## SWOT-analysis of the market of intellectual property functioning in the Republic of Tatarstan

Effects	Helpful	Harmful
Env.	(for your objective)	(for your objective)
Internal (mechanisms and infrastructure of the intellectual property market of the Republic of Tatarstan)	<ul> <li>Strength:</li> <li>promotion of the products development competitiveness, produced in the Republic of Tatarstan;</li> <li>formation of veryfied and balanced management policy relevant to modern trends of science and technology development;</li> <li>productivity improving by significantly improving key indicators of production processes;</li> <li>training of special stuff in the area of intellectual property management, etc.</li> </ul>	<ul> <li>Weakness:</li> <li>low level of awareness about IP's capabilities by potential market participants;</li> <li>the probability of reducing the funding for the program;</li> <li>no analogues of IP market in the Republic of Tatarstan (the program is implemented for the first time; mistakes are possible);</li> <li>the large enterprises are ignoring IP market opportunities.</li> </ul>
External (regional, federal and international intellectual property markets)	<ul> <li>Opportunity:</li> <li>expansion of distribution area;</li> <li>development of exports;</li> <li>International cooperation and regional branding of the Republic of Tatarstan;</li> <li>partnership with global corporations;</li> <li>opportunity to grow into a manufacturer of finite systems for the global market;</li> <li>creation of the second generation product with the potential of sales in the global market, etc.</li> </ul>	<ul> <li>Threats:</li> <li>sales reduction;</li> <li>unsprincipled actions of competitors who ignore civilized conditions for the functioning of the IP market;</li> <li>increase of customs duties;</li> <li>legal conflicts, etc.</li> </ul>

## The possibilities of marketing planning, generated by The Long-term dedicated program "The Intellectual Property Development in the Republic of Tatarstan for 2013 - 2020 years" (based on «4P» model)

## **Product** Price R&D expencies, grants, subsidy, public funding, R&D, technology, inventions, expenditures for patent, profit on licence sales, «know-how», pre-production prototype, increase in the value of stock as a result of registration ingeneering results, the intellectual property rights as intangible assets of the etc. company. **Intellectual Property** Market **Promotion Placement** Branding, PR, GR, positioning in the domestic and foreign market exit through the channels of intellectual property, Venture fairs, confeof distribution to rences, forums, presentations, expositions, internal and external markets the use of electronic databases and Intellectual Property Center's opportunities, etc.