

IMPROVEMENT OF PRODUCT POLICY AT THE ENTERPRISE IN THE CONDITIONS OF INNOVATIVE ECONOMY

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Abstract: This article examines the improvement of product policy at an enterprise in the context of an innovative economy. The importance of effective product policy for successful competition in the market is considered, as well as the adaptation of product policy strategies to the changing requirements and opportunities provided by innovation. The main aspects of the development and implementation of product policy in the conditions of an innovative economy are analyzed, including the choice of assortment, pricing, promotion and distribution of products.

Key words: product policy, innovation economy, competitiveness, assortment, pricing, promotion, distribution, enterprise, market strategies.

Аннотация: Данная статья исследует совершенствование товарной политики на предприятии в контексте инновационной экономики. Рассматривается значение эффективной товарной политики для успешного конкурентирования на рынке, а также адаптация стратегий товарной политики к изменяющимся требованиям и возможностям, предоставляемым инновациями. Проанализированы основные аспекты разработки и реализации товарной политики в условиях инновационной экономики, включая выбор ассортимента, ценообразование, продвижение и дистрибуцию продукции.

Ключевые слова: товарная политика, инновационная экономика, конкурентоспособность, ассортимент, ценообразование, продвижение, дистрибуция, предприятие, рыночные стратегии.

Introduction. In the modern world, where technology and innovation play a key role in business development, improving the product policy at the enterprise becomes a necessity for successful competition in the market. The innovative economy offers enterprises many new opportunities, but requires them to adapt and develop new strategies for the effective use of innovations in the field of product policy.

Main part. The purpose of this article is to consider the improvement of product policy at the enterprise in the context of an innovative economy. We will study the

importance of the right product policy for increasing the competitiveness of the enterprise, and also analyze the main aspects, such as the choice of assortment, price management, strategies for promotion and distribution of products.

During the discussion, we will consider what challenges and opportunities the innovative economy provides for the product policy of the enterprise, as well as what strategies and approaches can help enterprises adapt to changing market conditions and use innovations to their advantage.

As a result, we will be able to identify the key aspects of improving the product policy at the enterprise in the context of an innovative economy and offer recommendations for the successful implementation of these strategies. In today's dynamic business environment, where technological innovations and rapidly changing market conditions are becoming the new standard, improving the product policy at the enterprise is becoming a key element of successful competition. Analysis of the current situation of the enterprise's product policy is the first step to understanding its competitiveness in the conditions of an innovative economy. It is necessary to consider the product range, pricing, promotion and distribution strategies to assess their compliance with market requirements and customer needs.

One of the important aspects is the adaptation of the product policy to innovations. This includes the use of the latest technologies in production, the integration of digital tools into marketing strategies, and the development of innovative products and services that can respond to changing market needs.

By analyzing the successful practices of other enterprises, it is possible to identify key success factors and apply them in practice. Implementation of recommendations for improving the product policy, based on the analysis of the current situation and innovative trends, will allow the enterprise to effectively use its resources, improve its competitiveness and successfully perform in the market in the conditions of an innovative economy.

Problem situations related to improving the product policy at the enterprise in the context of an innovative economy may include the following:

Insufficient use of innovations in product policy:

Problem: The enterprise may face the problem of lagging behind competitors due to insufficient use of innovations in the product range, pricing or promotion strategies.

Scientific solution: Research of modern innovations and their application in the product policy of the enterprise. This may include the introduction of new technologies in production, the use of analytical tools for price management and the development of innovative marketing strategies.

Ineffective adaptation of product policy to changing market needs:

Problem: The enterprise may face a problem when its product policy does not meet the changing requirements and expectations of consumers in the context of an innovative economy.

Scientific solution: Conduct regular monitoring of the market and consumer demand using marketing research methods. This will help the enterprise adapt its product policy in accordance with changing market requirements.

Problems with implementing innovations due to limited resources:

Problem: Limited financial and human resources can become an obstacle to the successful implementation of innovations in the company's product policy.

Scientific solution: Developing an innovation management strategy that includes cost optimization, searching for additional sources of funding (e.g. investments, grants) and optimizing the use of internal resources of the company.

Ineffective communication and internal implementation of innovations:

Problem: The need for changes in product policy can cause resistance from staff, as well as problems in communication between different departments of the company.

Scientific solution: Using organizational behavior and change management methods to ensure smooth implementation of innovations. This includes training and motivating employees, as well as establishing open and effective communication within the company.

The solution to these problem situations requires a comprehensive approach that includes not only the use of scientific research methods, but also effective management of changes and company resources.

Conclusion. Improving the product policy at the enterprise in the context of an innovative economy is a necessary step for successful competition in the market. The innovative economy provides new opportunities, but also makes new demands on enterprises, requiring adaptation and development of new strategies in product policy. As a result of the conducted research analysis, it can be concluded that effective improvement of product policy in the conditions of the innovative economy allows the enterprise not only to maintain competitiveness, but also to gain significant advantages in the market.

Suggestions:

Continuous market monitoring and analysis of changes: Regular marketing research and analysis of changes in the industry will allow the company to quickly respond to changing consumer demands and preferences, which in turn helps improve product policies.

Investing in innovation and technology: Companies should actively invest in the development and implementation of innovations in their product policies. This may

include process automation, the introduction of digital technologies, and the development of new products using advanced technologies.

Staff training and skills development: Companies should provide their staff with the necessary knowledge and skills to successfully implement innovations in product policies. Training and development of employees will allow them to effectively implement new strategies and working methods.

Creating a flexible and adaptive management system: It is necessary to create a flexible management structure capable of quickly responding to changes in the market and implementing new strategies and innovations in the company's product policies.

Strengthening the brand and positioning in the market: Effective brand management and positioning in the market will help the company stand out from the competition and strengthen its position in the innovation economy.

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