ABSTRACT

to the thesis of

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«Features of developing a marketing strategy in the context of modernizing the economy of Kazakhstan (using the example of the dairy industry of the Almaty region)

General characteristics of the work. The dissertation work provides for the development and presentation the marketing strategy of milk processing enterprises with the definition characteristic features of large enterprises located in the southern region of Kazakhstan, i.e. in Almaty and Almaty region, as wellessenceand features of building a marketing strategy for the dairy industry.

Relevance of the research topic. One of the industries that has a significant impact on the economy of each state is the sector for the production of food products, including milk and dairy products. Domestic dairy producers have been active in the domestic and foreign markets for the past 10-15 years. To gain a competitive advantage in the market, such enterprises must operate in a leading position through the rational use of tools that reduce the cost of production, reduce the time of production of products and services, and increase the possibility of obtaining maximum profit. The main goal that any enterprise sets for itself is to offer and sell goods that are of high quality compared to real competing enterprises in the market. In this regard, the result of the company's activities should be immediately compared with competitors. Therefore, businesses should identify their strengths and weaknesses, risks and opportunities in a timely manner, and build a marketing strategy for the future by regularly conducting market research. The implementation of a marketing strategy developed for the coming years may be affected by both market conditions and random internal and external factors. However, it is impossible to fully and comprehensively take into account the impact of all economic, social, political, demographic, and climatic factors. In this regard, many enterprises limit themselves to identifying priority areas of development when developing long-term economic, financial, and marketing strategic documents.
In order to be flexible to changes in the domestic market, enterprises of the agro-industrial complex must adapt quickly. This is facilitated by the mechanism of strategic and tactical decisions, including the development of a rational marketing strategy and its timely implementation.

The degree of knowledge of the problem. The problem of developing the concept of marketing strategy is reflected in many scientific publications, which is therefore considered as one of the main factors in improving the economic efficiency of industrial enterprises, making them competitive in the market. The content of the

marketing strategy, the viability and effectiveness of its development and implementation, depending on the specifics of the industry, are reflected in the fundamental works of many domestic, Russian, and foreign scientists. At the same time, the organization of relations in dairy production complexes at the level of regions of Kazakhstan, the development of marketing forecasts for the production and sale of milk and dairy products, the development of a marketing strategy for the coming years and requires further continuation of scientific research on issues arising from its effective implementation. In addition, it is necessary to conduct research on the socio - economic situation of the country, taking into account the positive and negative impact of external and internal factors and changes taking place in the market. Despite the fact that much attention is paid to the analysis and evaluation of marketing activities of enterprises and various aspects of drawing up a strategic plan for their development in modern conditions, it is possible to note the lack of elaboration of issues in determining priority areas of strategic development as the most important factor in ensuring their competitiveness. All this indicates that this problem is still poorly understood at its level.

The general hypothesis of the research work includes the formation and implementation of the concept of marketing strategy based on the specifics of enterprises that produce dairy products, due to changes in the internal and external environment.

The purpose of the research is give scientific and practical recommendations on the development and implementation of the concept of marketing strategy of enterprises producing dairy products in the Almaty region based on the results of a comprehensive market analysis, depending on the specifics of the industry.

To test the hypothesis and achieve this goal, we considered **solving** following tasks:
- systematize the theoretical and methodological foundations of the company's marketing strategy development;
- to identify the features of developing a marketing strategy in dairy production in the context of modernization of the economy of Kazakhstan;
- assessment of the state and trends of consumer development in the market of dairy products of Almaty region, the position of competing companies in the market;
- research of the relationship between marketing costs and the volume of income of enterprises producing dairy products in Almaty region using an economic and mathematical tool;
- identification and systematization of key problems that have developed in the dairy market by conducting an empirical study;
- give scientific and practical recommendations on the specifics of developing a marketing strategy for dairy producers and ways to implement it;
- propose a new concept of marketing strategy to milk and dairy products producers in Almaty region and give specific recommendations on how to implement it.

The object of the study was enterprises of the Almaty region and Almaty city, which are major players in the dairy market.

The subject of the research is a set of socio-economic and organizational relations that arise in the process of developing and implementing the concept of marketing strategy of enterprises that produce dairy products.

Research methodology. The system approach, economic and statistical modeling, marketing analysis methods, SWOT analysis, PEST analysis, trend-seasonal modeling method, economic - mathematical and statistical methods of analysis, survey method of market research, abstract-logical analysis method, as well as graph-analytical methods that transmit information were used to solve the tasks set in a visual form. In particular, an assessment was made using the correlation-regression analysis method to study the relationship between the amount of marketing costs and the company's financial results, including gross income. At the same time, specific systematized scientific methods were used to determine the increase in economic efficiency based on the results of marketing research of the sales market and sales of the company's products.

