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### MARKETING COMMUNICATION STRATEGIES ARE IN AGRICULTURAL BUSINESS MANAGEMENT

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#### Abstract

In the article the aspects of forming of marketing strategy are considered in a rural business management on the basis of optimization of management processes within the limits of agricultural enterprise. Methodology of ground of choice of marketing strategic alternatives is analysed for introduction in activity of agricultural enterprises of small business within the limits of complex of marketing. Recommendations are worked out in relation to forming of effective strategy of development on the basis of optimization of processes of management marketing within the limits of agricultural enterprise suggestions are Reasonable in relation to providing of development of enterprises of agrarian sphere on the basis of estimation of efficiency of realization of strategy within the limits of complex of marketing and in interests of increase of competitiveness and efficiency of activity of agrarian enterprise small and middle to business.

**Keywords:** communication, marketing complex, marketing strategy, efficiency, agrarian enterprise, small business, control system, management.

#### Introduction

In present market conditions, very clearly and a tendency was distinctly set to integration of marketing communications: the complex use of advertisement, sales, lines promotion sale, new of communication measures on other elements of marketing politics. Relative novelty of conception, and also wide spectrum of facilities of mass communication, different plans of consumer audience of advertisement products and difficulties of determination of her economic effect stipulated the ambiguousness of determination specialists both theorists and practices of aim and essence of marketing.

Home and foreign economists determine communicative politics as perspective course of actions of enterprises and firms, sent to planning and realization of their co-operating with all subjects of the marketing system on the basis of reasonable strategy of drawing on the complex of communicative facilities (communicative mix) for providing of the stable and effective forming of demand and advancement of commodities

and services at the market with the aim of satisfaction of necessities of consumers and receipt of income [6].

It follows to take into account that the aims of marketing communications are called foremost to form the psychological discipline of wide audience of consumers and services and that they are arrived at by providing of competitive edges at the market and permanent sponsorship of strategy of increase.

The end of XX of century was marked unprecedented expansion of service business. And though presently there is not a general idea in relation to that appeared before are commodities or services, economic science began to study services far later, then commodities. Researchers determine such necessary internals of services, as imperceptibility, quality inconstancy, not remoteness from a production, inability to storage, accumulation [8].

In relation to services as research object, then they have some specific features, that renders substantial in-

fluence on advertisement and sale activity of enterprises. This activity can be represented as such hierarchical system: [11].

- it is an assistance to creation of motivation of consumers of services;
- it is forming of their requirements in the consumption of services;
- it is creation and maintenance of positive image of that or other type of services or concrete enterprise;

- it is convinced of consumers of necessity of services;
- it is a reminder surrounding about concrete enterprises (firms) and their services;
- it is maintenance of benevolent relations between a firm, public, by partners on marketing activity and.

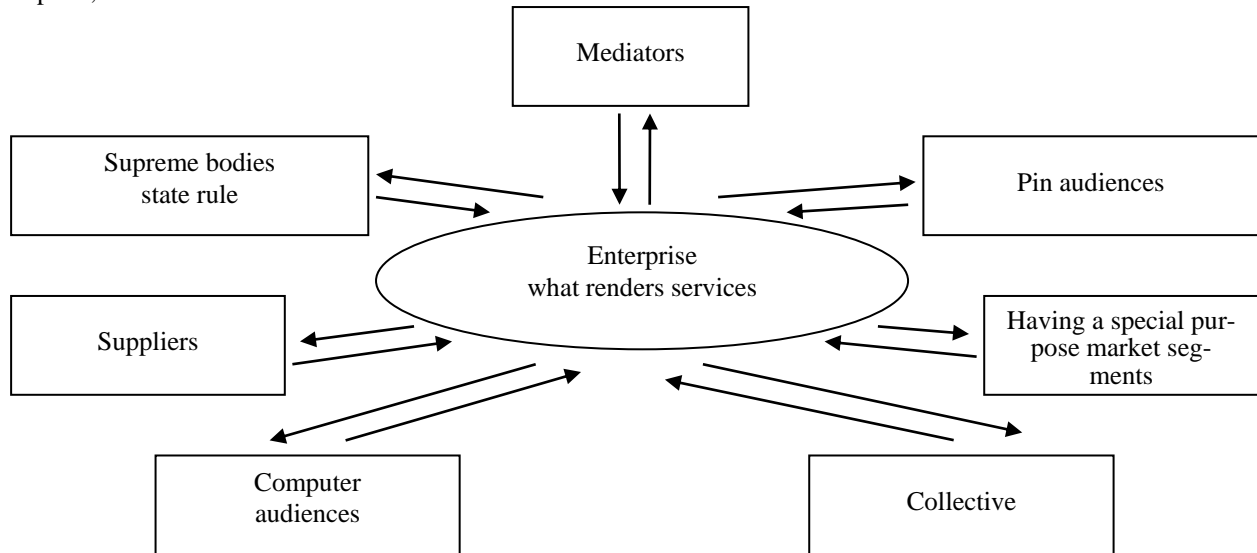


Fig. 1. Chart of marketing communications of enterprise of services

Thus, system of marketing communications on modern has the stages purposefully and clearly to influence on a certain market of services segment or to all market in a complex with other marketing measures, on all legal and natural persons activity of that directly influences on the achievement of success of firm. The basic "addressees" of the system of marketing communications are schematically represented on figure 1. [9].

