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Improvement of market researches at the enterprises

In the modern world research of marketing information has huge value. Besides, this value constantly grows. On the one hand, such growth is caused by transition from the local marketing limited to frontiers to the global. On the other hand, in process of development of the markets and improvement of technologies, consumers have the increasing opportunities in a choice of the goods and services which are most fully satisfying them. Thus because of access to large volume of the most various information, they become more and more legible. In such situation to predict reaction of consumers to these or those goods and services, it is possible only possessing a maximum of marketing information [1].

Relevance of the chosen subject is explained by that the organization of market researches in Kazakhstan is of great importance for activity of all enterprise. In general therefore very important correctly and rationally to organize this process. Respectively the stanovkleniye and development of marketing and market researches in Kazakhstan represents a strategic problem of reformational economic policy in the Republic of Kazakhstan [2].

Process of formation and development of the market relations in the Republic of Kazakhstan is followed by strengthening of competitive fight between economic entities, continuous change of the external and internal marketing environment that

demands improvement of business and marketing activity on creation, distribution and consumption of goods and services. Therefore interest in marketing as to philosophy and tools of business considerably increased. Also it was demanded by requirement of an exit of the country from an economic crisis and achievement of high rates of economic growth. Because marketing as the world practice testifies, is a key element of any business, the instrument of development of the modern market which creates and provides the environment of the equilibrium and steady relations between all subjects of the market. It is characteristic give to market economy due flexibility, will mobilize large financial and production resources of the population, bears in itself powerful antimonopoly potential, serves as a serious factor of restructuring and ensuring breaks in a number of the directions of scientific and technical progress, in many respects solves a problem of employment and other social problems of a market economy. That is why formation and development of marketing and market researches represents a strategic problem of reformational economic policy.

Now in Kazakhstan it is developed and the industrial and innovative policy is realized, the tasks of achievement of steady economic and social progress of the country, development of various branches of economy, its infrastructure, increase of the real income of the population are set, reforms in the sphere of management, science, education, health care and other branches and spheres are planned. Their realization depends on development of the theory and practice of marketing activity at all levels of hierarchy of management of a market economy that causes need of development of marketing for our country.

In modern conditions of an aggravation of competitive fight for identification of prospects of development of business market researches are intensively conducted. If in the first half of the 90th years professional market researches in Kazakhstan were conducted only western, most often - the multinational companies, and only field works trusted in local research firms, as a rule, now the situation radically changed. Economic growth caused significant growth in needs of local business for market researches. By some estimates, the turn of the market of market researches

over the last 5 years increased by 5-6 times. In Kazakhstan own industry of market researches was created. The Kazakhstan companies mastered, practically all range of modern research techniques and technologies.

For definition of the purposes of the enterprise the detailed analysis was carried out

the external and internal environment by means of the SWOT analysis method, or a matrix of opportunities and threats of environment, strong and weaknesses of the organization. On the basis of the carried-out analysis the main objectives of improvement of marketing activity of the company were allocated:

- a gain of the leading positions in the market.
- development and advances in the market of the services;
- introduction and updating of new technologies and methods for research;

Research of external and internal factors of the enterprise promotes the maximum use of strengths, overcoming of weaknesses, application of favorable opportunities and protection against potential threats.

As a result achieving the operational objectives and improvement of marketing activity the Kazakhstan enterprises step by step go to the planned strategic objectives, thus experience and achievements of the leading world companies in the field of marketing are used.

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