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MARKETING CONCEPTS OF LEAN MANUFACTURING IN THE ENTERPRISE

Abstract. *The research topic is devoted to the study of marketing concepts that promote the implementation of lean production in enterprises. lean production is a modern management strategy that focuses on minimising costs, reducing waste, increasing the efficiency of production processes and meeting consumer needs with minimal losses. In the context of growing environmental awareness and the need to optimise resources, marketing strategies focused on maintaining lean production principles become of key importance for increasing the competitiveness of the enterprise. The study will review the main marketing approaches and tools that can be applied to promote lean production concepts among consumers and stimulate loyalty to the company's environmentally responsible activities.*

Keywords: *management, marketing concepts, lean manufacturing, environmental, responsible activities, efficiency, customers, lean manufacturing principles.*

Introduction. Modern businesses face a number of challenges to improve competitiveness, sustainability and efficiency. In the context of globalisation, environmental crisis and growing demand for responsible business practices, traditional business methods are increasingly giving way to innovative approaches. One such approach is the concept of lean manufacturing, which aims to reduce waste, optimise processes and use resources efficiently. Marketing plays an important role in promoting this concept, as it helps to communicate to customers and partners the value of products created with minimal resource consumption and environmental damage.

The introduction of marketing concepts oriented towards support of lean production allows an enterprise not only to reduce costs, but also to increase its attractiveness to environmentally conscious consumers. With increasing demands for corporate responsibility, marketing is becoming a strategic tool that helps companies demonstrate their commitment to sustainable development principles, build a positive image and strengthen their market position.

The study of marketing concepts in the context of lean manufacturing is an interdisciplinary field involving both marketing and manufacturing processes. Here are some scholars and experts whose works make significant contributions to this field: James Womack and Daniel Jones [1-4] are the founders of lean Production, who in their books, such as *lean Thinking*, laid the foundations for integrating lean Production into a company's strategy. Their research describes how companies can optimise processes and improve performance, which became the basis for applying lean approaches in marketing. Philip Kotler [5], one of the leading experts in the field of marketing, has actively promoted the concept of sustainability-oriented marketing. In works on socially responsible marketing and marketing strategies for sustainable business, Kotler emphasises the importance of values such as waste minimisation and careful use of resources. John Shook [6] lean researcher and practitioner, former director of the lean Enterprise Institute, focuses on adapting lean principles to marketing and management processes, which is important for businesses looking to reduce costs and add value to customers. Jeffrey Liker [2] is a professor at the University of Michigan and author of *The Toyota Way*, describing in details the principles of lean manufacturing. Liker emphasises the importance of marketing approaches to position lean-oriented companies and manage their brand. Robert Kaplan and David Norton [7] are the authors of the Balanced Scorecard concept. Although they are not explicitly lean researchers, their method of business evaluation allows linking marketing strategies to

operational goals such as lean and evaluating their contribution to the overall development of the company. Michael Porter [8] is a renowned strategic theorist who has researched competitive advantage and sustainability principles. His theory of value creation through supply chains can also be useful in applying lean principles to marketing. Sadchenko O. [9-11], Kudenko N. B. [12], Chaikovska M. P. [13], Grinchenko, Y. L. [14], Ilyashenko S.M. [15] etc. - In their works, the above mentioned scientists consider how marketing concepts can contribute to the implementation of lean practices, as well as improve customer experience. Ukrainian scientists have contributed to the study of marketing and management approaches aimed at supporting the principles of lean production and sustainable development, which is important for modern enterprises striving for environmentally responsible activities and resource optimisation.

Researchers and experts have contributed to the development of principles, approaches and strategies that help businesses effectively implement lean marketing concepts and sustainability strategies.

The purpose of this research is to study marketing approaches and strategies that contribute to the effective implementation and promotion of lean manufacturing principles in the enterprise. The work will consider the main tools and methods of marketing, which allow to increase consumer awareness of the benefits of products manufactured in accordance with the principles of lean production, and strengthen loyalty to the company that adheres to environmentally responsible practices.

