



Зерттеудің бірегейлігі. Ғылыми жаңалық коммуникативтік басқару процесін жетілдіру бойынша әдістемелік ұсынымдар мен практикалық ұсыныстарды әзірлеуден тұрады.

Зерттеу нәтижелері. Алынған мәліметтер ұлттық экономиканың кез-келген саласына тән және жеке және байланысты салаларға тән жалпы қағидаттарды қамтуы керек туризмнің тұрақты дамуын бағалаудың бірыңғай тәсілін жасау қажеттілігін көрсетуге мүмкіндік береді. Осындай тәсілді тұжырымдаудың бастамашылары ғылыми қоғамдастық болып табылады, ал орнықты дамуды бақылау мен іске асыру міндеттерін мемлекеттік және өңірлік билік орындары шешуге тиіс.

Түйін сөздер: туризм, туризмнің тұрақты дамуы, тұрақты даму принциптері, туристік ресурстар, нақты тұрақты табыс, көп өлшемді тәсіл, ресурстық әлеует, өткізу әлеуеті.

СОСТОЯНИЕ УСТОЙЧИВОГО РАЗВИТИЯ ТУРИЗМА И ГОСУДАРСТВЕННОГО КОММУНИКАТИВНОГО УПРАВЛЕНИЯ ТУРИСТИЧЕСКОЙ ДЕЯТЕЛЬНОСТЬЮ В РЕСПУБЛИКЕ КАЗАХСТАН

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Резюме. *Статья посвящена анализу подходов к оценке устойчивости развития туризма в регионе. Современный уровень развития туризма требует обратить внимание на рациональное использование существующих ресурсов в регионах. Как показывает практика, туризм содействует формированию благоприятных экономических условий, однако имеет и негативные последствия, так как увеличение туристского потока ведет к загрязнению окружающей среды, наносит ущерб объектам туристского показа, провоцирует социальные проблемы. Устойчивость в туризме подразумевает положительный баланс экологических, социально-культурных и экономических ресурсов в регионе.*

Оригинальность исследования. Научная новизна заключается в разработке методических рекомендаций и практических предложений по совершенствованию процесса коммуникативного управления.

Результаты исследования. Полученные данные позволяют констатировать необходимость выработки единого подхода к оценке устойчивого развития туризма, который должен содержать общие принципы, характерные для любой отрасли народного хозяйства, и специфические для отдельных и смежных отраслей. Инициаторами выработки подобного подхода является научное сообщество, а задачи контроля и реализации устойчивого развития должны решаться государственными и региональными властями.

Ключевые слова: туризм, устойчивое развитие туризма, принципы устойчивого развития, туристские ресурсы, фактический устойчивый доход, многокритериальный подход, ресурсный потенциал, пропускной потенциал.

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MECHANISM FOR IMPLEMENTING THE COMPANY'S PRODUCT POLICY

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Annotation. *Search for the most advanced schemes and models of the Corporation's product policy, selection of tools and mechanisms for their adaptation to the conditions of a particular market. The importance of justifying marketing decisions for the development of such a policy is of increased interest to researchers in this issue.*

Originality of the research. Scientific novelty consists in the development of methodological recommendations and practical proposals for improving the product policy at the enterprise.

Research result. The conceptual framework of market research studies and the role of product policy in the marketing development Corporation; the specificity of marketing researches for specific food market; conducted market analysis of market conditions and formulates the algorithm of development of commercial policy on the selected



segment; modeled the mechanism of implementation of managerial decisions of the Corporation in the sphere of commercial policy in its implementation.

Key words: *marketing, product policy, implementation, implementation mechanism, market.*

Basic provisions. The analysis of individual elements of product policy of the company and the principles of systematization of data for subsequent forecasting of economic processes in the enterprise, this practical recommendations for the use of the stored information; defines the tasks of economic analysis and economic diagnostics in conditions of uncertainty of many economic processes, which are the logical conclusion of the development of commercial policy, i.e., to assess its impact on the overall performance of the enterprise.