One of important functions motivations are considered in control system by an of communication process, that is why their study becomes valuable material for administrative and marketing activity, as behavior of potential consumers is examined under the corner of acceptance by them decisions in a certain sequence: realization of problem; information retrieval; estimation of alternative; a decision-making about acquisition of service and behavior are after her realization and impression from her.

Among scientists and practical workers there are not divisions of opinions of role of advertisement as one of major instruments of advancement of commodities and services. An advertisement is called to carry quality of commodities and services in the plane and queries of clients. With the help of advertisement attention of potential consumers is concentrated on quality and variety of commodities and services, their availability and service and positive attitude is formed toward the certain type of transport and concrete enterprise or firm [4].

Foreign and home economists justly consider an advertisement the substantial regulator of the market

system, divergence touch only style of advertisement facilities and charges on her realization. The evolution of advertisement process was determined by the vectors of aspiration of main efforts of enterprise and conceptions of control system by market activity, that historically developed in a certain historical sequence [9].

At different firms, regardless of sphere of activity, there are not absolutely equal terms, the row of factors as objective so subjective character influences on a their job performance. Obviously, that even competitive firms at first have different potential possibilities: financial, technical, human and other resources. Their products are differently popular for consumers. Their different methods of advancement of products at the market and level of influence of advertisement. No less important is also a progress of industry trend, factors that determine a dynamics modern economy.

Therefore it is foremost recommended to find out : who is the consumer of products of firm; as far as they are content with the existent products of firm; what eat it is known about the products of firm; what the products of firm advantageously differ from foods-analogues; how many competitors are at this market; what value of service is on this products; what strategy and tactics of advancement at the market of products of main competitors; as far as their successful methods; what potential possibilities a firm has [12].

All information about the capacity of market, degree of inflexibility of competition and force of own position, relation of potential consumers to T / II

(commodities / of services), financial possibilities and professional level of personnel give an opportunity it is enough exactly to form the aim of advertisement. An aim is exactly certain is the greater half of success with any business, as all further actions are related to the search of short cuts of her achiev Undoubtedly, that marketing purposes differ from the aims of advertisement. To get the income of Z to promote production distribution on X to increase the amount of purchases permanent clients on Y to go out to the new market or extend a market segment; to save the positions on this market segment / and other - are marketing purposes [15].

Efficiency of the marketing program is measured in economic indicators, in that time as efficiency of the advertisement program correctly to estimate in communicative indexes, it is here desirable to express her in percents. For example:ement.

- to carry knowledge about a new brand to X of львої audience;
- to change attitude toward a new brand in For отенціальних customers;
- to carry information on certain position (properties of commodity, new price, opening of trade firm) to Z of potential consumers and others like that [9].

It means that even for the direct competitors of aim of advertisement companies always excellent. Aspiration of advertiser to increase the production distribution in short spaces fully appropriately, but not always reasonably. Some advertising agencies use these, convincing a customer, that they are able to increase the volumes of sale in two and anymore times exceptionally due to an advertisement without the substantial analysis of situation [10].

Advertisement as one of constituents of the marketing system can only consonant with other directions to assist the achievement of his aims. For this purpose an advertisement company must be скоординована with them within the limits of the only program of marketing. It determines her functionality - possibility of advertisement support to assist the achievement of strategic and tactical tasks to marketing : to increase the volumes of sale of T/П, promote an income, stimulate a sale, manage demand, to provide connection with a market and other [9].

An advertisement as synthetic type of activity is multifunction. Firstly, being communication, she obviously emulates her to the function, namely - communicative and informative.

Secondly, inherent economic function her, Advertisement is investing of own business. Only the "untwisted" firm enjoys authority, and her products by demand. "Untwisting" is the initial stage of classic advertisement company on producing an image.

A producer with the high reputation created by the actions of PR (паблік рилейшнз) forces constantly to care of quality of the products that provides to him proof position at the market. Goods and services of the known producers have an increase demand that stimulates a producer to increase their production. Thus, incomes and production grow develops dynamically, id est there is economic height [12].

And third, advertisement as marketing communication is a constituent of the marketing system that performs the duty of forming of demand and sales promotion. However main function of advertisement - it, naturally, imaginary.

Research, testing and monitoring, that come true within the limits of advertisement company, promote because an advertisement is the most active part of marketing. Advertisement actions give an opportunity to carry out a feed-back with a market, control and коpегування actions, and thus, to the advertisement peculiar supervisory and коpегуюча function [7].

