

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY STATE UNIVERSITY
Educational and Research Institute of Business, Economics and Management
Department of International Economic Relations

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QUALIFICATION PAPER

on the topic " FORMING AN INNOVATION MARKETING SYSTEM AT
INTERNATIONAL BUSINESS "

Specialty 292 "International Economic Relations"

Student IV Course _____ Valeriia Nikolaienko
group IE-72a.en

It is submitted for the Bachelor's degree requirements fulfillment.

Qualifying Bachelor's paper contains the results of own research. The use of the ideas, results, and texts of other authors has a link to the corresponding source

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Sumy, 2021

ABSTRACT

on bachelor's degree qualification paper on the topic
« FORMING AN INNOVATION MARKETING SYSTEM AT
INTERNATIONAL BUSINESS »
student Valeriia Nikolaienko

The main content of the bachelor's degree qualification paper is presented on 43 pages, including references consisted of 45 used sources, which is placed on 5 pages.

Keywords: MARKETING OF INNOVATIONS; INTERNATIONAL BUSINESS; INNOVATIVE DEVELOPMENT; LEVEL OF COMPETITION; ECONOMIC PROCESSES, MULTINATIONAL COMPANIES; ECONOMIC GROWTH:

Research object: resource provision and ways of innovative development of the company.

Subject of research: innovative technologies used in the company "IKEA" and the development of ways to improve the provision of resources for innovative development.

Tasks:

- consider the essence and significance of the development of innovative business;
- to substantiate the theoretical provisions for providing resources for innovative development;
- consider methodological approaches to assessing the provision of resources for innovative development;
- consider the development and implementation of service resources for innovative development;

- analyze the state of the innovation activity of the IKEA LLC enterprise, define the goals and objectives of the enterprise;
- consider the role of innovation in the development of an enterprise, increasing competitiveness;
- propose ways to improve the provision of resources for the innovative development of the enterprise.

Sources of information were basic educational literature, fundamental theoretical works, the results of practical research by domestic and foreign authors, reviews in specialized, and other relevant sources of information.

According to the results of the study, the following conclusions are formulated:

1. Innovative development is an important part of the enterprise, and in carrying out this activity should pay attention to the provision of resources, which, according to scientists, are a set of internal and external resources and conditions necessary for the formation and further functioning of innovations and their components.
2. Identifying resource issues as part of a company's innovative development is a priority that needs to be addressed. We saw this on the example of IKEA. An important role in the effective development of innovation is played by the assessment of the availability of resources as a need for further solutions and implementation of possible measures.
3. Preservation of natural resources and the environment, as well as the creation of better living and working conditions should be considered as important internal innovation factors.

Results of approbation of the basic provisions of the qualification Bachelor work was considered at the 2nd International scientific-practical conference “INTERNATIONAL ECONOMIC RELATIONS AND SUSTAINABLE DEVELOPMENT”.

The year of qualifying paper fulfillment is 2021.

The year of paper defense is 2021.

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TASKS FOR BACHELOR'S DEGREE QUALIFICATION PAPER

(specialty 292 " International Economic Relations ")

student IV course, group IE-72a.en

Valeriia Nikolaienko

1. The theme of the paper is « Forming an innovation marketing system at international business » approved by the order of the university from

« __ » _____ 20 __ № ____

2. The term of completed paper submission by the student is «__» _____ 2021

3. The purpose of the qualification paper is to analyze of the provision of resources as a basis for innovative development of the company and the development of proposals to increase the provision of resources for innovative development.

4. The object of the research is resource provision and ways of innovative development of the company.

5. The subject of research is theoretical bases, practical principles and development potential

innovative technologies used in the company "IKEA" and the development of ways to improve the provision of resources for innovative development.

6. The qualification paper is carried out on materials as: educational literature, fundamental theoretical works, the results of practical research by domestic and foreign authors, research articles, and reviews in specialized and periodicals. topics, reference books, other relevant sources of information.

7. Approximate qualifying bachelor's paper plan, terms for submitting chapters to the research advisor, and the content of tasks for the accomplished purpose is as follows:

Chapter 1 « LATEST TRENDS INNOVATION MARKETING DEVELOPMENT IN THE XXI CENTURY »

Chapter 1 deals with the non-standard theoretical knowledge contained in high-performance intellectual technologies that provide leadership to market participants in the creation and sale of smart products and their introduction into domestic and foreign markets.

Chapter 2 « ISSUES OF PROVIDING MARKETING AND INNOVATIVE ACTIVITIES AND WAYS TO OVERCOME THEM ON THE EXAMPLE OF ACTIVITY OF IKEA LLC »

Chapter 2 deals with identifying the main trends in the development of innovative activity at the enterprise, since in modern conditions the successful activity of enterprises is impossible without innovation.

This is confirmed by the development of the IKEA LLC enterprise, where innovations contribute to an increase in production efficiency.

Chapter 3 « PROBLEMS AND WAYS OF APPLICATION OF MARKETING IN INNOVATIVE ACTIVITY OF ENTERPRISES ON THE TERRITORY OF UKRAINE »

Chapter 3 deals with preservation of natural resources and the environment, as well as the creation of better living and working conditions should be considered as important internal innovation factors, the impact of new technologies on the economy and society.

8. Supervision on work:

Chapter	Full name and position of the advisor	Date, signature	
		task issued by	task accepted by
1	Prof. Svitlana V. Tarasenko		
2	Prof. Svitlana V. Tarasenko		
3	Prof. Svitlana V. Tarasenko		

9. Date of issue of the task: «__»_____ 20__.

Research Advisor: _____

Svitlana Tarasenko

The task has been received: _____

Valeriia Nikolaienko

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INTRODUCTION

The relevance of the research topic is due to the growing importance of providing resources for innovative development as an important factor in the effective functioning and implementation of economic processes in transnational companies in market conditions.

In modern conditions, it is more and more important to substantiate the economic efficiency of providing resources for the development of innovative business.

Today, for the successful functioning of an enterprise, it is not enough to produce high-quality products; it is important to entice the buyer, to show that the products produced by the company are the best. For this there is such a science as marketing. It is marketing, or to be more precise marketing innovations, that helps to promote the manufactured products, and, consequently, the company in the market.