Research results.

In the context of growing environmental crisis, limited natural resources and increasing pressure on business to move to more sustainable and responsible practices, marketing concepts supporting lean production are becoming an essential element of strategic development of enterprises. lean production, based on the principles of loss minimisation, rational use of resources and optimisation of production processes, not only increases the internal efficiency of the company, but also forms a competitive advantage in the market.

On the one hand, consumers are becoming more aware of and interested in products and services created with minimal environmental impact, which stimulates demand for environmentally friendly and responsible brands. On the other hand, governments and international organisations are introducing new regulations aimed at reducing the negative environmental impact of business, which requires companies to revise their operational and marketing strategies. In this environment, marketing plays a key role in helping companies

communicate the value of lean products to consumers and build brand loyalty.

The use of marketing concepts to promote lean production in the enterprise allows to create a positive image of the company, strengthen consumer confidence, and increase its competitiveness. In addition, such concepts contribute to sustainable development, cost reduction and increased operational efficiency. As a result, companies can not only fulfil market needs, but also contribute to solving global environmental problems.

Thus, the topic of marketing concepts of lean production at the enterprise is relevant and promising, as it meets modern requirements of business and society and contributes to the achievement of sustainable economic and environmental balance. The main principles of the topic 'Marketing concepts of lean production at the enterprise' include the following key aspects:

Orientation on value for the consumer. lean manufacturing and marketing is based on creating a product or service that best meets the customer's expectations and needs while minimising the use of resources. The product or service should bring value that is important to the customer, and marketing helps to identify this value, promote it and position the product as environmentally friendly and of high quality.

Minimise waste and use resources efficiently is the key factor. One of the central principles of lean manufacturing is the elimination of all types of losses (overproduction, excessive movement, defects, etc.). Marketing strategies are also built with this goal in mind: promoting products that minimise negative environmental impact helps to build the image of a responsible brand.

Optimisation of processes through the introduction of lean principles. Implementation of lean principles in marketing allows to improve marketing processes, reducing costs and time to implement campaigns. This helps the company to respond quickly to market changes and adapt marketing efforts to customer demands.

Supporting sustainable development and corporate social responsibility. Lean marketing is closely linked to corporate social responsibility (CSR). Promoting responsible consumption and green and sustainable products helps companies build their reputation among consumers who value environmental initiatives and are willing to support sustainable brands.

Focus on long-term relationships with customers. Lean marketing concepts emphasise building trusting and lasting relationships with customers. At the centre of these approaches is customer loyalty and retention by increasing customer satisfaction with sustainable products and transparent production processes.

Innovation and continuous improvement. lean manufacturing involves continuous improvement. In marketing strategies, this translates into finding new, greener solutions and innovative promotional methods. Companies must adapt their marketing approaches to meet changing consumer demands and introduce new technologies that improve sustainability and efficiency.

Employee involvement and a culture of continuous improvement. An important aspect of lean manufacturing is the involvement of all employees in the improvement process. Marketing concepts also include active employee engagement, creating a corporate culture focused on the environment and sustainability, which reinforces the marketing message and makes it more sincere and persuasive to consumers.

Transparency and communication. Today's consumers expect companies to be transparent in their actions. lean marketing should actively inform consumers about green decisions made and measures taken to minimise waste and reduce environmental impact. Transparent communication promotes trust and positively affects the company's image.

These principles help companies to implement lean manufacturing not only at the level of operational processes, but also to integrate it into marketing strategy, creating competitive advantages and forming long-term business sustainability.

The main marketing concepts of lean manufacturing in an enterprise include a number of approaches that help to promote products and services created with the principles of loss minimisation, optimal use of resources and sustainable development in mind. These concepts help to enhance the company's reputation, increase customer loyalty and strengthen the competitive position in the market. Here are the key marketing concepts of lean manufacturing:

1. The concept of value-based marketing.

This concept suggests that marketing efforts are directed towards promoting the value that a product or service brought to the customer. The product should be useful and fulfil the needs of customers without unnecessary consumption of resources. Under this concept, companies emphasise the value of their products produced with minimal waste and with a focus on real benefits to consumers.

