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**IMPROVING THE ORGANIZATION OF TEXTILE PRODUCTION
BASED ON MARKETING RESEARCH**

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ABSTRACT

The objective of the article is to examine the marketing strategies of textile companies and improving the organization of textile production based on marketing research. The issues of marketing research methodology, especially the problems of pricing, have received considerable attention in recent years in the domestic literature. However, some aspects of the issue under study have not yet received sufficient coverage. The practical significance of the work lies in the possibility of applying to the use of refined methods for calculating prices and volumes of demand and supply at enterprises engaged in the production of an assortment of fabrics for consumer use.

KEYWORDS: *Marketing Strategies, Textile Industry, Production, Market Environment.*

INTRODUCTION

With the transition of the domestic economy to market relations, the textile industry faced many problems, the main of which are: insufficient development of their own raw material base, lack of necessary information about the population's demand for fabrics, rising prices for factors of production and, as a consequence of all of the above, difficulties in strategic planning of financial and economic activities. The activity of an enterprise in a market environment requires a revision of the very function and planning tasks. The issues of marketing research methodology, especially the problems of pricing, have received considerable attention in recent years in the domestic literature. However, some aspects of the issue under study have not yet received sufficient coverage. These are practical calculations of the equilibrium prices of fabrics for consumer use and raw material factors, assessing the influence of various factors on the equilibrium price, and forecasting consumer demand for fabrics.

The main results and findings

Particular attention should be paid to the problem of production forecasting as an effective method of conducting marketing research. A feature of production forecasting is that it encourages enterprise managers to analyze future changes in the external environment and the consequences to which these changes may lead. It should be borne in mind that due to a number of circumstances, namely: fluctuations in the economic environment, the instability of the situation in the commodity and financial markets, changes in the economic conditions of activity, etc., forecasting has become especially difficult.

The above problems of the topic under study confirm its relevance, determine the need for deepening research. Purpose of the study: development of organizational and methodological support for the automated workplace of the textile marketer.

In accordance with the set goal, the following tasks are formulated in the work:

- Study of the theory and generalization of the practice of organizational and methodological support of the marketing services of textile enterprises;
- analysis of the state of the markets for raw materials and products of textile production, identifying general patterns and trends in the domestic market for consumer textiles, world and domestic raw materials bases;
- Analysis of the use of flax fiber in the production of blended fabrics in our country and abroad;
- Development of methodological support for the AWP of the marketer of textile production;
- Research of the theoretical and methodological foundations of the formation of demand and supply of fabrics from natural fibers, demand and supply of raw materials for these fabrics;
- Development of recommendations for improving the determination of the forecast of the equilibrium price for fabrics and the raw material factor; ...
- Formation of the structure of the databases necessary for the functioning of the regional marketing center;
- Development of methodological support for forecasting the effective demand of the population for fabrics;
- Development of principles for the classification of human behavior options when buying fabrics;
- Refinement of the algorithm for determining the supply of fabrics and the algorithm for determining trends in the equilibrium price for flax fiber;
- Development of software for the automated workplace of a marketer of textile production for forecasting the market situation for fabrics and raw materials.
- Verification of the developed methodological support of the automated workplace of the marketer of textile production;

The subject of the research is the organizational and methodological support of the automated workplace of the textile marketer.

The object of research in the dissertation is the consumer fabrics market and the factors of production market (raw materials market). In the dissertation work, industry-specific methodological and regulatory materials on this issue were used, as well as materials from state statistics and statistics of enterprises in the textile and processing industries. The research was carried out using economic and statistical methods, a software package in the Pascal language was developed for processing initial data on personal computers.

The practical significance of the work lies in the possibility of applying to the use of refined methods for calculating prices and volumes of demand and supply at enterprises engaged in the production of an assortment of fabrics for consumer use. The workstation of a marketer of textile production will allow textile enterprises to respond more quickly to changes occurring in the domestic and world markets, and will increase the quality and efficiency of their work.

Scientific novelty of the research. In the process of performing the work, the following results were obtained with scientific novelty:

1) The tendencies in the change in the structure of the raw material base of the textile industry were revealed, which made it possible to determine the sequence of calculations to determine the equilibrium price for raw materials and finished products of the textile industry.

2) The composition and structure of the databank for the automated workplace of the textile marketer have been determined, including the architectonics of the databank, the source of statistical data, the determination of the time period for research and forecast.