The company's competitiveness in the modern international market is based on products that are manufactured using new technologies and knowledge.

Innovative marketing is one of the areas of strategic management aimed at introducing new technologies and knowledge in such areas as: production, personnel management, organization of labor processes, etc., at the highest level of the company's management. Today, the most successful are European and American companies. These companies owe much of their success to marketing innovation. The study and implementation of innovative technologies in the field of production and marketing from Western companies contributes to the development of domestic production.

Problems with innovations are reflected in many publications of domestic researchers. SM Ilyashenko considered the creation of an innovation market and the foundations of economic management [23]. Management of innovative processes

was investigated in his work by A. A. Peresada [33]. At one time, A. V. Voychak analyzed marketing management [11].

Foreign researchers paid special attention to providing resources for innovative development. The foundations of organizational design in his work were investigated by G.V. Menee [31]. The international transfer of technologies in the economic development of countries was analyzed by A.V. Betrosh [5]. The purpose of this work is to analyze the provision of resources as the basis for the innovative development of the company and develop proposals for increasing the provision of resources for innovative development.

Tasks:

- consider the essence and significance of the development of innovative business;
- to substantiate the theoretical provisions for providing resources for innovative development;
- consider methodological approaches to assessing the provision of resources for innovative development;
- consider the development and implementation of service resources for innovative development;
- analyze the state of the innovation activity of the IKEA LLC enterprise, define the goals and objectives of the enterprise;
- consider the role of innovation in the development of an enterprise, increasing competitiveness;
- give an economic description of the organization, analyze the external and internal environment of the enterprise;
- propose ways to improve the provision of resources for the innovative development of the enterprise.

Research object: resource provision and ways of innovative development of the company.

Subject of research: innovative technologies used in the company "IKEA" and the development of ways to improve the provision of resources for innovative development.

To achieve certain tasks and goals, we have applied these general and scientific, characteristic methods of study: the general scientific method of analyzing certain aspects of material planning; the method of systematic analysis (for the study of complex issues during the marketing planning period at the enterprise); methods of financial analysis (to determine the financial situation of enterprises in conditions of competitiveness); methods of economic and mathematical synthesis (to determine the trend of transformations of financial phenomena and processes); programmatic and target method (for the development and explanation of practical advice on the construction of marketing innovations) fundamental positions and the latest concepts of financial analysis, planning and forecasting and marketing innovations.

The work has a traditional structure and includes an introduction, main part consisting of 3 chapters, a conclusion, and a list of references

1 LATEST TRENDS INNOVATION MARKETING DEVELOPMENT IN THE XXI CENTURY

1.1 Marketing of innovation and its place among the concept of business and entrepreneurship

In innovation management, motivation is explained as a list of tools that act in the direction of motivational forces to obtain the task. Motivation of innovation is a set of needs and motivations that force the manufacturer and manager to constantly work towards the formation and sale of innovations, or on the other hand, active work aimed at building and selling innovations, which in turn, the method of its acquisition and application in economic activity.

The motivation for innovation should be analyzed in two ways:

- motivation to produce and sell innovations;
- motivation to acquire innovations [7, p. 92].

Each motivation is formed from 4 components: the purpose, motivation, factors, thirst to receive the established purpose. The purpose of production and implementation of innovation is to obtain funds from the business entity from the sale of new products or functions, in order to contribute to profitable business activities, to increase its own market position, increase its own competitiveness.

Competitiveness of the product is characterized by its features that represent the interest of buyers, ie features that help the product to meet the needs of market relations.

The competitiveness of the created product or option is due to:

- the ratio of product quality to established standards;
- lower cost with the same position of quality;
- persuasion of the consumer in the prospects of the supplier not only to ensure the consistency of product quality, but also to deliver in the agreed period;
- presence of lively and high-quality after-sales service;

- compliance of the product with global and state regulations that promote both unification and interchangeability;
- advertising support [3, p. 120].

The motives for the formation and implementation of innovations are due to a certain list of factors. The main factors are:

- increase of competition;
- transformation in the production and trade process;
- improvement of operations technologies;
- transformation in tax provisions;
- gains in the global financial market [21, p. 142].

Subjective reasons include factors that demonstrate the needs of each buyer, plans and programs of its investment and material behavior, psychological inclinations, the competence of managers.

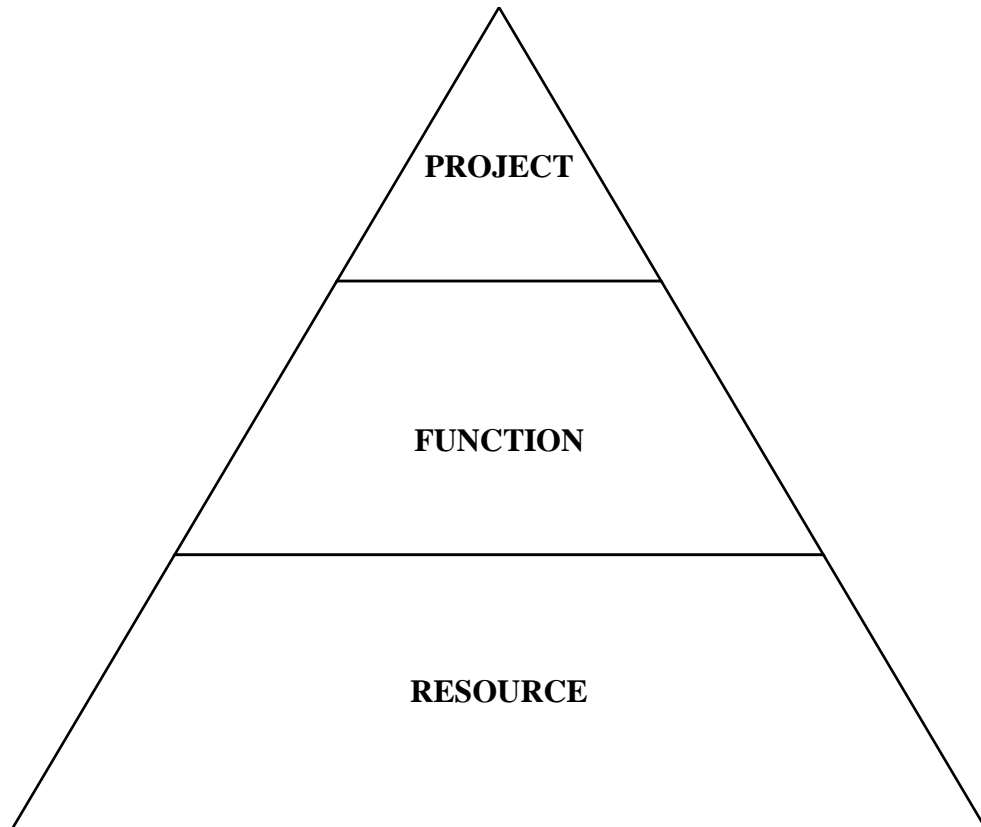
Given the increase in capacity is the development of the organization and its departments, and at the same time all the components of economic and entrepreneurial nature. In accordance with the position of innovation capabilities, the selection and implementation of an innovation program, and quality evaluation is extremely important.

