

PRIORITY DIRECTIONS OF ANALYSIS OF CHANNELS OF PROMOTION OF THE MAIN ACTIVITY OF THE ENTERPRISE AND SEPARATE COMMUNICATION PROGRAMS

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Abstract

This article presents the priority directions of analysis of the channels of promotion of the main activity of the enterprise and individual communication programs, ways of promotion of the main activity, suggestions and recommendations regarding individual communication programs at the enterprise and their advantages.

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The main and financial activities of a company encompass a broad range of operations and transactions. The main content of these activities includes key aspects related to the company's core operations, financial performance, and strategic management. Here's an overview of the main content for both main activities and financial activities:

Main Activities:

Core Business Operations: Overview of the company's primary business activities, including the products or services it offers. **Product/Service Description:** Detailed information about the company's products or services, including features, specifications, and benefits.

Market Analysis: Evaluation of the industry and market in which the company operates, including market trends, competition, and potential growth opportunities. **Supply Chain and Logistics:** Details about the company's supply chain, procurement processes, and logistics management to ensure smooth operations.

Production Processes: Overview of the production processes, manufacturing facilities, and technology used in the production of goods or delivery of services. **Distribution Channels:** Description of how the company delivers its products or services to customers, including distribution networks and channels.

Customer Segmentation: Identification and analysis of different customer segments targeted by the company. **Sales and Marketing Strategies:** Explanation of the sales and marketing strategies employed to promote products or services and attract customers.

Research and Development (R&D): Overview of R&D initiatives and innovation efforts aimed at product improvement or the development of new offerings. **Partnerships and Alliances:** Information about strategic partnerships, collaborations, and alliances that contribute to the company's main activities.

Corporate Social Responsibility (CSR): Description of any CSR initiatives or sustainability efforts undertaken by the company as part of its main activities.

Financial Activities:

Financial Statements: Presentation of financial statements, including the income statement, balance sheet, and cash flow statement. **Revenue Generation:** Detailed breakdown of revenue sources, such as product sales, service fees, or other income streams.

Costs and Expenses: Analysis of various costs, including production costs, operating expenses, and other expenditures incurred in running the business. **Profitability Analysis:** Assessment of the company's profitability, including gross profit margins, operating profit margins, and net profit margins.

Financial Ratios: Calculation and interpretation of key financial ratios, such as liquidity ratios, solvency ratios, and efficiency ratios. **Cash Flow Management:** Explanation of the company's approach to managing cash flow, including cash inflows and outflows.

Investment Activities: Overview of investments made by the company, including capital expenditures, acquisitions, and investments in securities. **Debt Management:** Information about the company's debt levels, including details on outstanding loans, credit facilities, and interest expenses.

Dividend Policies: Explanation of the company's approach to dividend distribution, if applicable, and any policies related to returning value to shareholders. **Financial Forecasting:** Forward-looking projections and financial forecasts, outlining the company's expectations for future financial performance.

Risk Management: Discussion of financial risks faced by the company and strategies implemented to mitigate these risks. **Audited Financial Reports:** Presentation of audited financial reports by external auditors to ensure transparency and compliance with accounting standards.

Integrated Reporting: In many modern business practices, companies aim for integrated reporting that combines both main and financial activities to provide stakeholders with a comprehensive view of the company's value creation, sustainable practices, and overall performance.

Integrated reporting involves weaving together financial and non-financial information to present a holistic picture of the company's activities, performance, and impact. This approach helps stakeholders, including investors, customers, employees, and regulators, make informed decisions and assess the company's long-term viability.

Assessing the main activity of an enterprise involves evaluating its core operations, identifying key performance indicators (KPIs), and understanding the incentive channels that drive employee and organizational behavior. Here is a general procedure for assessing the main activity of an enterprise through incentive channels:

Define Key Objectives and Goals: Clearly articulate the main objectives and goals of the enterprise. These should align with the overall mission and vision of the organization.

