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MARKETING ACTIVITIES OF THE COMPANY ATLANT CJSC

The aim of this article is to take big household appliances of ATLANT Co., Ltd. as an example, this paper is according to the current marketing environment and current marketing situation of ATLANT, mainly combines 4P marketing theory and customer relationship marketing theory to summarize the theory of this paper. On this basis, the analyze the macro environment in the big household appliance industry and the internal resource environment of ATLANT. Then understand the overall competitive environment, competitors and the internal current situation of ATLANT, so as to find out the problems and causes of ATLANT in marketing strategy.

Based on the research of ATLANT Co., Ltd.'s marketing optimization strategy for big household appliances, this article helps ATLANT to correctly understand the company's problems in the marketing management of big household appliances, and help the company strengthen marketing management and marketing innovation. Improve the company's competitive advantage, which has a practical business guidance role for the company. At the same time, it also has a certain reference effect for companies with similar problems in the marketing management process.

Keywords: company, ATLANT appliance, marketing activities, marketing strategies

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МАРКЕТИНГОВАЯ ДЕЯТЕЛЬНОСТЬ КОМПАНИИ ЗАО «АТЛАНТ»

Цель статьи – рассмотреть крупную бытовую технику ATLANT Co., Ltd. В качестве примера, эта статья соответствует текущей маркетинговой среде и текущей маркетинговой ситуации ATLANT, в основном сочетает теорию маркетинга 4P и теорию маркетинга взаимоотношений с клиентами, чтобы обобщить теорию этой статьи. Исходя из этого, мы проанализируем макросреду в крупной индустрии бытовой техники и внутреннюю ресурсную среду ATLANT. Затем изучите общую конкурентную среду, конкурентов и текущую внутреннюю ситуацию «АТЛАНТА», чтобы выяснить проблемы и причины маркетинговой стратегии «АТЛАНТА».

Основанная на исследовании стратегии оптимизации маркетинга крупной бытовой техники ATLANT Co., Ltd., эта статья помогает компании ATLANT правильно понять проблемы компании в области управления маркетингом крупной бытовой техники, помочь усилить управление маркетингом и маркетинговые инновации. Улучшить конкурентное преимущество компании, которое играет практическую роль в руководстве компанией. В то же время в статье есть и рекомендательный эффект для компаний, сталкивающихся с аналогичными проблемами в процессе управления маркетингом.

Ключевые слова: компания, техника ООО «АТЛАНТ», маркетинговая деятельность, маркетинговые стратегии

At present, with the development of the economy and the progress of the society, the electrical appliance industry has also achieved rapid development, and the competition is becoming more and more fierce. The demand for major appliances is growing worldwide, especially in developing countries [1]. As the needs of consumers are becoming more and more diverse, a large number of electrical product categories have appeared in the market to meet the requirements of diversification and differentiation of consumer needs. With the intensification of market competition, many electrical

appliance manufacturers have begun to adopt intelligent methods, hoping to expand their market share. In order to gain the support and recognition of consumers, electrical appliance companies should gradually understand the internal needs of consumers, so as to provide electrical products that can better meet the needs of consumers. Only in this way can they fundamentally establish a certain competitive advantage, thereby Get good profits in the fierce market competition.

The main purpose of electrical product marketing is to push the enterprise's electrical products to the market, especially for the new electrical products of the enterprise, through marketing activities, the market share can be quickly increased, so as to enter the target market as soon as possible. With the emergence of the course of marketing, it has been greatly developed both in the theoretical field and in the practical field, and with the development and changes of the actual situation, marketing is also gradually improving. is playing an increasingly important role in marketing. Therefore, marketing activities are an important force to promote the innovation of marketing theory, and marketing theory in turn further guides the marketing activities of electrical products, the two theories have a good interaction.

The theory of electrical product marketing was first put forward by American marketing scientists. Its theoretical focus is to highlight the four key elements of marketing activities, namely electrical products, price, place and promotion. In short, the theory holds that the marketing activities of electrical appliances must be centered on consumers, and points out the true meaning of marketing activities, which is the fundamental way to improve marketing effectiveness.

Atlant is a company, based in Minsk, Belarus, which makes household appliances, and also the brand of those appliances. It is one of the leading manufacturers of household appliances in the Commonwealth of Independent States. The company consists of three plants, the oldest and most important being the Minsk Refrigerator Plant, which produces household and commercial refrigerators and freezers, and by which name the entire enterprise is sometimes called. An abbreviated name for this plant is MZKh, and Minsk is the former brand used for the company's refrigerators. Nowadays, ATLANT is known as a manufacturer of popular refrigerators, freezers and washing machines. Practical and reliable equipment that meets high consumer demands is coming off the conveyor lines of the enterprise. No wonder household appliances from Minsk are known not only in our country and other post-Soviet republics, but also in many European countries and even as far as Australia.

Freezers, refrigerators and washing machines, as ATLANT's traditional superior products, have a certain market share in the market. According to its Consolidated financial statements of CJSC ATLANT for 2021, the total comprehensive income for 2021 is 31,149 (in the thousands of Belarusian roubles).

With the deeper development of electrical product marketing practice, electrical product service marketing began to appear. Milind M. Lele mentioned that we can classify service strategies into three basic groups: those that are product or design related, those that concentrate on the service support system, and those that reduce customer risk [2]. Firstly, product design-related strategies focus on increasing product reliability, building in redundancy, and adopting a modular product design. Modern design can reduce variable costs both by making equipment easier to repair and by allowing customers to replace modular components themselves. The entire product is divided into modules or components, many or all of which can be removed for repair or replacement. We found that ATLANT did adopt Modular design when manufacturing refrigerators. Also on the website they say «a wide range of original components for household appliances of ATLANT Inc. can be purchase dupon request at our company center» [3]. Secondly, support system-related strategies, which means improved system response time. Support systems often react slowly to equipment failure. Providing additional service technicians, moving them closer to customers or even on-site, and filling orders for emergency parts more rapidly will improve service response. It can be seen on the website of ATLANT company that it

has set up many service centers in different regions, for example there are as many as 187 service centers in Belarus. Also ATLANT provides three different kinds of phone number for consumers to contact them, they can accept On-site visit for repair 09:00 to 20:00 from Monday to Friday , 08:00 to 15:00 from Saturday to Sunday. Thirdly, reducing or minimizing customer risk strategies, which means some support strategies reduce buyer risk chiefly through warranties and service contracts. Service contracts reduce or eliminate buyer uncertainty over maintenance costs. According to ATLANT company said on their website – all repair works performed by the service center specialists are provided with a warranty in accordance with the requirements of the State Standards of the Republic of Belarus for the repaired products. It is really a great way to reduce or eliminate buyer uncertainty over maintenance costs.

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