Introduction. The main goal of commercial activity-making a profit by meeting customer demand-requires attention and an adequate response to changes in the market. The selection and sale of products is necessary to ensure the highest possible level of profitability; minimize trade risks; stability of the trading enterprise in the market and strengthen confidence in it from other market participants. Effective commercial activity ensures a stable financial condition of the enterprise and its competitiveness.

To ensure the competitive advantages of products and services, it is necessary to develop and implement various business and marketing solutions. Such decisions in marketing usually relate to four areas: product, price, distribution, sales, and communication policy.

The ability of a company to focus on the main positions of its product range can be an important factor in achieving a competitive advantage in the market. The role of management is to skillfully coordinate the financial management of the enterprise with its product policy, which ensures the growth of turnover and profit.

The carefully developed product policy of the company focuses on the direction in which the company should go, which in turn will allow the company's employees to focus their work on effective areas. Choosing the right product policy ensures that profitable opportunities are not allowed. The scale of the enterprise should be as wide as possible.

Materials and methods. The theoretical and methodological basis of the research is the works of domestic and foreign scientists in the field of theory and practice of evaluating and determining product policy strategies, as well as legislative acts, Decrees of the President of the Republic of Kazakhstan, government Resolutions on the product policy of enterprises, etc.

Results and discussion. Creation, development and effective sale of goods are the main components of the company's product policy, which, in turn, determine its content. Therefore, the result of the implementation of the company's product policy should be the development and formation of an optimal product range, the production of which would provide profit to the manufacturer and meet the needs of consumers. In accordance with this goal, the development of an effective product policy by manufacturers requires solving the following tasks:

- development of a strategy for the company's behavior in the market;
- selection and optimization of the product range;
- development of measures to improve the competitiveness of the product range;
- determining the rate of product renewal for the whole enterprise and for individual types of products, taking into account the product life cycle (PLC);
- determining the time of entering the market with new products and removing old ones (innovation policy of the enterprise);
- determining the time of modification and modernization of goods;
- analysis and forecasting of prospects of the product portfolio;
- assessment of the reality and prospects of the manufacturer's position in the market.

Systematization and analysis of information on the development of product strategies of the enterprise allowed us to create an algorithm for implementing the company's product strategy in the framework of product policy formation, which is shown in figure 1.

At the initial stage, the company's activities are analyzed based on the results of marketing research.

Modern analysis should begin with the study and analysis of the product and market. To develop and implement an effective product policy, all product characteristics are also analyzed: reliability, usability, functionality, durability, ease of maintenance, aesthetics, guarantees, instructions, packaging, etc.

Another important point is the focus on a segmented group of consumers. Without a clear focus on a narrow, pre-identified target group of potential consumers, there can be no success in a market economy.

This will become relevant for our enterprises as soon as the market receives a sufficiently clear impulse to self-organization and stability. Product policy occupies one of the key places in the company's strategy and studies measures to improve the competitiveness of products, primarily their quality characteristics that meet the needs of end users, create new products, optimize the range, lengthen the life cycle.

Consumer evaluations are of strategic importance at all stages, from conceptualizing a new product and testing it, to positioning it, designing it, manufacturing it, setting the price level, advertising it, marketing it, financing it, and maintaining it.

Therefore, the product policy includes conducting systematic research at all these stages, and their object is not the product itself, in isolation from specific markets and specific consumers, but the consumer with his requests in relation to this product, his response to various activities at each stage of product promotion from the manufacturer to the consumer.

The company, implementing its product policy, aims to produce such products that will be a priority when choosing a consumer in the market and will have high competitiveness and high quality. The consumer effect depends not only on the main, but also on additional properties of products.

The main properties of a product are determined by the purpose for which it was created, and additional properties are determined by the consumer's attitude to the product. The functionality of the product is determined by its technical and technological characteristics (reliability of operation, durability, availability of repairs), and also implies ease of use, high aesthetic level.

