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**Current state of industrial marketing**

**of Kazakhstan enterprises**

Today we can clearly say that the modern commercial relationships formed in a highly competitive environment, uncertainty and instability of the market environment. In order to succeed in business is no longer sufficient to use only logistic approaches require the use of modern high-performance techniques and methods of production processes. The most advanced scientific applications and rapidly developing area in this field is marketing. Practice shows that companies using marketing have a competitive advantage and significantly increased profits.

Development of marketing in industrial enterprises of the Republic of Kazakhstan falls at the end of 90-ies, as a continuation of the gradual development of the general phenomenon of marketing. At present, actual implementation of the state program of forced industrial-innovative development (PAID), priority in all regions of Kazakhstan. And it objectively, because today FIID is a powerful support of the national economy, including the priorities of pursuing sustainable development of industrial enterprises of Kazakhstan. [1] The successful development of Kazakh companies is impossible without accelerated development of industrial marketing as a tool for planning and maximizing the efficiency of enterprises.

The main feature of industrial marketing is that the organization has to deal with other businesses, rather than the end-user of the product. Industrial marketer has to take into account all the wishes of the consumer, and must also be aware of the client's business, to understand what is happening with the goods and services throughout their way to the consumer [2, page 23]

For the development of industrial marketing enterprises top management must clearly understand the need for the following measures: the development of sustainable relationships with customers and suppliers, a structured organization of the marketing department, constant attention to improving the process by technological services, develop human resources, borrow and adapt foreign experience, use all kinds of marketing tools

On the example of ArcelorMittal Aktau you can see how the system is put into practice in industrial marketing. In 2013 ArcelorMittal Aktau's team was carried out extensive work to improve the quality of customer service. In particular, developed and launched the site ArcelorMittal Aktau, which was officially presented to existing and potential customers and partners in Almaty and Aktau. The platform contains current information on products and services, as well as information about ArcelorMittal group, the range of additional services offered by the company, including information on the application of protective coatings for pipes and provides services for testing and testing materials and other useful information. To provide interested organizations more information on the proposed range of products was published a new catalog of products. The new edition contains general information about ArcelorMittal Aktau manufactured products. The new edition contains general information about the products produced by ArcelorMittal Aktau: Certificates of conformity with the requirements of the plant's production of oil and gas and construction industries, product specifications, options, quality pipes, quality management system certification and the percentage of local content in the proposed goods. In order to establish direct interaction with potential customers was organized more than a dozen seminars, workshops and round tables. One such event was the conference "Development of local content in the pipe projects", held in the cities of Aktobe, Atyrau and with the support of contract agency of the Ministry of Oil and Gas of the Republic of Kazakhstan. The representatives of ArcelorMittal Aktau presented the production capacity of the plant pipe lines for applying protective anticorrosive coatings were offered a presentation on the activities and products Metallurgical Combine, spoke about the current activities and news of the plant, as well as shared their plans for the company. [3] This Company organized newsletters and press releases. In 2014 were issued 10 press releases and published 5 newsletters containing detailed information about the key events of the company. The company seeks ways to expand the domestic market, to increase the range of products and to satisfy the demands of consumers.

As a result, industrial marketing creates the conditions for entering into the market, helps to perpetuate the position of the enterprise market, expanding sales volume and rapid adapting the characteristics of the product under the influence of technological advances and customer requirements, is constantly working with consumers actively monitors the product and pricing policies, etc. etc. In my opinion, Kazakhstan's industrial enterprises need to pay close attention to the development of industrial marketing, for example companies should be present in all relevant media where they can release own publications on different industrial subjects, to create a number of additional services accompanying the product, think about the logistics of the company etc.

Currently the development of marketing of local enterprises moved to a new level, up to this point has already formed its own characteristics promote products in both the consumer and the industrial market.

Promotion of industrial equipment due to the presence of a narrow range of consumers is characterized by the following features: the most efficient use of the method of personal selling; a high degree of importance of reputation, thus building a successful brand; liaising with the public; participation at trade shows and conferences.In general, every year in our country is held about 5-6 major events in the field of oil and gas equipment market, which is the traditional venue for business communication Kazakhstani and foreign experts, learn about new technologies and demonstrate the potential of the country.

It is worth noting that in our Republic held such high-quality and large-scale international events as KIOGE, contributing to market expansion, investment and development of new technologies in the field of oil and gas. During the long years of its existence, the event has become a meeting place for leading industry professionals, where they discuss current problems and find solutions to the most pressing issues. KIOGE - one of the leading events of the energy sector and a significant platform for the discussion of topical issues oil and gas industry and the dialogue with national and international partners in the public and private levels. Kazakhstan International Exhibition and Conference held since 1993. Every year this event brings together about 500 companies from 30 countries. The exhibition was visited by about 10 thousand industry experts as representatives of Kazakhstan and other countries.

Literature:

1.http://adilet.zan.kz/ Program of Forced Industrial-Innovative Development

2. Zozulev A.V " Industrial Marketing: Marketing Strategy"

# 3.Official site of Arcelormittal Tubular Products Aktau<http://aktau.arcelormittal.com/>