Identify Core Business Activities: Define the primary activities that contribute to the achievement of the identified objectives. This may include manufacturing, sales, service delivery, research and development, or other key operational areas.

Determine Key Performance Indicators (KPIs): Establish relevant KPIs for each core business activity. KPIs should be specific, measurable, achievable, relevant, and time-bound (SMART).

Align Incentives with KPIs: Design incentive structures that directly align with the achievement of KPIs. Incentives may include financial rewards, recognition, promotions, or other motivational factors.

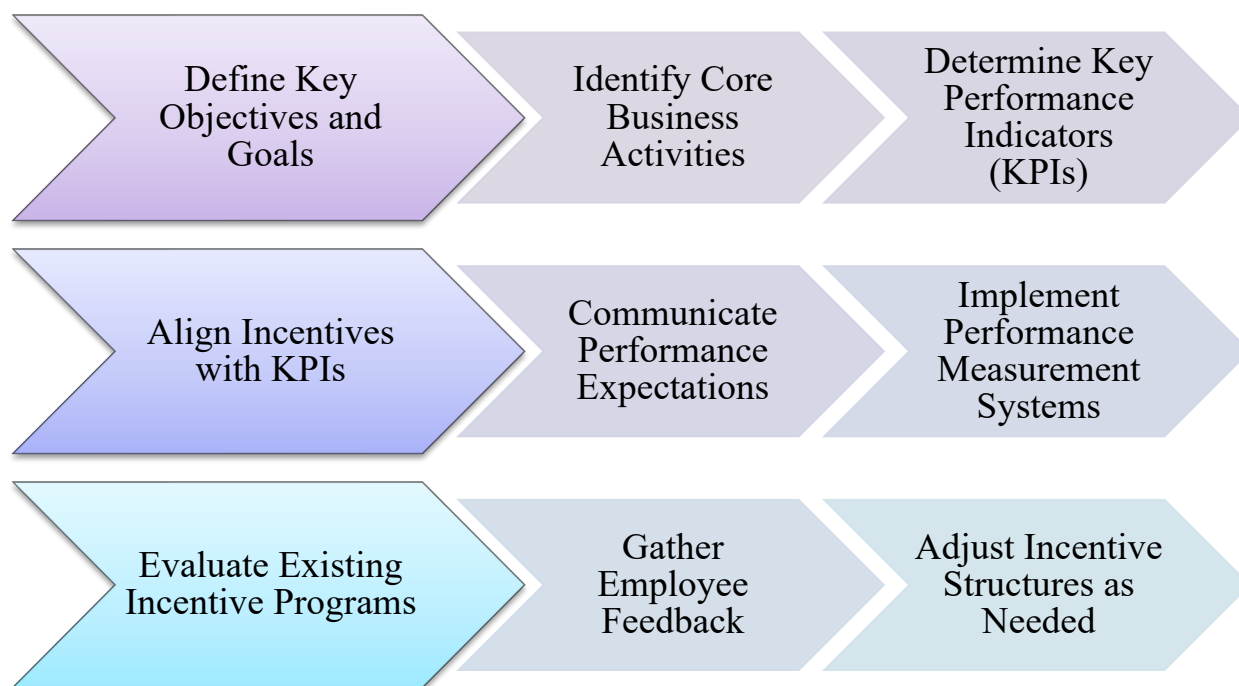
Communicate Performance Expectations: Clearly communicate performance expectations and the

associated incentives to employees. Ensure that there is a shared understanding of how individual and team efforts contribute to the overall success of the enterprise. Establish systems for tracking and measuring performance against set KPIs. This may involve implementing performance management software, regular performance reviews, and feedback mechanisms.

Evaluate Existing Incentive Programs: Review existing incentive programs to assess their effectiveness in driving desired behaviors. Identify any gaps or areas for improvement.

Gather Employee Feedback: Solicit feedback from employees to understand their perspectives on existing incentive programs. This can provide insights into what motivates and engages the workforce.

