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## PRACTICAL ASPECTS OF BANKING MARKETING FOR EXAMPLE PPC «PROINVESTBANK»

**Statement of the problem.** The consequences of the global financial crisis, namely the reduction of confidence in commercial banks and increased competition in the financial market have become a powerful impetus to actively implement marketing in banking. Today, most of the financial and credit institutions seeking to introduce instruments and banking activities in its marketing activities, hence the relevance of this area of research. Thus, considerable research and theoretical framework for bank marketing needs of its implementation in practice that will improve the efficiency of both individual banks and the banking system as a whole.

**Analysis of recent research.** Many domestic scholars consider the main areas of formation and development of bank marketing. For example, in papers [1-5] the peculiarities of bank marketing and modern trends of development in Ukraine. Methods of forming complex marketing communications bank and use innovations in banking marketing covered in papers [6-8]. Also, domestic scholars consider the concept of risk-based supervision for the banking marketing in the modern business environment [9]. But much of the research is a theoretical and methodological nature, hence the need for their application of specific banking institution.

**Unsolved aspects.** Development bank marketing involves not only the expansion and deepening of the theoretical framework, but also an increase in approvals of research results, practical developments and findings.

**Problem.** The aim of the article is to use the basic tools of bank marketing for practical study of PJSC "Prominvestbank", namely for: analysis of its financial market and position among other banks, identify its opportunities and threats analysis of the marketing environment and so on.

**Statement of main results.** Prominvestbank was founded in 1992 and is one of the oldest financial institutions in Ukraine. Throughout its history the bank is among the most powerful organizations of the Ukrainian banking sector and is a 1000 World Banks. Prominvestbank constantly introducing new technologies and expanding its range of services. In 2010 the results of the TOP 100 "Business Leaders of Ukraine - 10 years of "PAT "Prominvestbank" became one of the most important for the development of financial institutions [10].

All the above confirms the relevance and reliability of the bank and determines the choice of authors for the practical application of bank marketing tools specifically for these financial institutions.

One of the basic tools of marketing, including banking, is the SWOT-analysis, which allows to identify and structurize the strengths and weaknesses of financial institutions and the potential opportunities and threats bank. In Table 1. see SWOT- analysis conducted for JSC "Prominvestbank".

Table 1

### SWOT-analysis for JSC "Prominvestbank"

<b>Features:</b> 1. Height profit 2. Attracting new clients through bank marketing tools 3. Increased market share of banking services 4. Providing new services according to the current trends of the banking sector 5. Increased customer confidence in the banking institutions	<b>Strengths:</b> 1. Stable demand for banking services 2. The high level professionals with senior and middle managers 3. An effective management structure 4. Reliability and extensive experience in the banking sector 5. The use of internet marketing tools, such as "mobile and electronic banking"
<b>Threats:</b> 1. Imperfect legislation Tax Code of Ukraine, the frequent changes in the NBU regulations 2. Unstable economic and political situation in the country, the IMF co-relationships 3. The emergence of new strong competitors or consolidating the market position of existing competitors 4. Reduction of revenue and operating profit by switching customers to competitors	<b>Weaknesses:</b> 1. No debugged marketing policy 2. High fees for banking services 3. Turnover is low-level 4. Weak internal control over banking operations 5. High operational risks 6. "Weak" and occasional marketing activities of bank

*Source: Developed by the authors.*

According to the SWOT-analysis, we can conclude that the PSC "Prominvestbank" is reliable and relatively strong bank but one of the major threats to it is competitive with, and in particular the emergence of strong competitors. Accordingly, there is a need in analyzing major competitors of Prominvestbank and identifying competitive position in credit and financial markets.

The main competitors of PJSC "Prominvestbank" are: Raiffeisen Bank Aval, UkrSybbank and "Finance and Credit", which is quite long and effectively operate on credit and financial market of Ukraine.

To analyze competitors of Prominvestbank select key indicators that characterize the banking institutions from different angles, namely include: commodity and pricing, service quality and bank staff, and policy distribution. Performance measured using a five-point grading system, which is the most convenient for respondents. Competitor Analysis Prominvestbank performed on a customer survey on retail banking unit of the Bank of Odessa and presented in Table. 2.

Table 2  
Competitor Analysis Prominvestbanka

Key figures	Evaluation indicators, points			
	Prominvestbank	Finance	Aval	Ukr Sibbank
1. The quality of banking services	4	5	3	5
2. Affordability	2	4	5	5
3. Market coverage	2	3	4	5
4. Assortment number of services	4	5	2	2
5. Qualifications of staff	5	5	4	3
Overall	17	22	18	21

Source: Developed by the authors.

The analysis shows quite not stable market position Prominvestbank against major competitors such as retail banking services the most affordable and the number of branches in UkrSibbank and Prominvestbank on this indicator in last place.

The results of the competition causing the development and application of complex actions on the part of marketing, from the organization, management and planning Prominvestbank to strengthen its position in the financial market.

In the competition for banking institutions influence environmental factors that should be analyzed with a bank marketing tools like PEST- analysis.

PEST- analysis aimed at monitoring and controlling the four environmental factors: political, economic, social and technological.

PEST- analysis for JSC "Prominvestbank" listed in the table. 3.

Table 3  
PEST-analysis for JSC "Prominvestbank"

<b>Political factors:</b> 1. Stabilist government 2. Changing legislation on financial institutions 3. State the impact on the banking sector, given the fate of state-owned 4. State regulation of competition in the banking sector 5. Politics taxation of financial institutions	<b>Economic factors:</b> 1. The economic situation in the country 2. National currency, interest rate Bank 3. inflation 4. Changes in prices for resources that affect the amount of expenditure banking institutions (energy, gas, heating, etc.) 5. The unemployment rate in the country 6. Changing patterns of income or revenue
<b>Social factors:</b> 1. Demographic changes in the country 2. Social mobility 3. Consumers' activeness 4. The shift in the culture of the needs of the population	<b>Technological factors:</b> 1. The development of information and communication technologies 2. Legislation Technology 3. Innovation capability (technological and labor) 4. Widespread Internet tools

Source: Developed by the authors.

PEST-analysis allows us to more fully consider environmental factors to ensure the effective operation and development of the banking institution. At present, the most important environmental factors are technological factors, and especially innovations that improve banking services and activities in general.

**Findings from this study and recommendations for further research in this area.** The results of the use of bank marketing tools to PJSC "Prominvestbank" to the following conclusions:

1. PJSC "Prominvestbank" is a reliable bank that operates effectively in the financial market of Ukraine.

2. The basic bank marketing tools by which the state Prominvestbank analyzed and investigated factors influencing the activities of banking institutions, namely: SWOT and PEST- analysis, key competitors.

3. Conducted SWOT - analysis indicates a rather stable state Prominvestbanka the financial market of Ukraine. Using the identified opportunities and considering possible threats will increase the efficiency of the bank.

4. Competitor Analysis demonstrates the need for the application of marketing and management activities to strengthen its market position among competitors.

5. PEST- analysis reveals environmental factors, particularly technological factors accounting practice which will improve the efficiency of Prominvestbanka and ensure its development.

In further scientific studies will explore the practical application of innovative communication technologies in marketing activities of banks.

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