

THE BASES OF INTRODUCING INVESTMENT MARKETING IN THE INDUSTRY OF REGIONS

Investment marketing in the region's industry should be reviewed as a purposeful activity aimed to increase the investment attractiveness of industrial enterprises in the region, promotion, accumulation and realization of their investment potential towards activating foreign investment attraction.

The constituents of the investment marketing in the industry are considered by us to be basic and necessary for implementing an effective promotion in the region, accumulation and realization of the industry investment potential.

The constituent of investment marketing in the region is its investment positioning in the international environment as a territory having its own competitive advantages formed and possibilities for commercially-profitable investment projects realization.

The assumption of the region's industry positioning in the international environment based on determining its marketing advantages is evaluating the region's industry investment potential from the foreign investor's point of view. Thus for the regions with industry investment potential below the average and with the main task of attracting the maximum amount of foreign investment, positioning should foresee the minimal amount of parameters for providing the mass flow of investors.

Positioning of the region's industry in the international environment requires the development of the international investment market entry strategy. On the other hand, revealing of such issues as the investor's reasons for taking a positive decision to invest into the project, barriers to conduct investment activity, forming a target group of potential investors willing to establish an effective cooperation with the help of the marketing tools is no less important for attracting investment resources in the necessary amount for a particular project by the enterprise.

Investment marketing enables consideration of industrial enterprise and its valuable security needed to issue profitably and to increase their turnover on the stock market, at the same time attracting the maximum funds. The targets of investment strategy of development adjusted with the corporate-wide strategy and plans on the other functional levels should remain prioritized, meaning a course toward the constant increase of a business market value, which is welfare grows of both majority and minority shareholders. This will enable expanding of the business activity in the region, speed up the paces of productivity increasing in the industry.

Globalization and rivalry growth in the sphere of investment resources reallocation determine the necessity of strategic planning the industrial enterprises

investment activity, still conducting the SWOT-analysis, benchmarking and marketing research.

Marketing research of the industry investment environment is a basis for making strategic decisions about its investment activity. Moreover this is a necessary constituent of economic activity on the first stages of investment strategy realization. Generalizing the academic heritage in the sphere of marketing [1–4] we suggest to review marketing research in the region's industry investment environment as a scientific research aimed at collecting, evaluating, and analyzing information about the needs, priorities, motivations, and real behavior of prospective foreign investors in the region's industry with a purpose to increase investment attractiveness and in the long run to set long-term cooperation of the enterprise management with foreign investors.

Developing a program of the investment environment marketing research foresees defining the amount of information needed to collect to reach a defined goal of research and verification of working hypothesis.

Having established a program of marketing research it is much easier to start looking for information. Having found and classified either of the data according to the directions mentioned above, the quality and level of information appliance increases. Summing up the above said, it is obvious that determining the level of regional and field investment attractiveness is a parallel process to conducting marketing research and evaluating investment environment, which will become a serious concern to increase the industrial enterprise investment attractiveness under the market conditions.

So, the thesis justifies bases of introducing investment marketing in regions' industry. It is proved that prospective of gaining really positive results exist under the condition of undertaking the systematic approach, providing development of clear methodology of conducting marketing research, and taking into account the special nature of industrial enterprise investment sphere.

That's why industrial enterprise should better work out methodological basis of investment strategy development realization together with practical recommendations concerning marketing assurance of tactical and strategic actions of an enterprise towards investment attractiveness.

References

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