The essence of the concept of value-based marketing in lean manufacturing is to focus on creating and promoting products that deliver maximum value to consumers while minimising resource consumption and minimising environmental impact.

The main idea behind this concept is not just to offer a product, but to create it with

the true needs of customers in mind, eliminating everything unnecessary. In value-based marketing, every function, material or process should be useful and meaningful to the end user. Lean manufacturing principles help to identify and eliminate what does not add value, optimising production and ensuring the most efficient use of resources.

Key aspects of the concept of value-based marketing in the context of lean manufacturing:

Focus on value for the customer. The company endeavours to identify the real needs and preferences of its customers and focus on them, eliminating unnecessary features or product elements. This allows it to create products that deliver more value and fulfil customer needs.

Minimising waste. In manufacturing and marketing, all types of losses are minimised: excess materials, unnecessary production time, unnecessary processing steps that do not add value to the product for the customer. This allows to reduce the cost of production and optimise processes.

Rational use of resources. The concept of value-based marketing requires that materials and resources to be used as efficiently as possible, without excessive costs. For example, recyclable and renewable materials are favoured, as well as methods that reduce energy consumption and emissions.

Transparency and honesty in promotion. Marketing focuses on open communication with consumers, explaining exactly how a product delivers value and how it is proven to be environmentally friendly and efficient. This builds consumer trust and increases brand loyalty.

Focus on long-term relationships. By providing valuable, sustainable and quality products, the company builds a loyal audience that appreciates the brand's focus on sustainability and sustainable consumption.

Fair price. Value-based marketing involves setting a fair price that reflects the value delivered to the consumer and the efficiencies achieved through lean production. The price should be affordable as well as fair in relation to cost and quality.

Thus, value-based marketing in lean manufacturing helps companies create a product that fully satisfies consumer needs while supporting sustainable resource utilisation.

2. The concept of environmental and sustainable marketing.

Sustainable marketing focuses on promoting green products designed to minimise negative environmental impact. This approach includes an emphasis on the use of sustainable materials, packaging and production methods. For consumers, environmental marketing

emphasises the value of choosing to use products that contribute to the conservation of natural resources.

The essence of the concept of environmental and sustainable marketing is to promote products and services that are created with minimal environmental impact and support long-term sustainability. This approach aims to attract consumers for whom the environmental and social aspects of a company's activities are important, and to build brand loyalty through its responsibility to nature and society.

The concept of environmental and sustainable marketing integrates environmental principles and sustainable development into a company's strategy and covers the entire product life cycle - from production to disposal. In this approach, marketing contributes not only to sales but also to the education of environmentally conscious consumers.

The main aspects of the concept of environmental and sustainable marketing:

Environmental friendliness of products. The company strives to reduce the negative impact of products on nature, including the use of environmentally friendly materials, recyclable or biodegradable packaging, and low-emission and low-waste production methods. This emphasises the environmental and sustainability value of the product to the consumer.

Responsible Consumption. Environmental marketing promotes conscious consumption by inspiring customers to purchase products that help reduce their ecological footprint. Companies can educate consumers about how their choices affect nature and motivate them to support eco-friendly products and brands.

Supporting sustainable development. An important goal of sustainable marketing is to promote long-term development that meets the needs of the present generation without compromising the needs of future generations. As part of sustainable marketing, companies can promote their environmental and social initiatives - for example, programmes to reforest forests, reduce their carbon footprint or support local communities.

Minimising waste and conserving resources. Environmental marketing is closely linked to the principles of lean manufacturing, where minimising waste and using resources efficiently is a priority. This allows the company not only to reduce costs, but also to offer a product that meets the expectations of environmentally-conscious consumers.

Transparency and accountability. Transparency is a key element of sustainable marketing. Companies are open about their environmental achievements, how exactly they minimise their impact on nature and comply with sustainability principles. Transparency builds consumer trust and reinforces the brand as responsible and environmentally orientated.