The innovative potential of an organization or enterprise is:

- the state of its readiness to implement the tasks that support its desire to implement the tasks that ensure the achievements of the established innovative goal, readiness to implement an innovative project;
- measures for the implementation of innovative changes and the introduction of innovative marketing needs [15, p. 23].

Reforming the innovation potential of enterprises and organizations can be implemented only through qualitative changes in all departments, as well as all components of the production and economic segment. Given this, to assess the innovative potential requires a detailed diagnosis of the internal environment of the studied object [17, p. 440].

Evaluation of innovation potential is as follows:

Scheme 1.1. Evaluation of innovation potential

In this case, the Project means the introduction and sale of the created product or service, a new course of activity. The issue of assessing the innovation potential of an organization or enterprise should be analyzed in two ways:

- independent evaluation of the organization or service before the introduction of marketing innovations;
- multi-component assessment of the current situation of the organization or service in relation to existing measures [22, p. 36].

Depending on how the main task of assessing innovation potential is set, one of two methods is used: diagnostic or detailed. Detailed methodology takes place during the period of substantiation of innovative activity and preparation of the project for sale and implementation.

The process of assessing the innovative capabilities of the organization or enterprise with a detailed method of studying the internal state is as follows:

- a description of the normative position of innovation capabilities of the organization or enterprise is created, ie qualitative and quantitative requirements to the potential state in all directions that support the

obtained results of the already established innovation need are specifically determined;

- the actual position of innovation potential in all components and blocks is formed;
- the contradiction of normative and existing provisions of values of potential measurements is systematized;
- identify the relevant regulations and with deviations from the norm by the parties to the potential;
- a register of works with strengthening the weaknesses of the organization or enterprise is created [32, p. 91].

Harassment of participation, lack of specialists who can perform systematic analysis, lack of information about the organization or enterprise, for example, in the analysis of innovative marketing of competing structures, force the use of diagnostic methods in assessing the innovative capabilities of the organization. It should be noted that the application of diagnostic analysis requires a number of skills and information sources.

The method of diagnostic analysis and evaluation of innovative capabilities of the organization is as follows:

- assessment of managerial influences;
- assessment of the environment;
- introduction of a catalog of diagnostic characteristics that explain external manifestations, such as political, economic, social, technological;
- formation of a catalog of structural parameters that explain the internal position of the enterprise or organization;
- determining the relationship between structural and diagnostic measurements of the system;
- analysis of diagnostic parameters and processing of statistical data;
- assessment of structural characteristics;

- formation of an integrated assessment of the capabilities of the organization or enterprise [27, p. 51].

It should be noted that questionnaires for qualitative assessment have been formed to assess innovation opportunities.

1.2 Classification and functioning of strategic and innovative marketing

The main goal of innovation is to increase and maintain the competitiveness of products.

Competitiveness is the ability of manufactured products to satisfy any needs in comparison with similar products on the market. One of the components of competitiveness is product quality, another component is price. Advertising, fashion, the market situation, the company's image, the offered level of service, etc., have a great influence on competitiveness.

The level of service and the image of the company have a strong correlation with each other, which means that the higher the level of service, the better the image of the organization, which means that the competitiveness of the company increases. Based on the above, it is possible to derive a formula for the competitiveness of an enterprise

Competitiveness = Product Quality + Price + Service Level.

To manage competitiveness means to ensure the optimal ratio of these components and to solve production problems: improving the quality of products, reducing the cost of producing goods and services, increasing the efficiency and quality of service.

These components are a multifactorial process, and each of them can be considered as a complex independent control object. In particular, the value of costs is influenced by the cost and quality of materials and fuel, qualifications of workers, labor productivity, management costs, staff salaries, etc. However, the possibility of

ensuring the required level of components of competitiveness is determined by basic production factors, such as the technical level of production, the level of organization of production and its management.

The pattern of development of an innovative organization leads to a change in importance from operational and tactical planning to a strategic position, to the level of creating a new type of leadership - innovation marketing. Marketing innovation in our time is a single strategy, business philosophy, position and methods of management of the organization or enterprise [24, p. 193].

In industrialized countries, the marketing position of reforming organizations has been at the forefront for a long time. The innovation marketing package includes the formation of innovation strategy, analytical data on the market and operational marketing.

Innovation marketing processes relate to both operational and strategic components. Strategic innovative marketing is distinguished by market segmentation and positioning of goods or services. The leading position of the marketing strategy is to study and create a forecast of the need for the latest product or product, created on the qualitative analysis of consumer perception of innovation. During strategic studies, the management of an innovative product must determine: what products, what quality and what consumers need to be offered. That is why strategic marketing is aimed at constant communication of employees of marketing and sociological structures of the organization with the existing buyer, for example, surveys, questionnaires, information sampling.

At the beginning of market research, there is a general economic analysis, which is mainly related to the analysis of the external position of the organization and contributes to the analytical study of macroeconomic factors that have a relationship between demand and innovation, its development, total per capita income, consumer price index, inflation. This list should include legal conditions and the practice of law, which depend on the import and export of standard products or services, the amount of subsidies, the framework of the state standard, the tax system [36, p. 38].

