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LEADERS' STRATEGIES ON THE BAKERY PRODUCTS MARKET IN YEKATERINBURG-CITY

Viktoriya Subarieva

Ural State University of Economics
Yekaterinburg, Russia

Galina Pahalchak

Candidate of Economics, Assistant professor in Ural State University of Economics
Yekaterinburg, Russia

Abstract. The article is devoted to the market analysis for the bread and bakery products production in one of the largest Russian cities Yekaterinburg. The authors set the task to identify the leader in the city bakery market in order to analyze its strategies. The article describes possible grounds for segmenting the baked goods market by products. Further, the authors analyzed the market structure and identified market leaders in terms of the bread and bakery products sold volume. At the next stage, the authors analyzed the bread brands recognition among the population based on the sociological survey results. Companies' leadership positions have coincided on these two parameters. The market leader's competitive advantages are revealed. Further, the strategies used by market leaders were analyzed: marketing and production, aimed at developing production capacities. Since the leader company does not have a well-defined personnel strategy, the authors propose to develop such a strategy and then change it as necessary; its main parameters are indicated. In addition, it is proposed to pay more attention to the organizational financial strategy. The authors also identified offensive and defensive measures that will help keep the leading positions in the bakery market.

Keywords: marketing strategy; financial strategy; personnel strategy; bakery products; bakery factory.

JEL codes: D 22; L 17.

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Contact

Viktoriya Subarieva

Ural State University of Economics

62, 8th of March, 620144, Yekaterinburg, Russia
viktorysub@mail.ru

Galina Pahalchak
Ural State University of Economics
62, 8th of March, 620144, Yekaterinburg, Russia
pgu@usue.ru