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MARKETING MANAGEMENT OF ENTERPRISE PRICING IN THE MANUFACTURING OUTSOURCING SYSTEM

This article examines current pricing methods and models used in concluding contracts for manufacturing outsourcing of machining services. Key factors influencing the cost of operations within industrial cooperation are identified, including the technological complexity of parts, the level of automation, and equipment utilization rates. A comparative analysis of cost-based, market-based, parametric, and risk-oriented pricing approaches is conducted, revealing their advantages and limitations for the machine-building industry. The scientific novelty of the study lies in the development of an integrated approach that incorporates a process-based pricing model and an economic-mathematical framework for calculating machining costs. The proposed model is based on a clear distinction between machine-hour costs and technological labor intensity, combined with the introduction of an integrated risk coefficient, which enables rapid adaptation of prices to market conditions and internal production constraints. It is substantiated that the application of a combined approach ensures a balance of interests between contracting parties, enhances pricing transparency, and contributes to the economic sustainability of enterprises.

It has been established that the use of combined pricing models ensures a balance of interests between the parties: the contractor receives a guaranteed profit margin and protection from unforeseen costs, and the customer receives a transparent price formation mechanism based on market realities and objective technological parameters.

The practical implementation of the proposed approaches will contribute to increasing the economic sustainability of machine-building enterprises and the development of transparent cooperative relations in the face of modern challenges in the industrial sector of Ukraine.

Keywords: marketing management, cost calculation, risk management, manufacturing outsourcing, enterprise competitiveness, supply chain management, scenario modeling, martial law.