For systematization the following scheme of research of strategic marketing positions from a direction to the given sections is presented:

- needs analysis. During the needs analysis, the organization needs to determine for which customers the innovative products are directed. A popular method in the analysis of needs is market segmentation: the market is divided into specific groups of buyers, ie segments that prefer different goods and services;
- attractiveness. The next step in creating an innovation marketing strategy is characterized by the degree of attractiveness of certain market positions and prefer one or more target markets for development [31, p. 344];
- competitiveness. Differentiation of competitive advantages associated with the previously described position of certain forms of products in the "portfolio" offered to a particular group of consumers;
- selection of "product portfolio". "Portfolio" analysis - a method by which managers of enterprises or organizations find and evaluate ways of their own economic functioning for rational financing in the most profitable areas, and reduce the number of weak areas of work;
- choosing an innovative development strategy. Development strategy is the leading direction of marketing activity, on the basis of which the organization tries to get the desired result [38, p. 152].

During the operational marketing of innovations, certain forms of implementation of the chosen innovation strategy are formed. Operational marketing is aimed at increasing profits and sales, maintaining the positive reputation of the company, increasing the market element. In addition to building the components of marketing innovation, operational marketing management at the enterprise or organization has the following components:

- creation of a written plan of innovation marketing, which is formed into one general marketing strategy;
- formation of an estimate, which includes the process of marketing innovations within the entire budget;

- control of marketing innovation of the enterprise [1, p. 234].

In accordance with the theoretical provisions of marketing, the path of perception of a new product or service is formed from certain steps:

- initial provision of information. The consumer receives information about innovations, although he does not have it in full;
- product recognition. The consumer has received certain data, shows interest, seeks additional information about the novelty;
- identification of a new product. The consumer compares the meat with the primary needs;
- assessing the potential of innovation. The consumer decides to try innovations;
- attempt of innovation by the consumer to generate data on innovations and their future acquisition;
- making a decision to buy or invest to create an innovation [8, p. 94].

The leading motives that influence the determination of prices for a new product or service are:

- the degree of production costs;
- regulations in the field of competition in the market;
- non-triviality of the offered product or service;
- company reputation;
- the ratio of demand and supply for similar products or substitutes in the market;
- elasticity of need;
- factors of the "external environment" (for example, public management of prices for a particular type of goods) [10, p. 121].

It is worth noting that setting the value will be correct to pay attention to the main factors, although the share of each of them may differ. The cost of innovative products is set on the basis of a comprehensive analysis, taking into account the attitude of potential buyers, the price base of competitors, and production costs.

In innovative marketing, the following pricing strategies are most often used:

- skimming strategy is used when introducing a new offer to the market, at a time when significant prices are being formed. It is advisable to apply if there are no competitors and no information about the product.

At this time, the company receives the largest material "cream" in various market segments:

- strategy of entering the market, during which a new product is formed at low prices - when there is a significant number of competitors;
- the strategy of prestigious prices is used to present new products as high quality and prestigious, because for the buyer a significant value for the product is positioned as the value of prestigious and high quality;
- this technique is used by popular and well-known companies;
- strategy based on consumer assessment and value is formed at the level at which the consumer can pay [16, p. 23];
- the strategy of selling new products should demonstrate a certain combination of work with potential consumers, mass trade, agents and wholesale markets.

When integrating a new product, the following tasks must be solved:

- creating customers' idea of a new product from a company or enterprise.
- The constant purchase of goods is due to the action of convincing factors;
- reporting to customers the correct data about innovations;
 - building a positive opinion about the created products. If a person does not have information about the company or product, the probability of purchase is extremely low [11, p. 76].

Operational marketing is the final stage of innovation marketing activities, during which methods of introducing the concept of strategic innovation marketing are formed. Operational marketing is often interrelated with the positions of the life course of innovations in the market.

In innovative business, the problem of building marketing activities has an uncompromising position. However, in small businesses, such issues do not receive

much attention from management, who directs all efforts to create a new product or service. That is why a significant number of projects are not implemented.

Considerable attention of marketing services is directed to the estimation of expenses and profits from marketing of innovations. To calculate the costs you need to analyze the fixed and variable costs of production and sales, to clarify the price range of competitors. The evaluation of revenues from marketing innovations is based on the best capacity utilization and a rational program to predict future sales in accordance with changes in demand, characteristics and type of products.

2 ISSUES OF INNOVATION MARKETING AND WAYS TO ACCESS THEM ON THE EXAMPLE OF ACTIVITY OF IKEA LLC

2.1 Economic characteristics of IKEA LLC. Analysis of the external and internal environment of the enterprise

Company name: Limited Liability Company "IKEA"

Abbreviated name: IKEA LLC

The name "IKEA" stands for "Ingvar Kamprad Elmtaryd Agunnaryd", that is, the name of the founder and the name of the farm (Elmtaryd) in the Agunnaryd parish where he lived.

The headquarters is located in the Netherlands, in the city of Delft, South Holland. LLC "IKEA" has Swedish roots and supports the image of the Swedish company in all marketing communications. Founded in 1943 by Ingvar Kamprad. On January 1, 2012, IKEA carried out an internal resale of its brand for \$ 11.2 billion. the seller was Interogo, registered in Liechtenstein, controlled by Ingvar Kamprad, and the buyer was a subsidiary of IKEA itself, the Dutch Ikea Systems. The purpose of the transaction was named "consolidation and simplification of the structure of the business group."

Today IKEA purchases goods from more than 1,300 suppliers in more than 50 countries around the world. Swedwood, a member of the IKEA concern, owns more than 30 furniture and woodworking companies in 11 countries around the world.

IKEA mission: "To make the everyday life of many people for the better." The business idea is to provide customers with a wide range of comfortable and functional home improvement products at such low prices that as many people as possible can buy them.

