» is an association of organizations and is a multisectoral industrial complex engaged in the production of textile, knitted, garment products, leather goods and footwear, as well as trade, science and education organizations.

The concern «Bellegprom» consists of 97 organizations, including 78 industrial organizations (17 organizations operate in the textile industry, 12 in knitting, 21 in sewing, 28 in leather and footwear). The concern «Bellegprom» is a coalition of organizations and is a diversified industrial complex engaged in production of textile, knitting, garments, manufacturing of leather goods and shoes, also part of the group include the organization of trade, science and education.

In 2018, the export of the concern «Bellegprom» organizations amounted to US \$546 million. The products were shipped to 62 countries around the world. The share of exports in total production in 2018 amounted to 55.3 %. Export growth was observed in countries such as Azerbaijan (174.9 %), Armenia (105.5 %), Kazakhstan (104.5 %), Kyrgyzstan (133.4 %), Tajikistan (132 %), Turkmenistan (142.8 %), Ukraine (112.0 %).

For foreign countries, export growth has increased in the following countries: Belgium (188.8 %), Bulgaria (261.1 %), Brazil (145.4 %), Hungary (177.7 %), Germany (106.4 %), Hong Kong (41.6 times), Georgia (131.6 %), India (139.5 %), Spain (169.7 %), Italy (164.6 %), China

(102.6 %), Latvia (107.1 %), Lithuania (111.2 %), Netherlands (332.2 %), Poland (139.4 %), Romania (197.9 %), United States (121.5 %), Serbia (115.1 %), Slovakia (358.4 %), Turkey (230.9 %), France (158.4 %) [1].

The main export nomenclature is garment, footwear, knitted goods, leather goods, cotton fabrics, linseed, wool, artificial and synthetic, carpets and carpets, linseed and bulk yarns.

In order to promote goods to foreign markets and find potential partners, the concern «Bellegprom» enterprises actively participate in exhibition and fair events. In 2018, the enterprises took part in 109 specialized exhibitions in Belgium, Germany, Italy, India, Latvia, Poland, China, Turkey, France, Finland, Czech Republic, Sweden, Russia, Armenia, Kazakhstan, Uzbekistan.

In terms of world trends, it can be noted that the active development of light industry in developing countries, with significant State support and the availability of its own raw materials, has had an impact on the redistribution of the productive forces of the industry. The production center shifted from Western Europe and the United States to South-East and Central Asia (China, Pakistan, India), South America.

The concern «Bellegprom», along with the expansion of exports, is tasked with providing access to the light industry market.

In addition, there are the following objective reasons restraining the growth of export supplies of group organizations:

- increase in the level of gray demand in the territory of the Eurasian Economic Union, growth in countries where there is an unaccounted (underground) level of production.
- a decrease in purchasing power in the CIS countries, the lack of competitiveness of products by price factor in their markets (due to the influx of cheap goods from Southeast Asia);
- development of light industry in the CIS countries (Turkmenistan, Kyrgyzstan, Uzbekistan).
- high duties on consumer goods in foreign countries;
- decrease in export prices in monetary terms [1].

Despite the fact that enterprises of light industry of the Republic of Belarus have a certain scientific, technical, production and personnel potential in the industry accumulated a number of problems that need to be solved immediately. Competition in the commodity market marked weaknesses of domestic light industry enterprises: slow adaptation to changes in demand, lag in quality of products, design, applied technologies and materials. As a result, domestic goods are being displaced by imported goods: on the one hand, they are high-quality, brand and expensive goods (Germany, Italy, England), and on the other - less high-quality and cheap goods (China, Turkey, Central Asian countries).

In the system of enterprises of light industry the organization of marketing and sales has its own peculiarities - here the success of new products mainly depends on the accuracy of its compliance with the requirements of buyers, that is, market factors of operation of the

enterprise by their importance exceed production and technical.

Therefore, enterprises of the industry should constantly carry out marketing research not only of markets of finished goods, but also of markets of new materials, dyes, technologies, predict trends of fashion development, as well as actively use innovative marketing technologies in their activities.

Thus, the competitiveness of light industry products in fact depends less and less on labor costs and more and more on productivity, quality, design, speed of updating the assortment, distribution, service, marketing and branding.

In 2014-2018, expenditures of enterprises of light industry of the Republic of Belarus on marketing innovations are at a low level and show a high level of variability.

Therefore, more effective promotion of Bellegprom enterprises to new export markets is possible due to:

- use of various methods of marketing communications, information and communication technologies, development of Internet trade, establishment of cooperation with well-known multi-brand online stores;

- organization of work on optimization of activities and improvement of efficiency of operation of the goods network abroad;

- introduction of additional measures to stimulate specialists of marketing and foreign economic services, organization of advanced training of personnel, holding of training seminars;

- increasing the participation of enterprises in tenders and exhibition events held abroad.

Thus, further development of market relations, entrepreneurship, increased participation of Belarusian light industry enterprises in the international division of labor, increased competition in the domestic market create favorable conditions for the use of marketing strategies, and their instruments will increasingly adapt to specific market conditions and specifics of activities of individual domestic enterprises.

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