
Client-Centered Programs in the Unstable Environment

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Abstract: The paper studies ways of improving the approaches to the formation and implementation of client-centered marketing programs of a retail company. Based on analytical research methods, an adaptive approach to developing a consumer-oriented marketing program with regard to external market opportunities and constraints is proposed. The method of grouping marketing activities within the framework of a client-centered marketing program was used. All groups of marketing events were evaluated, which made it possible to evaluate each event and choose the most promising one. The presented approach to the formation of a client-centered marketing program of a retail enterprise allows for timely adaptation to changing conditions with simultaneous interaction with the target consumer in order to create an effective marketing management system.

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