In addition to retail, IKEA provides the following services:

- delivery service. If you do not have the ability or desire to take your purchases home on your own, we will help you organize their delivery for a reasonable fee;
- assembly. Depending on how much help is needed, different types of services are offered - from simple assembly to complete installation of furniture and connection of built-in appliances;
- consumer credit. For convenience, there are several credit programs in IKEA stores that provide the most flexible and comfortable conditions for using the bank's credit funds;
- restaurant, bistro and shop of Swedish products;
- design of an apartment, design is provided;
- sewing curtains;
- parking for cars;
- children's room.

The IKEA assortment is developed by IoS employees (Assortment Development Division, Elmhult, Sweden). The assortment includes about 10,000 articles. The basic principle of the work of designers, producers and buyers is a low price orientation, which makes comfortable and practical furniture available to everyone.

New products developed by IKEA designers and freelance designers are considered in terms of functionality, transport efficiency, quality, sustainability and low cost at the sketch stage.

IKEA of Sweden is fully responsible for the quality and competitiveness of the entire range for sale through IKEA stores. Thanks to this approach, the necessary conditions are created to strengthen the company's position in the sales markets, and long-term profitability is ensured.

The priority direction of IKEA of Sweden's activity is the development of the assortment strategy. IKEA of Sweden is responsible for the development of all IKEA products, regardless of where each particular product is manufactured, and maintains the company's low pricing policy.

Based on all of the above, we can conclude that IKEA LLC is a huge concern specializing in environmentally friendly furniture and textile production, whose products are generally available.

Based on table 1, we can conclude that the total income of the company is growing annually due to the emergence of new stores as well as the constant improvement of the sales site, which ensures high traffic to the site and sales of products online.

This enterprise, thanks to its pricing policy, will always be profitable. A special form of pricing allows you to keep profitability at the proper level, but also sets low prices for products, which ensures great demand in the sales market.

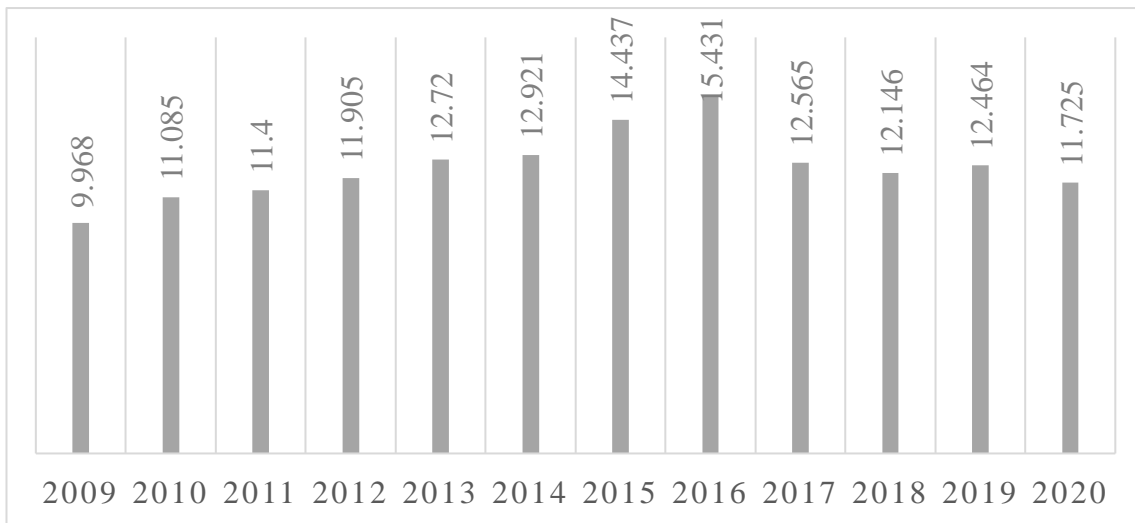
To summarize the assessment of the results of economic activity, it is necessary to compare the main indicators of the company in the reporting period with the results of previous years.

Table 1 - Key indicators of IKEA LLC turnover for 2011-2020

Year	Total sales (billion euros)	IKEA website views (billion views)	Number of store visits (million visits)	Number of shops	Total income (billion euros)
2011	24,7	0,8	655	287	25,2
2012	27	1	690	298	27,6
2013	27,9	1,3	684	303	28,5
2014	28,7	1,5	700	315	29,3
2015	31,9	1,9	771	328	32,7
2016	36,4	2	900	389	36,4
2017	34,1	2,1	817	411	38,3
2018	34,8	2,3	823	422	38,8
2019	36,7	2,6	839	434	41,3
2020	35,2	4	825	445	39,6

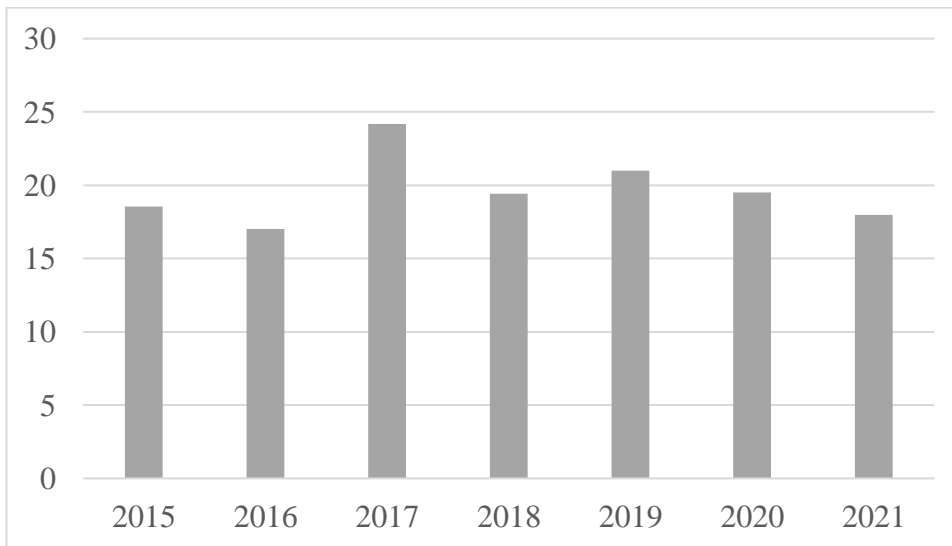
Based on the data, it can be concluded that from 2019 to 2020, the company's profit decreased by 1.7 billion euros, which can be seen in the profit growth graph. However, throughout the reporting period, there has been an increase in the company's profits, and in 2015 there has been a significant increase due to the opening of a new site on the basis of IKEA.