Innovation and eco-design. Sustainable marketing encourages green innovation, from

developing energy-efficient production processes to creating products that are easily recyclable. Eco-design helps minimise environmental impact and creates new value for consumers interested in maintaining an ecological balance.

Consumer Education and Awareness. Companies actively educate consumers about the importance of sustainable consumption and the role they can play in maintaining ecological balance. This helps to create an informed consumer attitude towards eco-friendly products and motivates consumers to choose responsible brands.

The concept of environmental and sustainable marketing helps companies not only to meet the growing demand for eco-friendly products, but also to create a positive image in line with the values of modern society. Through this approach, companies can make a real contribution to environmental protection and sustainable development, while strengthening their market position and gaining the trust of responsible consumers.

3. Socially Responsible Marketing (CSR).

The concept of socially responsible marketing focuses on promoting company products that take responsibility for their impact on society and the environment. Under this concept, companies often communicate to customers how the principles of lean manufacturing are reflected in their responsibility to society, which promotes a positive image and builds customer loyalty.

The essence of the concept of socially responsible marketing is to build a marketing strategy based on the values of social responsibility and take into account the interests of society and the environment along with the economic goals of the company. This concept focuses on meeting the needs of consumers while taking care of the positive impact on society and nature. Companies using socially responsible marketing actively implement programmes that support sustainable development, social well-being and environmental protection.

The main aspects of the concept of socially responsible marketing:

Taking into account the interests of society. In socially responsible marketing, companies take into account society's values and interests, which may include supporting local communities, improving working conditions, helping charitable organisations and participating in social initiatives. Such activities show that the company is committed to being a responsible contributor to society.

Environmental Responsibility. Socially responsible marketing involves a company's commitment to reducing its environmental impact. This may include using environmentally friendly materials, reducing carbon footprint, minimising waste and developing products that

support sustainable consumption principles. This allows the company to gain the trust of consumers who care about conservation.

Ethical business conduct. Social responsibility also means adhering to ethical principles in business practices. This includes communicating honestly and transparently with customers, ensuring fair labour conditions, fair pricing and high quality standards. An ethical approach helps a company build customer trust and loyalty.

Corporate Social Responsibility (CSR). CSR is a systematic approach involving projects that support society. Companies may implement initiatives related to education, healthcare, environmental protection or support for different segments of the population. Such projects not only help to solve social problems, but also to build a positive brand image.

Focus on sustainability. Socially responsible marketing supports a long-term strategy aimed at creating value not only for customers, but also for society as a whole. This enables the company to promote sustainable development, including innovations that conserve resources and improve people's lives.

Transparency and reporting. Transparency is an important element of socially responsible marketing. Companies should openly inform consumers about their social and environmental responsibilities, provide reports on their achievements, and explain how their activities support the public interest. Transparency helps to strengthen reputation and increase consumer loyalty.

Consumer Involvement. Socially responsible marketing motivates consumers to support products and services that have positive impact on the society. Companies involve their customers in socially important projects, for example, by donating part of their profits to charity or organising campaigns to support certain initiatives. This increases consumer engagement and shapes conscious consumption.

Socially responsible marketing helps companies not only to meet the needs of their customers, but also to contribute to solving urgent social and environmental problems. This approach allows companies to become active participants in the development of society, which helps to strengthen the brand, increase trust and form sustainable relationships with consumers.

4. The concept of innovation and continuous improvement marketing.

This concept suggests that a company's marketing strategy is based on the continuous search for innovative solutions and process optimisation. In the context of lean manufacturing, marketing emphasises improvements that are made to a product or process to

achieve higher standards of environmental friendliness and efficiency. Consumers are offered products that demonstrate the company's commitment to progressive and responsible solutions.

The essence of the concept of innovation and continuous improvement marketing is to focus on the constant search for and implementation of innovations and improvements in both products and business processes. This approach allows companies to quickly adapt to market changes and consumer preferences, offer quality and relevant products and improve their competitiveness. The focus is on continuous improvement of all aspects of the company's operations, which contributes to sustainable growth and brand strength.

