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MARKETING MANAGEMENT PROCESS IN BLOOD SERVICE COMPANIES

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Regular changes in the external environment require the company to find effective ways of development. The effectiveness of the company in the market is influenced by an adequately organized marketing management process.

The issues of marketing management have been studied by both foreign and domestic scientists, in particular F. Kotler (Котлер, 2006), P. Drucker (Друкер, 2016), A.V. Voychak (Войчак, 2009), A.P. Kosenko (Косенко, 2018), G.M. Guzenko (Гузенко, 2017), Lyulyov (Люльов, 2011), E.V. Makazan (Маказан, 2016), N.V. Karpenko (Карпенко, 2016), L.V. Lazarenko (Лазаренко, 2019), M.A. Kopolyanikova (Коноплияникова, 2017), V.V. Rossokha (Росоха, 2012). There are a number of publications on marketing in the blood service (Khomenko et al., 2021; Liubchak et al., 2021; Antosova et al., 2019; Хоменко, 2020; Goktas et al., 2019; Хоменко та ін., 2020; Potrashkovska et al., 2018; Novikova et al., 2016; Petrunya et al., 2018). However, there are no publications on the management of marketing activities in blood facilities.

However, there are several approaches to determining the stages of the marketing management process. The matrix of management stages is presented in fig. 1.

Stage / Author	Kosenko A.P.	Guzenko G.M.	Makazan E.V.	Karpenko N.V.	Lazorenko L.V.	Kopolyanikova M.A.	Voychak A.V.	Rossokha V.V.
Goals and results Setting and adjusting the goals of the enterprise and marketing. Determining the expected results.	●		●		●			
Analysis Analysis of market and marketing opportunities. Analysis of the condition of enterprise's marketing activities. Analysis of the external and internal marketing environment, goods, consumers, competitors. Analysis of the feasibility of the marketing plan. Situational analysis.	●	●		●			●	

Figure 1 - Matrix of marketing management stages

Этап / Автор	Kosenko A.P.	Guzenko G.M.	Makazan E.V.	Karpenko N.V.	Lazorenko L.V.	Konoplyanikova M.A.	Voychak A.V.	Rossokha V.V.
Planning Selection of target markets. Planning and development of marketing programs (development of system tools). Planning of new products and their market testing. Event planning. Strategic and tactical planning. Forecasting the target market's development. Execution of a marketing plan and bringing it to the persons responsible for implementation.	● ● ●	● ●	● ●	● ●	● ●	● ●	● ●	● ●
Development of strategy and tactics Marketing complex development Selection and development of marketing strategies and tactics. Marketing strategies development. Product positioning in the market.	● ● ●	● ●	● ●	● ●	● ●	● ●	● ●	● ●
Implementation (implementation organization) Marketing activities implementation. Organization of execution. Definition of responsible persons, terms of development of the marketing plan. Providing specialists with the necessary information. Internal marketing.	● ● ●	● ●	● ●	● ●	● ●	● ●	● ●	● ●
Management process Management of company staff motivation and marketing department. Marketing management process. Incentive management. Goods production management.	● ● ●	● ●	● ●	● ●	● ●	● ●	● ●	● ●
Performance control Control over the enterprise's marketing activities. Control of marketing work. Monitoring the marketing plan implementation. Marketing synthesis.	● ● ●	● ●	● ●	● ●	● ●	● ●	● ●	● ●

Figure 1 - Matrix of marketing management stages (continued)

The sequence of marketing management stages is related to management functions (analysis, planning, motivation, organization, implementation, control). This considers management in the context of production in the market (goods, price, communications, distribution), and marketing business processes (analysis of market opportunities; selection of target markets; development of marketing; implementation of marketing activities), and personnel.

Thus, taking into account the specifics of the blood service, we can offer the sequence of the following stages of marketing activities for small and medium blood service facilities:

1. setting goals and indicators of their achievement, the quantity of new and repeat donors, donations, carried out activities, involved stakeholders);
2. analysis of market and marketing enterprise's opportunities (suppliers, donors, goods and services, competitors, consumers, legislative changes);
3. segmentation (potential and existing donors, customers, service's consumers);
4. the marketing program development (planning ways to achieve targets);
5. the marketing program implementation;
6. management process: preparatory stage, procurement, goods and services production, sales, loyalty;
7. control over the marketing plan implementation (targets), its adjustment, and effectiveness evaluation.

This approach can allow to systematize the blood service marketing activities and achieve the goals.

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