Graph 1 - Gross profit og INGKA group (IKEA) worldwide from 2009 to 2020



Analyzing the data of the enterprise, we can conclude that IKEA LLC is taking certain measures to improve financial stability. We can clearly see this in the second graph.

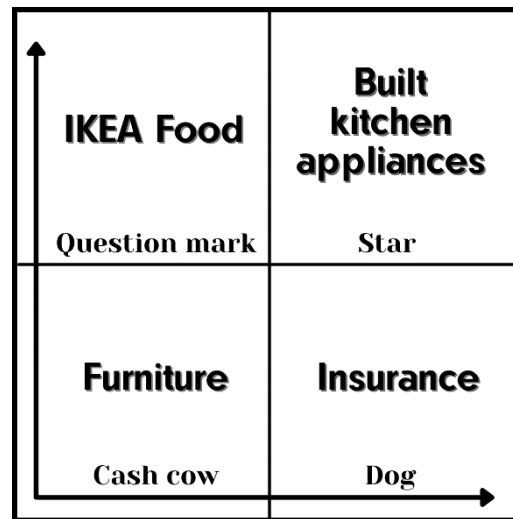
Graph 2 - Statistics of the value of the IKEA company in billions of dollars for the period 2015-2021



By conducting a series of analyzes of the external and internal environment of the enterprise, it is possible to draw conclusions about the state of the company in the market, its potential and capabilities, as well as further ways of development.

The first model of corporate strategic management is considered to be the BCG model. The decisions that the BCG model implies depend on the position of a

particular type of organization's business in the strategic space formed by two coordinate axes. The ordinate is the value of the market growth rate, the abscissa is the relative competitive position of the organization.



Picture 1 – Matrix BCG

Using this analysis, we can conclude that the company is a highly competitive business in fast growing markets, which corresponds to the ideal situation. They generate significant profits due to their competitiveness, but also need funding to maintain a high share of a dynamic market.

To consider the external environment of IKEA LLC, several types of analysis were chosen that most fully reflect the situation on the market. - an acronym for Political, Economic, Social and Technological factors that are used to assess the market of an organizational or business unit. PEST analysis is a useful tool for understanding the market, company position, potential and business direction. PEST analysis helps the head of the company or analyst to see the picture of the external environment of the company, to highlight the most important influencing factors.

Table 2 - PEST-analysis of the IKEA LLC enterprise

Politics	Economics
<ul style="list-style-type: none"> - consumer rights protection; - difficult relations with the authorities (land issue); - tax policy (VAT, income tax). 	<ul style="list-style-type: none"> - support for local producers; - workplaces; - effective demand; - rent.
Society	Technology
<ul style="list-style-type: none"> - consumer orientation; - changing stereotypes (cheap and 	<ul style="list-style-type: none"> - convenient transportation; - environmental friendliness of

beautiful); - introduction to Swedish culture.	production and care for nature; - disassembled furniture.
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One of the popular tools in strategic planning for the development of an organization is SWOT analysis. This methodology involves dividing the factors that describe the object of research into four categories: strengths, weaknesses, opportunities, threats. Strengths and weaknesses are factors of the internal environment of the studied object (that is, what the object itself is able to influence); opportunities and threats are factors of the external environment (i.e., those that can affect the object from the outside and at the same time are not controlled by the object)

Table 3 - SWOT-analysis of the IKEA LLC enterprise

Strengths	Weak sides
<ul style="list-style-type: none"> - low prices; - creative design; - environmentally friendly materials; - design-independent prices; - good quality; - multifunctionality; - mobility; - ease of assembly; - availability of an online store; - local production support; - playroom, mother and child room; - service for people with disabilities; - warranty for furniture and household appliances; - swedish cafe and grocery store. 	<ul style="list-style-type: none"> - location of shops away from the city center; - lack of individuality (large circulation); - complexity of control; - targeting price, not consumer; - product fragility (6 years).
Opportunities	Threats
<ul style="list-style-type: none"> - expansion of the assortment; - improving ecological production; - free designer consultations; - manufacturing custom-made furniture; - production of building materials and clothing for the home. 	<ul style="list-style-type: none"> - new competitors entering the market; - loss of suppliers; - too large influx of buyers - lack of goods, queues; - growth of average consumer income - going to competitors; - insufficient number of consultants.

Based on the results of the analysis of the external environment, we can conclude that despite the status of "stars" in the market segment occupied by the company, the concern has a number of shortcomings, which the management plans to eliminate in the near future.

2.2 Features of innovative marketing of the enterprise

Expansion of the sales market, high competitiveness is impossible without the active introduction of new technologies and innovations.

LLC "IKEA" differs from all other organizations in the application of innovative solutions in the field of management, marketing and logistics.

An innovative approach to the pricing of the group's products is fundamental to the success of this enterprise. The company's pricing policy plays an important role in attracting a client. The pricing method is administrative with a focus on average market prices. However, the market for this sphere of production is weakly monopolized, average market prices take into account the average production costs of similar products and the average profit margin, and there are huge opportunities, therefore IKEA LLC produces products similar in quality to competitors, but with a more attractive price.

The formation of prices for the products of this company occurs in two stages:

The first stage: when forming a price, IKEA calculates what the maximum price will be acceptable to buyers. Studying social factors, such as: average per capita income of the population, the cost of renting an apartment for an average family, the necessary furniture for furnishing an apartment. Various polls are conducted to show at what price people are willing to buy a certain article, so that the family has enough remaining money to pay the rent for the apartment.

The minimum price at IKEA is determined according to the principle of minimizing production costs, based on the requirements of buyers and the organization itself.