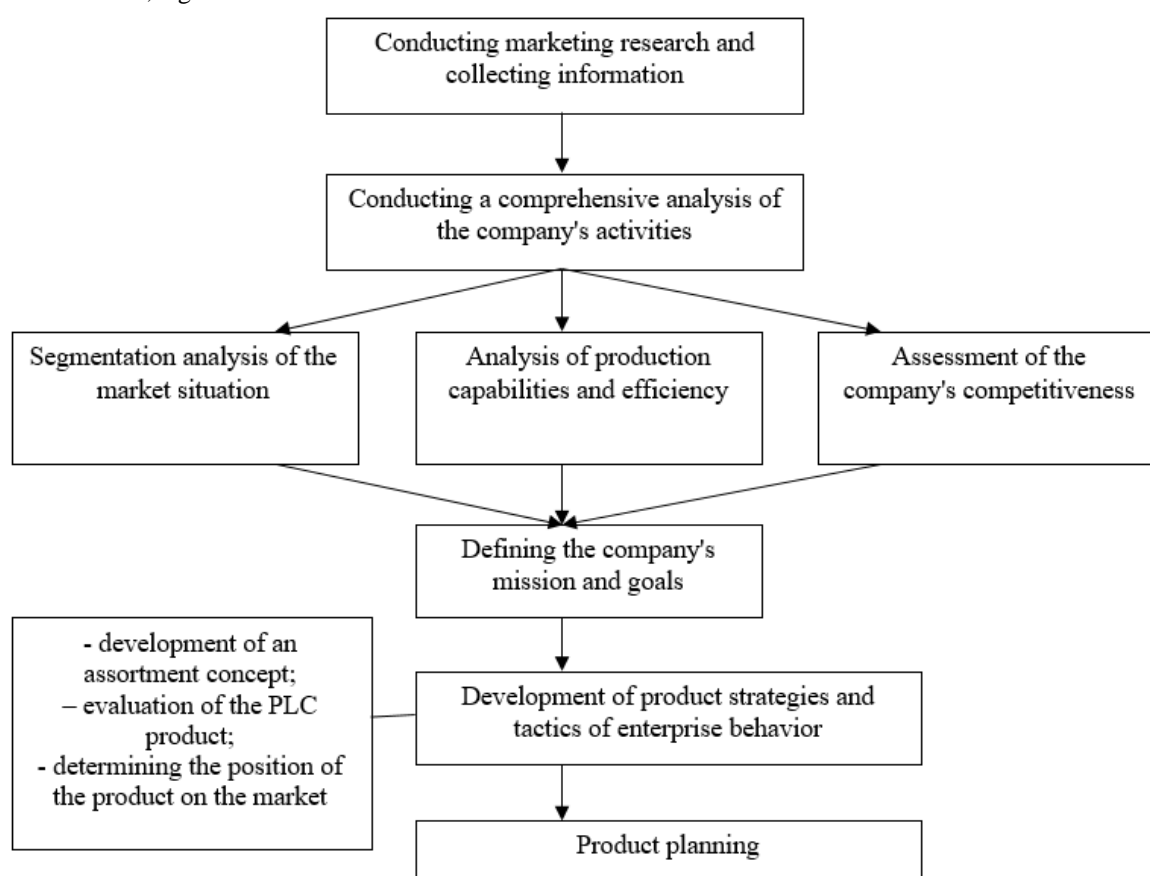


Figure 1. Algorithm for implementing the company's product strategy

In General, the formation of an assortment is a problem of specific goods, their individual series, determining the relationship between «old» and «new» goods, commodity units and serial production, «knowledge-intensive» and «ordinary» goods, embodied goods and / or licenses and «know-how» [1,2].

Therefore, before proceeding directly to the formation of the product range, it is necessary to develop an assortment concept. It should be aimed at building an optimal assortment structure and product offer, while taking as a basis the consumer requirements of certain groups, the need to ensure the most efficient use of the main types of resources by the enterprise in order to produce products with low costs.

The criteria of optimality are the requirements of consumers to the range and quality of goods, resource opportunities, social attitudes, which are determined in the course of forecasting the structure of the assortment.

But the main thing in the forecast should not be detailing the range by consumer properties, but the optimal variety of the range for certain characteristics with calculations for specific groups (segments) of consumers. Therefore, only the trend of product range development should be predicted [3,4,5].



