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Management peculiarities in the case of the Siberian Event Agency "Mandarin"

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Abstract

The article deals with management peculiarities in the case of the Siberian Event Agency. The role of management is very significant in the modern developing world, it is an independent professional activity designed to achieve the organization's objectives. Initially management was focused on the success of the organization, rather than on creating the conditions for success. In this article the management features of event-company were described in terms of company "Mandarin" based in Yurga. There are a few event-market companies in Yurga. As a rule, these are small companies engaged in this business. Thus, the structure of a successful event-company is described to introduce the steps for getting profits.

Keywords: management, event, organization, market, success;

1. Introduction

No company can be run without management.

The premises and sources of management formation as a special management are market relation development. The main elements of this development are supply, demand and price.

The absence of market relations in our country has not created opportunities for management theory and practice for a long time.

Management is an independent kind of performance to achieve organization goals aimed market relations. Management directed on profit expect all employees' participation in a successful organization activity. Thus, management is focused on the organization success or rather on arrangement of conditions for success [1, 3].

Nowadays the management role is significant as we live in the period of market relations.

This paper will describe special management aspects practised in "Mandarin" and in the conclusion advantages and disadvantages of management will be presented [5].

Agency services

"Mandarin" is a holiday agency situated in Yurga (Kemerovo region), which was founded in August, 2012. Ziborev Yuriy Yuryevich is a founder of the agency.

The agency provides the following services:

- organization and realization of private holidays, corporate events, festive occasion;

- photo & video filming;
- Sound & lighting support;
- organization of visiting marriage registration;
- limousine rent;
- organization of pyrotechnic show;
- Selling festive goods;
- “ready-to-run” event.

During the existence the agency has formed its client base. Its social partners are the administration of Yurga and Yurga region, Culture centre “Pobeda”, Youth centre, the Pushkin park.

2. Agency structure

The agency working relationships are set according to the principle of line management (diagram 1). It allows attracting freelancers for some tasks.

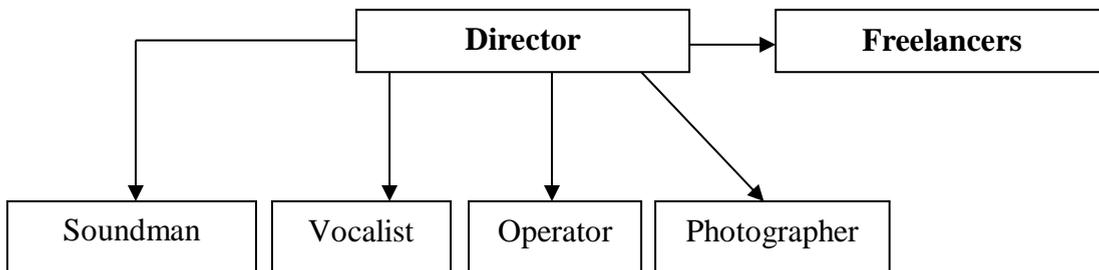


Diagram1. Linearly-staff organizational structure

The line management has its advantages:

- deep engineering study of the emerging issues during the work;
- main personnel relief for implementation of orders;
- attraction of freelancers.

However, that structure has its disadvantages. The main disadvantage is a non-distinct distribution of reliabilities as the people making decisions don't participate in its full implementation.

The agency head prescribes separate points for changes of organizational structure for the solution of the arising problems in his perspective plans.

A holiday agency “Mandarin” pays great attention to present-day information technology for more successful promotion in the market of services. Also it uses the popular advertising Internet tools.

The use of modern internet-technologies affords to the agency covers that targeted audience which ready to work in the mode «Online».

Such method of work many times reduces the expenses on a tenancy for office (reduction of the occupied space), and it gives the opportunity to work at removal [4].

3. PR-actions

Popular marketing channels are used for carrying out PR-actions of its activity, such as:

- social networks “VKontakte”, “Odnoklassniki”, “Twitter”, “Instagram”

- bulletin boards
- system “Yandeks-direkt”
- banner advertising on the Yurginsky City Site
- advertising on public transport
- printing products in the form of business cards, brochures.

Agency “Mandarin” is also an organizer of such event as "Perfect Wedding". New partnerships and potential customers are determined during this event.

The interaction with media intensifies in seasonal periods (in May and October), namely:

- YTRC (Yurginskaya TV and Radio Company)
- YuTV (Yurginskaya television studio (the network partner of REN–TV))

During its work, the agency has formed the base of existing and potential customers with e-mails and phone numbers [2].

The personalized SMS-mailing to inform consumers about current discounts and upcoming events (concerts, charity events, meetings) is created thanks to cooperation with city site of Yurga.

Nowadays the agency creates e-mail-mailing for developing an electronic catalogue of all provided services.

There are many advantages of this distribution type of information:

- the opportunity to work with VIP-clients, large organizations;
- add information distribution on existed services with visual images;
- clients’ informing about agency activities;
- involvement of partners and freelancers.

4. Conclusion

Today "Mandarin" agency is the most popular agency in the market of holiday agencies in Yurga district.

Range of services, the presence of agency site, as well as the active cooperation with the social sphere of the city are competitive strengths of "Mandarin" agency.

However, it is necessary to make some changes for more successful work of this agency.

Firstly, for appropriate and field work of agency it is necessary to have some positions such as an office manager, a courier manager as presence of these employees will give the director and staff an extra time for developing organizational and creative projects.

Secondly, “Mandarin” agency should develop the system of discounts for writing down the rendered services for increasing clients’ base and agency profit by means of increasing the number of orders.

Thirdly, wide usage of popular and profitable channels of advertising for PR activity will give the agency a corporate style, and increase competitiveness in service market. This type of marketing communication forms loyalty not only customers, but also leaders, photographers, florists as it has credibility and shows the professionalism of agency.

Nowadays in Yurga "Mandarin" agency takes a leading place as it provides a wide range of rendered services and has a up-to-date working method with clients.

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