Adjust Incentive Structures as Needed: Based on the assessment and employee feedback, make necessary adjustments to incentive structures. This may involve modifying reward amounts, introducing new incentives, or refining performance metrics.



By following this procedure, an enterprise can assess its main activities, align incentives effectively, and create a work environment that motivates employees to contribute to the overall success of the organization. The key is to establish a continuous feedback loop and be willing to adapt incentive structures based on changing circumstances and organizational needs.

Analyzing the channels of promotion for the main activities of an enterprise and communication programs is crucial for ensuring effective marketing and a strong connection with the target audience. Here are priority areas for analysis in this regard:

Target Audience Analysis: Identify and understand the characteristics, needs, and preferences of the target audience for the enterprise's main activities. This analysis should include demographics, psychographics, and behavior patterns.

Market Research: Conduct comprehensive market research to assess the competitive landscape, industry trends, and customer perceptions. Identify opportunities and potential challenges in promoting the main activities of the enterprise.

Channel Effectiveness: Evaluate the effectiveness of different promotion channels (e.g., social media, traditional advertising, content marketing, events). Determine which channels are most successful in reaching and engaging the target audience.

Digital Presence and SEO: Analyze the enterprise's digital presence, including the website, social media profiles, and online content. Ensure that these channels are optimized for search engines (SEO) and aligned with the overall marketing strategy.

Content Marketing Strategy: Assess the content marketing strategy, including the creation and distribution of relevant and valuable content. Analyze the effectiveness of content in conveying the main activities of the enterprise and attracting audience attention.

Brand Messaging: Evaluate the clarity and consistency of brand messaging across different communication channels. Ensure that the messaging aligns with the core values and objectives of the enterprise.

Customer Feedback and Reviews: Monitor customer feedback and reviews on various platforms. Understand customer sentiments, identify areas for improvement, and leverage positive feedback in promotional efforts.

Social Media Engagement: Analyze the engagement levels on social media platforms. Assess the impact of social media campaigns in promoting the main activities of the enterprise and generating audience interaction.

Advertising ROI: Evaluate the return on investment (ROI) of advertising campaigns across different channels. Determine the effectiveness of paid promotions in increasing awareness and driving business outcomes.

Regularly reviewing and adapting communication strategies based on these priority areas will help the enterprise stay agile, responsive to market changes, and effective in promoting its main activities to the target audience.

Implementing individual communication programs at enterprises offers several advantages that contribute to effective internal and external communication, employee engagement, and overall organizational success. Here are some key advantages:

Targeted Messaging: Individual communication programs allow for targeted messaging to specific audiences, whether internal or external. This ensures that the right information reaches the right people, increasing relevance and impact.

Employee Engagement: Tailored communication programs can enhance employee engagement by addressing the unique needs and concerns of different teams, departments, or levels within the organization.

Improved Understanding: Individualized programs facilitate a better understanding of the audience, including their preferences, communication styles, and information needs. This understanding leads to more effective communication strategies.

Customization for Cultural Diversity: In multinational or culturally diverse organizations, individual communication programs can be customized to respect and address cultural nuances, ensuring that messages are received positively across different regions.

Increased Relevance: By tailoring communication to the specific interests and concerns of different groups, individual programs increase the relevance of messages, making them more impactful and meaningful to the recipients.

Alignment with Organizational Goals: Communication programs can be designed to align with specific organizational goals, allowing for targeted efforts to promote understanding and buy-in from employees at various levels.

Flexibility and Adaptability: Individual programs offer flexibility to adapt communication strategies based on changing circumstances, allowing for real-time adjustments to address emerging issues or

opportunities.

Enhanced Internal Collaboration: Targeted communication fosters collaboration within the organization by connecting relevant teams, departments, or project groups. This can improve information sharing and collaboration on shared goals.

Feedback and Iteration: Individualized programs facilitate the collection of targeted feedback from specific groups. This feedback loop enables continuous improvement and refinement of communication strategies.

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