Summary

Subject matter: Improvement of the tools of management of the relations of the furniture company with consumers (on the example of “Beshtau”, ltd.)

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Topicality of the research: Researches dedicated to the development of the marketing tools of management of relations with consumers assume special topicality including the company of furniture industry compelled to compete with competitive import manufactures of furniture of the leading countries of the world.

Objective of the research: is the improvement of the marketing tools of management of the marketing tools of management of the relations of a furniture company with consumers and development of methodological and practical recommendations on its realization.

Tasks: 1. to consider the content and significance of the marketing of relations; 2. to examine the factorial structure of the environment of management of relations of the furniture company with consumers; 3.to reveal the methodological foundations of the formation of the marketing tools of management of the relations of the furniture company with consumers; 4. to conduct the assessment of the effectiveness of the marketing tools of management of relations with consumers in “Beshtau”, ltd.; 5. to implement the marketing modeling of the relations “Beshtau” with consumers; 6. to develop the strategy of the integration of modern marketing tools of management of relations with consumers in “Beshtau”, ltd.

Theoretical and practical significance of the research: the principles stated in the work, can be used in the process of deepening theoretical knowledge in such fields of research as sectoral marketing, management of competitiveness, the economy of sectoral markets. The proposed methodological developments and practical recommendations can become the basis for the improvement of the policy of mutual relations between the furniture firm and consumers.

Results of the research: We proposed the strategy of the integration of the marketing tools of management of relations with consumers on the furniture market
including four compulsory elements: analysis of the state of the furniture, the identification of marketing tools of the promotion of the furniture production, realization of the marketing tools of management of relations, assessment of the results and correction of strategy.

**Recommendations:** the universality of the proposed algorithm of management of relations with consumers of the furniture company enables if to be used in the process of the identification of consumer loyalty in the concrete conditions on the furniture market and also to meet consumer’s preferences.