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MARKETING STRATEGIES FOR THE ENTERPRISE OF OIL AND GAZ INDUSTRY

Currently, commercial relations are formed in a highly competitive, uncertain and unstable market environment. In order to achieve success in entrepreneurial activity, it is no longer enough to use only logistic approaches; it requires the use of modern highly effective methods and methods of process management. The most progressive scientific and applied direction in this area is marketing. Practice shows that companies using marketing have achieved advantages over competitors and significantly increased profits.

The formation and development of Iraq as a state, ensuring the economic and social progress of society is associated with the development of oil production and oil refining, as well as gas production and gas processing industries, which are the basis of the country's economy.

In oil and gas companies that are the objects of study of marketing activities, one of the most important areas is the analysis of the parameters of the oil and gas market, the degree of its competitors' development, studying the prospects and trends of the business activity indicator of partners, pricing policy, ways to promote oil and gas products, reactions to the emergence of new types of fuel, and a number of other products of oil and gas processing, including forecasting the volume of sales of products of this industry, taking into account

the general economic situation [1]. The oil and gas industry has its own specific features of development, in connection with which the marketing analysis of both the market as a whole and its individual segments has its own characteristics. So, for example, the main indicators of market size are the market capacity and the market share of the organization in its composition. Moreover, the capacity of the oil and gas market characterizes the possible volume of sales of produced oil and gas on the local market within a certain period of time, as well as the possible volume of sales of oil and gas refined products. At the same time, it is necessary to take into account the prospects for the future sale of goods in the domestic and world markets.

The strategy for the use of fuel and energy resources is based on long-term partnerships with the largest oil and gas companies in the world in order to attract capital and modern technologies, create a system of export pipelines from the standpoint of the efficiency of using future income from resource exports. The oil refining industry has been identified as one of the leading sectors of the oil and gas complex, the effective development of which depends on the implementation of a long-term strategy of socio-economic development.

Solving the problems of dynamic development of oil and gas enterprises and the state as a whole, one has to not only act decisively, but also carefully think over future steps. Proceeding from this, it is necessary to attach great importance to the organization and implementation of marketing activities, which will allow obtaining stable profit volumes and assumes that the marketing service and the management of the oil and gas company will more carefully approach the issues of planning, implementation and control of marketing strategy and tactics of market behavior.

Most oil and gas enterprises do not pay due attention to strategic marketing, the effective use of marketing concepts, which leads to the fact that in Kazakhstan oil and gas enterprises, in contrast to enterprises with foreign participation, a utilitarian approach to the management of their activities predominates, preference is given to solving short-term financial issues. But, as

the world experience shows, making a profit cannot be ensured without an effective long-term strategy, well-defined long-term goals, means of achieving them, clearly formulated procedures for monitoring their implementation. Unfortunately, most of the marketers and managers working at oil and gas enterprises are unable to develop and solve strategic problems, to choose the right marketing concept [2].

The need for marketing strategies for the oil and gas business is due to the fact that, in the absence of marketing plans, a company can spend much more on projects that then do not bring any results. The work of the marketing department will allow the company to determine the most effective ways to find customers, form a recognizable brand and build a "roadmap" to achieve strategic goals. Evaluating the performance of the department will give managers an objective picture and show the strengths and weaknesses of the organization. Thus, marketing implies not only analysis and timely adaptation to changing conditions, but also increasing sales through advertising, PR, building strong relationships with clients, and is the key to successfully overcoming the crisis and entering new conditions for oil and gas companies.

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