The assortment concept should reflect the following points:

- characteristics of current and future needs of customers, analysis of how to use these products and features of consumer behavior in the relevant target markets;
- evaluation of existing competitors' products and analysis of the competitiveness of products produced by the enterprise;
- analysis of production opportunities for new or improved products, taking into account the issues of prices, cost and profitability;
- solution of questions: what products should be included in the assortment; what should be the width and depth of the assortment; how and in what direction will the assortment change over time; what batches should be produced;
- basic recommendations regarding quality, style, price, name, packaging, service, etc.;
- recommendations regarding the creation of new products, production technology, storage, transportation, sales methods and promotion;
- list of marketing research necessary for successful assortment management and methods of their implementation - methods of assortment management and control.

The assortment concept is one of the most important decisions in terms of marketing, which must be taken very seriously, since in the future correcting errors will cost the company dearly. There are four main alternatives to a product strategy:

- undifferentiated marketing;
- concentrated marketing;
- segmentation (positioning) of the product;
- product differentiation.

Undifferentiated marketing involves the production of a standardized homogeneous product range that is sold in the same way in all markets.

Concentrated marketing is the production of standardized products, but only for one market segment. Product segmentation involves the production of various product lines that have a multidirectional nature, that is, each product is aimed at meeting the individual needs of the corresponding market segment with its own market conditions.

Product differentiation involves the production of basically one product for all markets, but with minor changes, including in the organization of sales. The choice of the preferred alternative is based on an analysis of the interaction of market opportunities, the company's tasks and its resources.

Nevertheless, the main reference point in the formation of a product strategy is (for all the importance of other categories) to achieve a competitive advantage of the enterprise in the long term.

Selecting a particular alternative product strategy, the firm should "fill" the content for the relevant product or product range, that is, the group of products, closely related to at least one of the signs: joint application, common segment, common distribution channel, similar price range [6].

The product range is a dynamic set of nomenclature items (models, brands) of products that are in potential demand in the market and ensure the survival of the enterprise in the long term. From the point of view of product preferences, it is important that over a long period provides an excess of profit over financial needs in order to maintain the competitiveness of the company.

An important role in evaluating the company's product strategy is assigned to the product rating. The product rating refers to the place occupied by a particular nomenclature position in the ranked row of all positions in the product range [7].

In strategic terms, the company's product policy should be based on the concept of PLC, that is, on the fact that each product has a certain period of market stability, characterized by the volume of its sales over time.

The transition from one stage of PLC to another is smooth, so the marketing service should carefully monitor changes in product sales volumes in order to timely grasp the boundaries of stages and, accordingly, make recommendations to the company's management for making changes to the product policy of redistributing marketing resources and efforts. An important element of the product policy is the timely introduction of changes to the product that increase its consumer value or expand the circle of its possible buyers (modernization or modification of the product).

Another strategic approach to product policy, aimed at maintaining or even increasing market share, is to create and introduce new products to the market to replace those that have exhausted their life cycle without significant changes in the technological processes characteristic of this enterprise.

This policy is designed for a certain segment of the market, which has formed a circle of buyers who have gained confidence in the company's brand and the company as a whole.

Since market (final) success is now the main criterion for evaluating the activities of enterprises, and their market opportunities are predetermined by a properly developed and consistently implemented product policy, it is on the basis of studying the market and its development prospects that the enterprise receives initial information for solving issues related to the formation, planning of the assortment and its improvement.



Each product offered on the market has its own specific life cycle, or the period during which it finds its customers. Distinguish between the stages of the product's life cycle (its sale on the market).

Each stage has its own tactics and strategy. Depending on the stage of the life cycle, market participants receive different profits. The life cycle period depends on many factors.

This is due to the large size and weight of the products. This specificity should be taken into account when making decisions in the field of packaging development for specific types of goods. In most cases, packaging is an important tool for advertising, generating demand and stimulating it [8].

In modern marketing, special attention is paid also product brand refers to name, sign or a combination of both, allowing customers to identify and distinguish the goods of one seller from goods of competitors [9].

According to D. I. Kostyukhin, a service is (a set of services related to the sale and use of machinery, equipment and other industrial products and ensuring their constant readiness for highly efficient operation».