The special layout of the stores of this company is a hallmark and an innovative marketing solution at the same time. The sales area is built like a labyrinth through which customers pass - it is an innovative marketing ploy that has not been previously used by other companies. Passing through the numerous labyrinths of display stands of the store with furniture, kitchen utensils, textiles, etc., the buyer has an additional impetus for spontaneous purchases. This innovative solution allowed the company to receive large profits due to psychological tricks aimed at the consumer.

Another innovative marketing ploy is the construction of an IKEA catering network immediately opposite the exit from the sales area. Such a move is rational and logical, because the customer, after going through the labyrinths, feels hungry and goes to eat in a nearby restaurant, bistro or store. This decision is also referred to as a "Psychological weapon", which significantly brings profit to the concern. For example, in 2016, revenue from the IKEA catering network amounted to 1.6 billion euros.

An innovative approach to the group's logistics:

To maintain reasonable prices for IKEA products, it is necessary that the chain from supplier to buyer be as short and efficient as possible and cause minimal damage to the environment, which is the main task of the concern. This applies both to the choice of the method of transportation by road, rail or water, and to the handling of goods in distribution centers and shops. By using flat packing and stacking, more goods can be transported at one time. This means less traffic and less carbon dioxide emissions.

Logistics employees are involved at every stage of the IKEA supply chain, from the moment the goods are shipped from the factory to the moment they are in the hands of the buyer.

Keeping large quantities of goods in excellent condition for customers and keeping costs to a minimum requires detailed planning and quick response to instantly changing situations.

Using innovative technologies not only in production, but also in personnel selection, IKEA LLC saves a huge amount of time and money. On the official website of the company, you can be tested for the ability to think outside the box, make decisions that are beneficial for the enterprise, etc., showing whether you can work in this organization productively and profitably not only for yourself, but also for the company. For employment, you need to fill out a questionnaire with personal data and be tested. The results are automatically sent to the company, where, based on the test results, the management makes a decision on the employment of the applicant for the position. In case of positive test results and decisions of the store management, the applicant is contacted within a few days from the date of testing.

The success of IKEA LLC lies in the adoption of innovative solutions in various areas of production and sale of its products. All of the above innovative solutions are currently unique and bring the company a profit that is many times higher than the profit of companies engaged in the same industry. The essence of all innovations lies in the study of the needs of the consumer, the organizations themselves and society as a whole. These studies provide a powerful impetus for innovative solutions to improve the quality of manufactured products and generate more profit.

Based on all of the above, we can conclude that a non-standard approach to problems and the active use of new technologies and marketing methods can bring a company to a higher level, gaining high profits and a positive reputation in the market.

In the management of innovative activities, a key role is played by the formation of scientific and technical units that form the scientific potential of the enterprise and determine its innovation strategy. This situation is typical for enterprises with an existing or emerging base of scientific and technological research and design work. These enterprises include IKEA LLC.

Based on the analysis of the external and internal environment of the enterprise, the following goals can be set for increasing sales, improving ecological production, and improving the quality of customer service.

To increase sales, need to take the following measures:

- improve the sales site and strengthen its advertising, for the growth of online sales;
- to increase the range of goods (building materials, food, clothing for the home);
- -enter a new market (Far East);
- to improve the technology of production of goods;
- to offer the client new services (custom-made furniture, consultations with interior designers).

To improve ecological production, it is necessary:

- strengthen control of raw materials;
- -use in the production of secondary raw materials;
- use alternative energy sources in production (solar panels, wind generator, etc.).

By adhering to these recommendations, the company will be able to increase the flow of investments for the development of innovative, ecological production of goods, attract new suppliers and customers, thereby maintaining the status of the "star" for a long period of time.

3 PROBLEMS AND WAYS OF APPLICATION OF INNOVATION MARKETING OF ENTERPRISES ON THE TERRITORY OF UKRAINE

Today, the market has a significant number of new services and products. They played a leading role in strengthening marketing processes and increasing marketing devices. Marketing departments spend heavily on product development, market management, market segmentation, and user notification.

However, the general economic crisis has changed: businesses and companies must save money, and managers, providing small subventions for the activities of the marketing department, demand from subordinates the best results. Certain components of strategic marketing lose their ability to work when creating mechanisms for competitive priorities. Given this, there is a need to reform marketing activities and build modern ways to create a market proposal, which should be based on the ideas of innovation and modern methods [2, p. 491].

Today's marketing of innovation is more multifaceted than ever before. Currently, the difficulties lie in overcoming significant fragmentation, oversaturation with new products supplied to markets.

The difficulties of current marketing are certain factors, which include:

- the growth in the number of brands and brands is due to three factors: the need to adapt products to the national needs of consumers, and the large number of brands in firms is detrimental to the release of new competitors;
- a significant number of brands strengthens the position of the manufacturer during negotiations with the distributor - a significant discount on a particular brand is offset by an understated discount on other groups [5, p. 18 - 19].

Given these circumstances, it is innovative marketing that helps to win those firms and enterprises that are more powerful and have a significant impact on the

market, and challenging companies and modern enterprises to gain their market position and their own consumers.

The rate at which new brands and technologies are formed is increasing nowadays, and the lifespan of created goods on the market is decreasing (changing goods loses their cost, in contrast to repairs).

Raising the digital potential accelerates the process of innovation and the number of new products. Internet resources allow, on the one hand, the emergence of new brands and methods of business, and on the other hand, there are ways to distribute and introduce a product or service to its user. Distributors, in turn, quickly focus on transformation by concentrating business [44, p. 102].

Ways of distribution accumulate in the power of a small number of organizations with great influence. In this case, marketing is a process that is above the usual innovations, over changes in the technological process.

- market segments are significantly reduced, and the cost of information support about a new product or service is significantly increased. For high-quality audience coverage, it is necessary to present the brand in a significant number of media, and as a result increase the cost of new products [33, p. 295];
- enterprises are forced to form not only new products and services, but also profitable offers for customers;
- buyers become picky and miss out on commercial offers.

It is worth noting that a possible chance to overcome this situation will be the novelty of the product. A significant number of new offers, product reforms, depend on the need for various differences from competitors or an increase in the number of repurchases, rather than on urgent need. To address customer satisfaction, it is necessary to apply marketing innovations, although their speed should be consistent with the real potential for customers to understand and evaluate the novelty.

