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## CONCEPTUAL MARKETING PLANNING IN RETAIL TRADING

***Аннотация:** статья посвящена раскрытию сущности маркетинга как понятия и совокупности действий. В связи с этим маркетинговое планирование рассматривается как тактический маркетинговый план и стратегический маркетинговый план. На примере сетевого трейдинга L'Etoile представлена авторская позиция по маркетинговым аспектам тактического и стратегического планирования в деятельности организации. В рамках конкурентной стратегии сети L'Etoile авторами представлен комплекс мер по совершенствованию тактического и стратегического планирования деятельности компании.*

***Ключевые слова:** розничная торговля, торговые сети L'Etoile, маркетинговая концепция, маркетинговое планирование.*

***Abstract:** the article deals with the disclosure of the essence of marketing as a concept and a set of actions. In this regard, marketing planning is considered as a tactical marketing plan and strategic marketing plan. Using the example of L'Etoile network trading, the authors' position of the marketing aspects of tactical and strategic planning in the organization's activity is presented in the article. As part of the competitive strategy of the L'Etoile network, the authors presented a set of measures to improve the tactical and strategic planning of the company.*

***Keywords:** retail trading, L'Etoile retail chains, marketing concept, marketing planning.*

There are many various points of view concerning the essence of the modern marketing concept. Many definitions do not differ rather in meaning, but in verbal expression of this meaning. Marketing as a concept is the attitude to the fact that first step is to find out: what product, what consumer properties, price, quantities, places and at what time the potential buyer wants to buy the goods, and then it is possible to think about plans of including goods in product range of a retail organization.

We can say that the concept of marketing is to achieve corporate goals due to the higher level of customer satisfaction than competition. The main idea of this concept, as can be seen from this definition, is the dependence of the achievement of the goals of trade organizations on the real level of consumer demand [3].

The dual nature of marketing defines different ways of interpretation of marketing as a concept and as a set of actions. In this regard, marketing planning differs both in tactical and strategic actions.

Tactical marketing plan mainly reflects an action plan relating to marketing communications, based on analysis of consumers and competitors. It provides for measures and budgets for each element of marketing communications with reference to specific periods of their implementation.

The concept of «strategic marketing plan» is usually used in those organizations that adhere to the concept of marketing. A strategic marketing plan is being developed to implement a marketing strategy. Only in this case, the marketing strategy refers to the business strategy of the organization as a whole, which is also called the competitive strategy. It should be borne in mind that if the development of a tactical marketing plan allows you to ensure competitiveness in the short term, the strategic marketing plan is aimed at creating long-term competitive advantages of both internal and external types [4].

Using the example of L'Etoile network trading, we will reveal the marketing aspects of tactical and strategic planning in the organization activities.

The L'Etoile retail chain is one of the largest chains of perfume and cosmetics stores in Russia. The marketing strategy of the L'Etoile network at the first stages of introduction to the trading market was based on wide assortment of elite cosmetics and

perfumes, and even after introducing domestic brands into the assortment of its goods, these brands are not popular in these stores. This is explained by the fact that domestic brands are still cheap, and it is unprofitable to trade them in stores with a small area – here you can only achieve profit at high speeds. Now the share of the mass market in this network is about 7% and above 10–12% this indicator is unlikely to rise. And the mass market in L'Etoile is represented primarily by the very same L'Oreal, Nivea. It is believed that this is an important «image» step, an additional service for the convenience of customers [1].

L'Etoile is also a leader in sales. Nevertheless, L'Etoile faces many challenges. One of them is that, according to the assumptions of many experts, the network has many unprofitable stores. Therefore, the company, despite its huge turnover and sales volumes, is limited in funds for expansion.

One of the main drawbacks of the network is the high prices – since the company initially specializes in luxury market products, its prices are accordingly high, despite the fact that the network has also recently been distributing mass market products. And if in big cities such prices are considered to be acceptable, then for the regions they are quite high. Therefore, residents of the regions prefer to buy perfumes and cosmetics not in the L'Etoile network, but in more accessible places [2].

Nevertheless, high prices are not a decisive factor, since the L'Etoile network has many advantages both over other distribution channels and over its direct competitors. They include a high level of service (unobtrusive), sufficient professionalism of consultants, a large number of stores located in convenient places and a wide range of goods – from luxury brands to mass-market products. Therefore, this network is the most competitive in our days.

Based on the information obtained above, it is possible to draw conclusions and give practical recommendations on improving the competitiveness of the L'Etoile network as part of marketing planning.

So, within the framework of the competitive strategy of the L'Etoile network, the following directions can be included in the strategic development plan of the company [1; 2]:

– to increase the professionalism of consultants. This refers to a selection of consultants with the skills and knowledge of makeup artists – they must be competent in the field of decorative cosmetics. At the same time, the service should be intrusive, the consultant should not pursue the client, he should help the consumers;

– the consultant-«buyer». The point here is that some consultants should be in the role of the buyer. In this case, they will be able to praise the goods, communicate with customers and advise them as a buyer to the buyer;

– makeup artist' workplace. There is no need to work every day, for example, two to three hours once a week on Sunday is enough. In the makeup artist's office, clients will be offered to do makeup and give professional advice free. The essence of the method is that a person, knowing that this makeup is exactly suitable for him, and see what an amazing result can be achieved with it, is more willing to agree to buy it;

– tasting seminar with a cosmetologist consultant. Organization of client meetings with a professional cosmetologist consultant. At this seminar, he will answer questions of interest to customers regarding products, as well as offer to try out various perfumes and cosmetics. The essence of the method is that, most likely, the client is interested in learning as much as possible about the product that he is going to purchase. Of course, a professional cosmetologist consultant will help consumers in this;

– segmentation of perfumery products. Product segmentation is not by brand and not by type (eau de toilette, perfume, perfumes), but a new, slightly unusual approach that combines two segmentations: firstly, dividing perfume products by season – spring, summer, autumn, winter – this will help customers to choose the smell suitable for them, corresponding to the given time of the year (in summer more fresh, more saturated in winter); secondly, the division of products by smell – but not ordinary «floral», «fruit» or «sweet», «fresh», but corresponding to feeling, temperament (for example, «tender», «passionate», «playful», «classic» "). Each stand, respectively, should be decorated in its own special style, designed in certain colors;

– system of discounts for birthday gifts. In this method, the emphasis is not on the birthday people themselves, but on those who want to give them a gift. To attract a client to purchase a gift exactly on the network, you need to offer the following: when

buying a gift 1–2 days before the birthday of the birthday party, the buyer receives a five percent discount, and in addition, gift wrapping is free! The guarantor of the birthday is his passport or other document that indicates the date of his birth.

Thus, all of the above activities in the framework of marketing planning are not time-consuming and do not require special material costs – therefore, they are easy to implement. The above recommendations can significantly increase the competitiveness of the L'Etoile network without a price reduction policy.

The developed tactical and strategic marketing planning based on the marketing concept will allow trade organizations to increase their competitiveness and adaptability to both negative and positive unforeseen market changes in a crisis market environment.

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