The demand for services generated by the demand for the product, and good service – demand for serviced products. The high competitiveness of a product is largely determined by high-quality service. A good service can be an important source of revenue.

In world practice, it is believed that investments in service bring twice as much profit as investments in the production of this equipment, since prices for spare parts and components can be set much higher than these components cost as part of the product itself. The budget of the company's product policy is based on the costs of all activities and actions related to the formation of the product policy, the creation of new products and their introduction into the life cycle.

Almost all the leading specialists and management of the company participate in the budget discussion, since the development and production of new products affect all the main divisions of the company.

The objects of control are: the range of products; the quality of goods and services; the cost of creating new products; activities carried out within the framework of the product policy, and their effectiveness; methods and results of marketing research. Preparation of the control plan is carried out in the following stages:

- 1) determine the areas of control of the company's product policy;
- 2) the objects and parameters that need to be monitored are listed in detail, and control maps are drawn up;
- 3) responsible persons exercising control are selected and their powers are determined;
- 4) determine the timing, frequency of control and form of presentation of control results.

A well-thought-out product policy not only allows you to optimize the process of updating the range, but also serves as a guide for the company's management of the General direction of actions, allowing you to adjust the current situation.

The absence of a General, strategic course of action of the enterprise, without which there is no long-term product policy, is fraught with incorrect decisions, dispersion of forces and resources, refusal to launch products into production at a time when everything is ready for their serial or mass production. Naturally, this type of error is costly for manufacturers. However, the product policy is not only the purposeful formation of the product range and its management, but also the consideration of internal and external factors affecting the product, its creation, production, promotion and sale, legal support for such activities, pricing as a means of achieving strategic goals of the product policy, etc.

Thus, in the context of the need to attract more and more resources to solve production, sales and other tasks, as well as the uncertainty of the final commercial results, a thorough study of the entire range of issues included in the product policy is required.

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КӘСПОРЫННЫҢ ТАУАР САЯСАТЫН ІСКЕ АСЫРУ ТЕТІГІ

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Түйін. Зерттеу мақсаты. Корпорацияның тауар саясатының ең озық схемалары мен модельдерін іздеу, оларды белгілі бір нарық жағдайларына бейімдеу құралдары мен тетіктерін таңдау. Мұндай саясатты жасау үшін маркетингтік шешімдерді негіздеудің маңыздылығы зерттеушілердің осы мәселеге деген қызығушылығын арттырады.

Зерттеу нәтижелері. Нарықтық конъюнктураны зерттеудің тұжырымдамалық негіздері және корпорацияның маркетингтік әзірлемелері жүйесіндегі тауар саясатының рөлі; азық-түлік тауарларының нақты нарығындағы маркетингтік зерттеулердің ерекшелігі анықталды; нарық жағдайына конъюнктуралық талдау жүргізілді және таңдалған сегментте тауар саясатын әзірлеу алгоритмі қалыптастырылды; оны іске асыру кезінде тауар саясаты саласындағы корпорацияның басқару шешімдерін іске асыру тетігі модельденді.

Түйін сөздер: маркетинг, тауар саясаты, сату, сату механизмі, нарық.

МЕХАНИЗМ РЕАЛИЗАЦИИ ТОВАРНОЙ ПОЛИТИКИ ПРЕДПРИЯТИЯ

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Резюме. Цель исследования. Поиск наиболее продвинутых схем и моделей товарной политики корпорации, выбора инструментов и механизмов их адаптации к условиям конкретного рынка. Значимость обоснования маркетинговых решений для разработки такой политики вызывает повышенный интерес исследователей к этой проблематике.

Результаты исследования. Концептуальные основы исследований рыночной конъюнктуры и роль товарной политики в системе маркетинговых разработок корпорации; выявлена специфика маркетинговых исследований на конкретном рынке продовольственных товаров; проведен конъюнктурный анализ состояния рынка и сформулирован алгоритм разработки товарной политики на избранном сегменте; смоделирован механизм реализации управленческих решений корпорации в сфере товарной политики при ее реализации.

Ключевые слова: маркетинг, товарная политика, реализация, механизм реализации, рынок.