

IMPROVING THE ORGANIZATION OF THE MARKETING SERVICE AT EXPORT-ORIENTED ENTERPRISES

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ABSTRACT

This article discusses the development of an export strategy for a marketing services company, the benefits and goals of exports, priorities, methods for its implementation and ways to provide resources and funds for their implementation. The organization of the marketing service is a set of material, financial, regulatory and other resources necessary for the implementation of marketing activities, which in the process of its implementation is aimed at achieving one goal, organizing and coordinating the activities of all employees. At the same time, economic, technical and other laws are deliberately used.

KEYWORDS: Enterprise, Resource, Strategy, Service, Export, Market, Product, Material.

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