The information base of the study is legislative and regulatory acts of the Republic of Kazakhstan, including laws of the Republic of Kazakhstan, Government resolutions and decrees of the President of the Republic of Kazakhstan regulating the activities of economic entities of the Republic and the development of the economy. domestic and foreign periodical printed materials Scopus, Springer Link, etc. scientific articles of the database, materials of international scientific conferences, data of the Statistics Committee of the Republic of Kazakhstan, reporting data of the Kazakh-Zerno information agency, milk production companies in the Almaty region «FoodMaster» LLP, «Adal» JSC, «Agroproduct» LLP and «Lyazzat-2016» LLP, industry associations, etc. were used. research companies, data from competing companies in the market.

The scientific novelty of the dissertation research consists in identifying the theoretical and methodological foundations of the concept of marketing development strategy and providing scientific and practical recommendations for its development, depending on the specifics of the dairy industry.

The most important scientific results obtained in the course of the study include:

- in the domestic and foreign economic literature, various interpretations of the concept of «strategy» are given. Depending on the specifics of economic sectors and goals, researchers offer many definitions of the concepts of «strategy», «strategic development», and «strategic marketing». Based on the literature review, the author's view on the concept of «marketing strategy concept» was given;
- the problematic issues, barriers and driving forces of milk-producing enterprises in adapting to the current competition in the market of Kazakhstan are brought into a single system.;
- the influence of the seasonal factor on milk production was revealed using the trend-seasonal model to calculate the forecast values of milk production volumes, a multiplicative model was used, built by multiplying the components depending on changes in the amplitude of seasonal fluctuations, and a forecast for the coming years was made;
- marketing research of the target audience, consumers and consumer preferences, motives and ratings of dairy producers was conducted by means of a consumer survey;
- an assessment of the advantages and disadvantages of competitors in the dairy market is given;

- to study the relationship between the amount of marketing costs and the financial results of the company, including gross income, multivariate regression models are constructed and a forecast of an increase in the volume of production of enterprises is made;
- recommendations are given on the specifics of developing a marketing strategy for dairy producers and ways to implement it;
- the concept of marketing strategy of milk processing enterprises of Almaty region is developed and presented.

Main provisions submitted for defense:

- the author's view on the «concept of marketing strategy», having studied the concepts of «strategy», «strategic development», «strategic marketing»;
- the main problems, barriers and driving forces in the competitive environment of the Kazakhstan dairy market are built in a single system;
- to determine the influence of the seasonal factor on milk production, a multiplicative model was used, built by multiplying the components associated with changes in the amplitude of seasonal fluctuations, and a planned forecast was developed;
- the preferences, motives and assessments of consumers were investigated by conducting marketing research in the dairy market of the Almaty region;
- construction of a multi-factor regression model to determine the impact of cost factors on the company's profit;
- recommendations on the specifics of developing a marketing strategy for dairy producers and ways to implement it;
- presentation of the concept of marketing strategy of milk processing enterprises of Almaty region.

The practical significance of the dissertation is to develop an empirical model of marketing strategy for milk-producing enterprises. It is recommended to use this model when developing a marketing strategy for enterprises that produce dairy products. Surveys were conducted to study competitive advantages in the market, SWOT analysis, technical and economic analysis, analysis of financial indicators and marketing analysis, many results were obtained by using empirical and economic analysis methods.

Theoretical and methodological foundations. The theoretical and methodological foundations of the study were taken from the works of foreign and domestic scientists - economists, well-known marketers, the applicant's own research on the research problem, and their own reviews of specialists and experts. The research was conducted using systematic approaches that allowed us to determine the methodological features of Kazakhstan's economic reality and global trends in the development of dairy production. The concept of marketing strategy of enterprises producing dairy products in Almaty region has been developed.

In the course of applied research, the applicant used modern methods of analysis, including econometric, statistical, numerical methods of analysis, comparison and generalization of the results obtained, forecasting, and complex economic analysis.

Structure and scope of the dissertation. The dissertation consists of content, normative references, definition, notation and abbreviations, introduction, three chapters, conclusion, references and appendices. The volume of the dissertation

research is 148 pages of typewritten text, including 34 tables and 18 figures. The list of used literature consists of 88 titles.