3) When forecasting the price of flax fiber, the need to take into account such factors as the demand for flax in the cotton and woolen sectors of the textile industry is substantiated.

4) The methodological support of the AWP of the marketer of textile production has been developed, which includes:

- A methodology for forecasting the demand for fabrics for consumer use;
- An algorithm for determining the supply of tissues;
- An algorithm for determining the generated demand for flax fiber in the textile industry;
- An algorithm for determining the equilibrium price for flaxseed raw materials.

A distinctive feature of this technique is the ability to differentiate the effective demand of the population by income groups. The developed methodology provides the following methodological principles:

- The use of flax fiber in various branches of the textile industry;
- Real technological capabilities in various industries;
- The unity of the functional purpose of the products;
- Dependence of consumer behavior options on the size of the consumer budget.

5) The proposed method for forecasting demand uses a graphical-analytical approach to calculating the forecast of demand for fabrics, it includes three stages:

- Determination of the volume and price of consumption. The calculation is carried out according to the proposed dynamic parametric model, which takes into account the ratio of income and expenses growth. Depending on this ratio, a consumer behavior option is selected;
 - Construction of a demand curve based on the data obtained on the ratio of income levels of the population, prices and consumption of fabrics;
 - Determination of the forecast of demand for fabrics by the graphic-analytical method.
- 6) The equilibrium price for flax fiber has been determined, taking into account its use in the cotton and woolen industries.

The first chapter examines the theoretical and methodological aspects of the organizational and methodological support of the marketing services of textile enterprises, described in domestic and foreign literature, an analysis of the state of textile production at all stages of the process from processing of raw materials to the production of finished products is given, methodological foundations of forecasting prices for raw materials are developed, which made it possible to resolve the issues discussed in the subsequent chapters of the work.

The second chapter provides a methodological rationale for calculating the effective demand of the population for consumer fabrics, taking into account income differentiation, clarifies the methodological approach to developing the supply of fabric by textile factories in conditions of inflation, analyzes the specifics of determining the equilibrium price for finished products and for raw materials, taking into account the peculiarities of textile production.

The problems of the theory and practice of forecasting the demand for fabrics for consumer use, prices for fabrics made of natural fibers, prices for raw materials considered in the work allow us to draw some conclusions and make proposals for determining the price of flax fiber, provided it is used in various sectors of the textile industry.

The problems of improving the organization of textile production on the basis of a marketing approach using the forecasting method considered in the dissertation work allow us to draw appropriate conclusions and make proposals for the organization of marketing services on the basis of textile enterprises.

CONCLUSION

1. The importance of the marketing approach to the process of improving the organization of textile production has been substantiated.
2. Analyzed the problems of theory and practice of organizing the activities of industrial enterprises on the principles of marketing, which made it possible to substantiate the need to use forecasting methods in marketing research.
3. The market for the sale of textile products has been analyzed, which has shown the need for close cooperation between the marketing services of manufacturing enterprises and consumers of their products in order to obtain objective information about consumer demand for textile products.
4. The necessity of studying the elasticity of demand for fabrics in view of the variability of the income level of their consumers has been substantiated.

5. Applied the method of forecasting demand based on the study of its elasticity in the implementation of marketing research.
6. Questionnaires have been developed for conducting sociological research among consumers of consumer goods, as well as among employees of organizations selling textile products.
7. The algorithm of the activity of a marketer of a textile enterprise is presented, which is based on the method of studying the elasticity of demand for fabrics.
8. A method for studying the elasticity of demand has been developed, which makes it possible to predict the demand for fabrics for consumer use using the graphic-analytical method. This technique allows:
 - to determine the existing demand for fabrics of consumers with different income levels and a certain type of behavior;
 - to determine the degree of influence of various factors on the behavior of the elasticity function of demand for tissue;
 - to determine the projected demand for fabrics in accordance with the needs of consumers and the capabilities of the enterprise.
9. A classification of factors influencing the elasticity of demand is proposed, which can be used in the organization of production in the implementation of forecasting in any industries producing consumer goods.
10. The algorithm for assessing the risk of the marketing activities of a textile enterprise has been refined.
11. Revealed the reasons that hinder the introduction of marketing services at textile enterprises.
12. The structural diagram of the organization of the marketing service at a textile enterprise is proposed, which is based on a functional segment orientation, with the designation of the directions of the main information flows.

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