

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

Effects Env.	Helpful (for your objective)	Harmful (for your objective)
<p>Internal (mechanisms and infrastructure of the intellectual property market of the Republic of Tatarstan)</p>	<p><u>Strength:</u></p> <ul style="list-style-type: none"> ▪ promotion of the products development competitiveness, produced in the Republic of Tatarstan; ▪ formation of verified and balanced management policy relevant to modern trends of science and technology development; ▪ productivity improving by significantly improving key indicators of production processes; ▪ training of special staff in the area of intellectual property management, etc. 	<p><u>Weakness:</u></p> <ul style="list-style-type: none"> ▪ low level of awareness about IP's capabilities by potential market participants; ▪ the probability of reducing the funding for the program; ▪ no analogues of IP market in the Republic of Tatarstan (the program is implemented for the first time; mistakes are possible); ▪ the large enterprises are ignoring IP market opportunities.
<p>External (regional, federal and international intellectual property markets)</p>	<p><u>Opportunity:</u></p> <ul style="list-style-type: none"> ▪ expansion of distribution area; ▪ development of exports; ▪ International cooperation and regional branding of the Republic of Tatarstan; ▪ partnership with global corporations; ▪ opportunity to grow into a manufacturer of finite systems for the global market; ▪ creation of the second generation product with the potential of sales in the global market, etc. 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> ▪ sales reduction; ▪ unsprincipled actions of competitors who ignore civilized conditions for the functioning of the IP market; ▪ increase of customs duties; ▪ legal conflicts, etc.

**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)**