The main aspects of the concept of innovation and continuous improvement marketing:

Innovation orientation and adaptation to change. Innovation marketing focuses on finding and introducing new ideas, products, services or methods that bring added value to consumers. Companies actively research the market to identify new trends and needs in a timely manner and adapt their offerings to meet them. Innovations can range from technological advances to improvements in service, packaging or product functionality.

Continuous Improvement Cycle (Kaizen). Continuous improvement (or 'Kaizen' in the Japanese management system) involves constantly analysing and optimising all processes to minimise waste and increase efficiency. In marketing, this can take the form of improving advertising campaigns, optimising sales channels, improving customer service and reducing the time it takes to get products to the consumer. Kaizen's approach enables the company to stay ahead of the curve and always look for opportunities for improvement.

Improving customer experience and satisfaction. Under the concept of innovation marketing, companies focus on creating unique customer experiences that increase customer satisfaction and loyalty. Through innovative solutions, such as personalised offers, simplified purchase processes or more convenient ways to serve, companies aim to provide customers with products and services that meet their expectations.

Responding quickly to feedback from customers. As part of the concept of innovation and continuous improvement, companies strive to respond quickly to their customers' feedback and preferences. Feedback helps to identify areas for improvement and implement changes that will make the product or service more convenient and useful. It also increases the confidence of customers, who see that their opinions are considered and valued.

Flexibility and adaptability in business processes. Continuous improvement implies flexibility in the management of business processes, which allows a company to respond quickly to changes in the external environment and adapt to new conditions. For example,

a company may optimise logistics to reduce delivery times or change production methods to reduce costs. This increases competitiveness and allows the company to stand out in the market.

Resource optimisation and cost reduction. Innovation and continuous improvement allows a company to use its resources more efficiently, optimise production processes and reduce production costs. This may also include the use of greener and more cost-effective technologies, which not only reduces costs but also makes the company's products more attractive to consumers interested in sustainable consumption.

Adoption of new technologies and digitalisation. Marketing innovation often focuses on the adoption of modern technologies and digital tools such as artificial intelligence, big data analytics and automation. These technologies help to improve processes and create more accurate and effective marketing strategies, allowing the company to more accurately meet customer needs and optimise its costs.

Create a culture of innovation within the company. Successful innovation marketing requires creating a company culture where employees are motivated to explore new ideas and implement improvements. Companies that support employee initiative and creativity have a better chance of implementing innovations that meet customer needs and company objectives.

The concept of innovation and continuous improvement marketing helps companies stay relevant in the marketplace, adapt to rapidly changing demands, and create products that are valued by customers. This approach aims to maintain a company's long-term success through continuous improvement, quality enhancement and sustainable development.

5. The concept of customer loyalty and customer retention.

The concept of customer loyalty is based on building long-term relationships with customers who support the values of lean manufacturing and are willing to choose products that focus on minimising waste. Using this concept, companies focus on retaining customers by offering them high quality, environmentally friendly products and demonstrating their commitment to sustainability.

The essence of the marketing concept of customer loyalty and retention is to build long-term and sustainable relationships with consumers, motivating them to make repeat purchases and building trust and attachment to the brand. This concept is aimed at satisfying customer needs and creating a positive experience with a product or service, which promotes customer loyalty and strengthens the company's competitive position in the market.

Customer loyalty and retention are important for businesses because it is more

expensive to attract new customers than to retain existing ones. Loyal customers are more likely to make repeat purchases, recommend the brand to others and become active brand advocates.

Key aspects of the concept of customer loyalty and customer retention:

Creating a positive customer experience. The company endeavours to provide a positive experience at every stage of interaction with the customer - from introduction to the brand to post-purchase service. The key factor is a high level of service, availability of information, quality support and convenience of interaction. A positive customer experience builds consumer trust and a desire to stay with the brand for a long time with lean manufacturing principles focused on efficiency and rationality.

Personalisation of marketing offers. An important element of customer retention is a personalised approach. A company, using data on customers' preferences and buying habits, can offer personalised offers, discounts or products that match their interests. This helps customers feel important and unique, increasing their commitment to the brand.

