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GROWTH STRATEGIES OF THE COMPANY ON THE INDUSTRIAL SERVICES MARKET

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Nowadays, we can see an epic growth on the market of industrial services and the domination of services in economies around the world. Furthermore, services are the dominant force not only in developed countries, but also in Ukraine. An industrial service is a set of interrelated actions, processes, methods and tools needed to grow competitiveness through increased functionality, embodied in certain assessments, recommendations, permits.

For the further development of any enterprise it is necessary to have a strategy, including a growth strategy. The strategy is a detailed comprehensive long-term plan designed to ensure the organization's mission and objectives in terms of scope, means and form of its activities and determines the company's choice of development paths, markets, methods of competition and doing business. The growth strategy is a comprehensive plan that includes the company's choice of growth direction, necessary to achieve a higher and steady level of market share than the company already has.

In general, there are many types and classifications of growth strategies. In the literature there are growth strategies by geographical criteria, technical, production, technological and many other criteria. After analysing the theoretical sources on possible approaches to the classification of growth strategies of the company, we offer our own approach to the formation of a comprehensive growth strategy on the industrial services market (see table).

Table - Classification of criteria for the formation of growth strategy [created by author]

Criterion	Type	Level / direction	Characteristic
In the direction of increasing market share	Geographical growth	International	Entering the markets of other countries with old goods (possible localization with small changes)
		National	Expansion of business within one country, usually through the opening of new

			branches
	Commodity growth	Brand new product / service	Release on the market of goods of world / national novelty
		New product / service for the company	Expansion of the product range within the market
In the direction of movement along the industrial chain	Vertical growth	Up the industrial chain	Moving up / down the industrial chain, to minimize costs and increase market presence
		Down the industrial chain	
	Horizontal growth	Within one level of the industrial chain	Expansion of the enterprise within one level of the industrial chain
By organicity	Organic growth		Growth due to increasing market share
	Inorganic growth		Growth through joint efforts (cooperation)
By style of behaviour	Aggressive growth	Offensive to the position of leader	Growth through consumers of the leading company
		Attack on the position of weaker companies	Growth through consumers of small companies
	Passive growth	Following the leader	Growth due to market growth
By form of entrepreneurship	Absorption		Forms of association of different enterprises
	Co-optation		
	Joint venture		

Services differ from goods in some central respects because services are intangible, services cannot be seen, felt, heard and are difficult to protect with patents. Services are also produced and consumed simultaneously. It is impossible to make a service in one place, distribute it in another place and consume it later [2]. The consumer is also involved in the production of services on the industrial market. All this requires a special approach when we are creating a growth strategy, the main points that need to be considered are as follows [3]: standardization and quality control – the main way to level the differences between services and tangible goods; qualification of the personnel involved in the process of providing services has great importance; motivation of contacts with consumers, especially with new ones, plays a key role in the implementation of the growth strategy; environmental management can play an important role in influencing the view of consumers on the quality of service in mind; due to the special characteristics that separate services from goods, the process of growth in the industrial market requires more resources and is therefore riskier.

In the field of industrial services, the strategy of business expansion is more complex than for firms that produce goods. Services are consumed and produced simultaneously. A growth strategy is a strategy that depends on many external and internal factors. Perhaps the most important factor is the growth of decision-makers in the firm.

In conclusion, the industrial market by its nature is significantly different from the consumer, which affects the marketing activities in these markets. Moreover, service as a category requires a different approach to management, compared to tangible goods. The strategy of growth in the industrial market of services has its own features that require a more comprehensive approach to the formation of business expansion strategy.

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