Innovation is the basis of current competition strategies, and to function in the market, businesses and firms need to be aware of the course of marketing innovation in it.

Depending on the leading content and methods of innovation, it should be divided into:

- product, ie those that depend on changes in products;
- technological, which apply to the production process;
- non-technological, related to organizational, managerial, financial and economic factors [6, p. 69].

A significant number of researchers consider transformations only in product and technological innovations, but do not pay attention to innovations in the field of non-technological transformations, such as improved methods of company management, methods of influencing customers, modern teaching methods. However, when companies with foreign deposits, or those working on a franchise basis, apply innovations for our country, local companies do not even try to reform, change the methodology of innovation and marketing influence.

In the vast majority of cases, when carrying out innovative transformations, the main obstacle is the company's logistics. Such obstacles occur in the firm, where innovative transformations have contributed to the reform of the economy, and in enterprises that began to operate after the economic changes, after 1990 [42, p. 156].

The next problem is the attitude of employees to the reform of the enterprise. This issue is becoming relevant in the enterprises that provide services, and their employees work directly with customers. In such cases, it is important not only the age of the team, but also the lack of qualified personnel.

For many companies, the lack of information about the needs of the customer sector and the size of the market is difficult, as well as the risks of working with innovative marketing, the lack of legislation on property rights.

In the process of dealing with difficulties, it is necessary to distinguish two provisions of enterprises that use innovation marketing. Some are not motivated to receive external support, others have a significant interest in developing government methods to support innovation, aimed at supporting small and medium-sized companies and enterprises. For their part, they consider significant constraints on

innovation in the absence of research institutions to apply their results to smaller businesses.

Along with the usual factors that hold the methods of development and application of new technologies, both financiers and experts in the field of innovation highlight the following provisions:

- insignificant development of legislation in the field of innovation;
- lack of specialists in the field of development and introduction of new and improved products in market conditions;
- lack of effective methods of attracting new technologies into economic turnover [40, p. 311].

These reasons, in our opinion, should be considered factors of innovative passivity of domestic enterprises. The key obstacles to expanding the development of economic entities are not so much the lack of financial resources as the quality of innovation management and marketing in the enterprises themselves.

Nowadays, innovative development should not be suppressed by the opinion of scientists or researchers. Modern consumers do not need new knowledge, but new opportunities and benefits. Therefore, the generation, selection and implementation of innovative ideas should be carried out on the basis of portfolio matrices, competitiveness analysis, life cycle and other methods. In addition, innovation is not a new scientific discovery. In contrast to the invention, the innovation pursues, first of all, commercial and then scientific goals [12, p. 233].

Marketing innovation should solve such problems as increasing market share, reducing costs, increasing productivity and others that are the main objectives of marketing activities.

The explanation for this situation may be the common functions of marketing and innovation management in the management of the enterprise, the systematization of which takes place on the main classification features.

Thus, the separate functions of innovation and marketing management suggest that there are external and internal conditions for the development and deepening of links between the two types of leadership.

The integration of marketing and innovation can be an effective mechanism that facilitates, on the one hand, the search for and implementation of innovative ideas, and on the other - will create conditions for a quality process of commercialization of innovations.

CONCLUSION

Having studied the place of innovative marketing in increasing the competitiveness of the company, we can draw the following conclusions and generalizations.

Innovative behavior is expressed, on the one hand, in progressive products and production processes, and on the other - in new market and marketing ideas.

The economic significance of innovation consists of external and internal factors. External factors contribute primarily to maintaining international competitiveness, which is especially important for increasing and complicating trade relations. They provide export of products and technological know-how (transfer of licenses, etc.).

Preservation of natural resources and the environment, as well as the creation of better living and working conditions should be considered as important internal innovation factors, the impact of new technologies on the economy and society.

Innovative marketing strategy includes:

- strategic choice of products and systems;
- use of synergistic effects;
- selection and optimization of appropriate technologies;
- cooperation in the field of innovation with other companies.

Ways and forms of using innovative marketing are very diverse. The structure of innovative marketing opportunities looks something like this:

Market and environment analysis:

- observation of the most important innovations in the technological field and identification of critical factors of technological development;
- systematic market research to identify consumer demand, competitive behavior and the presence of market niches with high profit potential;

Development in the company:

- business management should be a source of impulses that determine the place of innovation in the company's philosophy and its entire focus;

- functional units should specifically stimulate production units to achieve a synergistic effect at the earliest possible stage;

Corporate application:

- provide communication and coordination at the key node "marketing / sales - research / development";

- organization and management: introduction of marketing thinking at all levels of management and in all spheres of interpersonal communication; developing a style of cooperative management in order to increase the creative potential of employees; creation of free zones and at the same time consistent management of innovative projects;

- creation of innovation circles; systematic generation of ideas in teamwork using technologies that stimulate creative thinking, especially focusing on criteria such as market success, technical feasibility and financial security.

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APPENDICES

SUMMARY

Nikolaienko V.O. Forming an innovation marketing system at international business. - Bachelor's qualification paper. Sumy State University, Sumy, 2021.

The final paper is devoted to studying the functioning of the impact of marketing innovations on the development of multinational companies in the context of the global economic system. An analysis of the provision of resources as a basis for innovative development of the company and the development of proposals to increase the provision of resources for innovative development.

Keywords: marketing of innovations, international business, innovative development, level of competition, economic processes, multinational companies, economic growth.

Анотація

Ніколаєнко В.О. Побудова системи маркетингу інновацій у міжнародному бізнесі. – Кваліфікаційна бакалаврська робота. Сумський державний університет, Суми, 2021.

Кваліфікаційна бакалаврська робота присвячена дослідженню впливу маркетингових інновацій на розвиток транснаціональних компаній у контексті світової економічної системи. Проведено аналіз забезпечення ресурсів як основи інноваційного розвитку компанії та розробка пропозицій щодо збільшення забезпеченості ресурсами для інноваційного розвитку.

Ключові слова: маркетинг інновацій, міжнародний бізнес, інноваційний розвиток, рівень конкуренції, економічні процеси, транснаціональні компанії, економічне зростання.