Loyalty programmes. Loyalty programmes are an effective tool for customer retention. Companies offer their customers bonus programmes, cumulative discounts or gifts for a certain number of purchases, which encourages customers to return and continue to engage with the brand. Such programmes encourage repeat purchases and allow a company to stand out from its competitors.

Quality customer service and support. Having a professional customer service team that promptly resolves customer queries and problems is an important part of a retention strategy. Companies that provide quality help and service provide customers with a sense of satisfaction and trust, which fosters customer loyalty. Accessible and responsive support also helps prevent negative feedback and build reputation.

Collecting and analysing feedback from customers. The company actively collects and analyses feedback from customers to understand their needs and preferences. Feedback helps to identify weaknesses in the service or product and address them in a timely manner. This shows customers that their opinion is important to the company, which builds their trust and increases loyalty.

Commitment to the brand and its values. Under this concept, companies actively promote brand values and mission that align with the interests of the target audience. Consumers who share the company's values (e.g., sustainability, ethical production or social responsibility) feel a strong attachment to the brand because they see it as a reflection of their views.

Continuous improvement and product innovation. Customer retention also implies that the company is committed to continuously improving its products and offerings. Constant updates and improvements make the brand more appealing and relevant to consumers, creating an incentive for them to stay with the company in the long run.

Incentives for obtaining new customers. Many companies offer bonuses or discounts to customers who bring in new consumers, which is referral marketing. This not only increases the customer base, but also builds commitment from current customers who feel part of the brand and are rewarded for it.

Regular communication and keeping in touch with customers. Constant interaction with customers through newsletters, newsletters, congratulations and invitations to promotions strengthens their attachment to the brand. Regular communications show customers that the company values them and is committed to maintaining the relationship.

The marketing concept of customer loyalty and retention is aimed at creating long-term, reliable and mutually beneficial relationships with customers. Through a high level of service, personalised approach and constant interaction, the company strengthens its reputation, increases repeat sales and promotes positive brand perception in the market.

6. The marketing concept of transparent communication

This concept involves companies communicating openly to consumers about their actions to minimise waste, conserve resources and adopt sustainable production practices. Transparent communication builds consumer trust and enables consumers to make informed choices, which contributes to a positive brand image.

7. Price marketing.

Within lean manufacturing, price marketing aims to establish a fair price that reflects not only the costs of production but also the value of environmentally friendly processes. Companies that apply lean manufacturing principles can emphasise that their products are worth a reasonable price due to cost minimisation and a sustainable approach, making them attractive to consumers.

The essence of price marketing with lean manufacturing in mind is to create a value proposition for customers through optimal pricing based on efficiency and cost reduction. By applying the principles of lean manufacturing, companies seek to minimise costs at all stages of product creation - from product development and production to distribution - allowing competitive pricing without compromising quality. Price marketing in this concept is

aimed at attracting and retaining customers who are looking for cost-effective, yet quality solutions.

The main aspects of price marketing in view of lean production:

Reducing the cost of production. As part of lean manufacturing, companies seek to minimise wastage (time, material, production), which reduces the cost of the product. This is achieved by optimising production processes, improving logistics, reducing unnecessary operations and reducing scrap. Reducing costs allows the company to set more attractive prices for consumers.

Resource Optimisation. Lean manufacturing involves the efficient use of all resources - raw materials, labour, time and energy. Saving resources reduces overall costs, which enables the company to set competitive prices and strengthen the value proposition to customers. As a result, the company can maintain a balance between low price and high quality, which attracts customers looking for the best value.

Price flexibility and adaptability. Lean price marketing allows the company to respond flexibly to changes in market conditions and customer preferences. As costs are reduced, the company is better able to adapt its pricing policy, such as introducing discounts or promotions, which helps increase sales and customer retention.

Focus on long-term customer loyalty. Commitment to lean manufacturing principles helps the company to offer competitive pricing that attracts cost-conscious and quality-oriented customers. This builds customer trust and loyalty as they see value in a long-term relationship with a brand that provides quality products at a fair price.

