

*The purpose the article is research of factors of the formation of balanced system of marketing indicators, allocation of their by groups, and determine the possibility to take into account the impact of all factors in development of system.*

**Keywords:** *marketing strategy, balanced scorecard, balanced system of marketing indicators.*

90-  
«Balanced Scorecard» – «  
».  
[3].  
[1].  
[2].





338.534

338.534

1. 2002. – 712 .
2. , 2003. – 386 .
3. / . . . . , 2010. – 212 .
4. , 2006. – 256 .
5. (2- .) / . . . . , 2000. – 944 .

UDC 338.534

- **Solomyanuk Nataliya Mykolayivna**, candidate of economic science, associate professor of department marketing.
- **Stetsenko Viktoriya Anatoliyivna**, graduate student of department marketing. National University of Food Technologies.
- **Factors of The Formation of Balanced System of Marketing Indicators.** The purpose of the article is research of factors of the formation of balanced system of marketing indicators, allocation of their by groups, and determine the possibility to take into account the impact of all factors in development of system.
- **Keywords:** marketing strategy, balanced scorecard, balanced system of marketing indicators.

10.08.2012 .