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THE ROLE OF MODERN TECHNOLOGIES IN THE MODERNIZATION OF PRODUCTION

In conditions of fierce competition, the rate of innovative production development becomes dominant. It is necessary to pay much more attention to improving the parameters and performance of manufactured products, their quality, improving the technical level of production.

In Ukraine, many companies are delaying product upgrades, slowly improving technology and organization of production, rarely upgrading equipment, and not enough money to purchase new equipment.

Despite the great production potential of domestic enterprises, the output of competitive products is slowly growing. This does not allow to expand markets and increase sales. As a result, we have small profits and small contributions to the economic development of the country. Therefore, it is necessary to significantly accelerate the process of creation and introduction into production of modern products, in a short time to reach the maximum output of innovative products.

The solution of this problem is facilitated by regular reconstruction of enterprises and modernization of production. The chain «new products-new technology-modern equipment» should be the basis for the design and implementation of each subsequent reconstruction of the enterprise [1-2].

One of the forms of activation of this extremely important process should be marketing activities. Today, the role and importance of marketing activities in this process is underestimated. It is during the design and implementation of the reconstruction of the enterprise marketing activities are most fully and profitably. Therefore, in every enterprise it should be an important component of the innovation process.

In a competitive environment, successful business is possible only if the product and production are regularly updated [5].

An important role in solving this problem belongs to the marketing service of the enterprise, which should be carried out in close connection with the reconstruction of enterprises and modernization of production.

Marketing research, analysis of the market situation allows you to reasonably determine «what, how and in what timeframe to produce» to get high profits [4].

The results of such studies are of great importance. They must be taken into account during the reconstruction of enterprises. By and large, marketing policy and marketing activities are primary, and technical policy, reconstruction and expansion of the enterprise, modernization of equipment are secondary. Both activities are subject to the socio-economic policy of the enterprise.

In order to adopt innovations, it is necessary when conducting marketing research to clearly answer the questions concerning the definition of the minimum necessary requirements for product performance and production quality at each new stage of enterprise development, accompanied by reconstruction and increase of production capacity [3].

From the above we can draw the following conclusions and suggestions:

- the transition of enterprises to an innovative model of development should provide for the systematic updating of technology, product and production;
- for the introduction of innovations in production it is necessary as often as possible to carry out the reconstruction of enterprises, modernization of equipment;
- the expediency of each reconstruction of the enterprise and modernization of equipment to determine taking into account the results of marketing research, market analysis;
- marketing activities during the reconstruction of the enterprise should include two main types of research:
 - analysis of the domestic market of products of this industry and markets of the CIS;
 - development of marketing strategy of the enterprise for the near future.

Thus, the role of modern technologies in the modernization of production is an important condition for the creation and introduction into production of modern products, which will allow in a short time to reach the maximum output of innovative products.

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