Value-based pricing for the customer. In this concept, the company considers not only the cost of production but also the value the product provides to the customer. lean manufacturing helps to better understand what aspects of the product are important to customers and focus on improving those features without wasting resources on unnecessary features. This allows the company to offer the customer the best price that matches their expectations and perception of value.

Minimising price pressure. By reducing costs, a company can compete more confidently on price, reducing dependence on price pressure from the market and competitors. This allows the company to maintain high product quality at a competitive price, and helps avoid price wars that can negatively impact margins and sustainability.

Supporting sustainability. lean manufacturing and price marketing principles support the company's sustainability by using resources responsibly and minimising waste. This reduces not only production costs but also environmental costs, which attracts customers

who value sustainability and responsible production.

Improving quality and reducing recycling costs. lean manufacturing aims to create quality products the first time, which reduces scrap and rework. It also reduces warranty and after-sales service costs, which has a positive impact on the price for the end customer.

The concept of lean price marketing allows a company to build its strategy around efficiency, quality and affordability. This pricing model attracts consumers who are looking for products that offer high value for money and helps the company stand out in the marketplace by remaining highly competitive and strengthening its reputation as a responsible and sustainable manufacturer.

8. Information and education marketing.

Companies use marketing to inform and educate their customers about the benefits of lean products and the importance of sustainable consumption. Through educational marketing, a company can explain to customers why their choice to use a sustainable product is important, how it helps to reduce emissions and reduce their impact on nature.

These marketing concepts help to integrate lean principles into a product promotion strategy, ensuring that companies can not only meet current consumer demands, but also prepare for the demands of the future, contributing to sustainable development and long-term competitiveness.

Conclusions. Thus, marketing concepts of lean production at the enterprise contribute to the increase of competitiveness, sustainability and long-term attractiveness of the company in the market. Implementation of these concepts helps to optimise resources, improve the quality of products and services, effectively manage prices and strengthen customer relations.

Marketing concepts based on the principles of lean production contribute to creating value for consumers at the lowest possible cost. lean manufacturing focuses on eliminating losses, increasing efficiency and improving quality, which allows companies to offer their customers optimal prices and high level of service, which is an important competitive advantage.

Implementing lean principles in a company helps to improve production processes, reduce costs and minimise losses, which enables the company to set competitive prices without compromising on quality. This strengthens the company's position in the market and

increases its attractiveness to consumers seeking efficient and quality solutions.

Marketing concepts of lean manufacturing include an innovative approach aimed at introducing new technologies and solutions that can significantly increase productivity and reduce costs. Also important is the emphasis on sustainable development, which allows the company not only to achieve economic goals, but also to maintain high environmental and social standards, which is important to modern audiences.

Within lean manufacturing, pricing strategies become more flexible and focused on creating value for consumers. Reducing production costs, improving product and service quality, and optimising distribution channels all contribute to fair and attractive pricing, which in turn enhances customer loyalty and brand commitment.

Marketing concepts integrated with lean manufacturing principles allow companies to be flexible and adaptive to changing market conditions. By optimising processes and resources, companies are able to respond quickly to changes in consumer preferences, the economic situation and competition, which contributes to long-term stability and growth.

The application of lean manufacturing principles helps to improve the quality and availability of products and services, which has a direct impact on customer satisfaction. Loyalty programmes, personalised offers and improved service create strong and long-term relationships with customers, increasing their commitment and reducing churn.

Successful implementation of lean marketing concepts requires changes in corporate culture aimed at continuous improvement. Kaizen (continuous improvement) principles and employee engagement at all levels play a key role in the successful implementation of this concept, which contributes not only to efficiency gains but also to the development of innovative solutions.

The application of lean marketing concepts can be effectively linked to socially responsible marketing concepts. Companies that implement lean practices not only reduce costs, but can also promote their sustainable production efforts, which enhances the trust and loyalty of consumers concerned about environmental and social issues.

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