An advertisement is the difficult type of activity that includes the next obligatory stages: planning, development, production, placing, control, коpегування. Only such approach assists gaining end of creation of effective advertisement that brings a maximal result on limit resources.

Practically it it maybe to realize in case that: [9].

- the aim of advertisement company is concrete and concerted with other directions of activity within the limits of the only program of marketing;
- advertisement products are created on certain rules in accordance with requirements that is produced to this type of advertisement, id est taking into account the specific of this genre;
- promotional purposes and actions are planned from position of their efficiency for gaining end of advertisement company;
- there are a plan and chart of placing of products on advertisement agents, and also realization of advertisement actions;
- exhaust basic methods of estimation of efficiency as advertisement products so actions;
- adjustment comes true, and ineffective kinds, facilities of advertisement and advertisement agents change.

It costs to mark that the complex of marketing communications includes next directions of advertisement activity : [5].

- advertising is an advertisement of /Ad/;
- sales promotion is sales of /SP/ promotion;
- public relations - пaблiк рилейшнз /PR/;
- direct - marketing is директ-маркетинг of /DM/.

A classic advertisement is tear-sheets on basic advertisement actions: in the press, on television, radio, shields. As a rule under an advertisement understands exactly advertising - advertising of products in facilities of mass communications and external advertisement. It should be noted that except a frequent reiteration for efficiency of advertisement not important, she causes a positive or negative reaction, it is important, that she was put aside in memory. So there was the special kind - "irritable advertisement" subconscious influence of that the more than anymore she revolts or irritates people. Manipulation comes true these same by consciousness essence of that consists not in destruction of some presentations and ideas, but also in that, to create, to line up new ideas, desires, aims. Her main task - entail chaos mentally, to do them illogical and incoherent, to compel a man to doubt in proof vital truths, that and does her defenceless before manipulations. By the way, much the citizens of the

USA realized already a long ago, that manipulate by them, and the same methods [16].

Sales of promotion - helps to increase a sale already of the known products there is demand on that, and other marketing communications already executed the basic functions on informing, producing an image and forming of sale. It means that "introduction of advertisement" already came true and inculcated passing of "bringing in to the consumption".

The important circumstance of sales promotion is that actions and measures of SP are built mainly on the personal interest each - and customer and salesman. Therefore such considerable payment exactly of personality communications in this type of activity. Pushing slightly a customer to as possible more quick decision about a purchase it is possible to encourage activity of that, who buys - from one side, and that, who sells - from other.

The high level of competition at the market of salesman generated a situation at that the image of products becomes the obligatory, but insufficient factor of commercial success of producer [18].

From one side, not image (character of brand), but already the branded principle of management marketing as creation of long-term advantage of trade mark is the basic strategic task of firm. And from other is a coming to a head necessity of transition from the methods of advertising for a mass audience to more effective communications with the concrete groups of consumers, more narrow segment - target audiences [11].

By such marketing communication, that provides creation and support of perspective relations of firm with the key groups of association that influences on success of her activity and there is public relations. PR form blessing favourable attitude toward a firm. The image of producer becomes the no less important factor of successful advancement of products at the market, than image of products. PR name the advertisement of prestige or imaginary advertisement, and sometimes hidden. A basic task of PR is creation and support of image of firm or organization in reasoning of representatives of target audience. The image of producer promotes because the consumers of commodity become permanent, reliable clients, supporters.

Thus, essence of PR of activity can be defined so: "At first we work on the name, and then the name works on us". For this reason the known producers spend on an advertisement classic less money, than them shallow competitors that does not have the enough "famous" names, and thus and by the margin of safety. Foreign specialists consider that than more successful program PR will be realized by a firm, that her business appears more proof even in periods, кризові for industry on the whole [16].

DM is establishment of long-term mutually beneficial communications between a firm and her by the real clients, where maximal production distribution is provided due to that she is produced under the concrete personally known consumers. In DM conduct laying out of segment of potential consumers on more shallow

groups in accordance with their narrowly specific requirements and taking into account the row of other important for an advertiser descriptions of clients [4].

Suggestion of purchase of commodity or service is whereupon done these small groups, id est clients are stage-by-stage approached to realization by purchases. It is therefore possible to assert that DM- communication works on producing an image of producer due to adjusting of perspective relations, and on the increase of production distribution, as an ultimate goal of any business.

Thus, a commodity moves up at the market by means of complex of marketing communications. All of them are the independent types of activity, as differ, by both aims the achievement of that is assisted and principles of the organization. Different also methods, instruments and facilities them distribution [3].

Thus, during 90th advertisement industry at Ukraine passed the stage of origin and forming, by a certificate what that at the home advertisement market really over 4 thousand advertising agencies opened out the activity is.

In 1997 an advertisement budget arrived at 159 million дол. of the USA, attaining in 1998 267 million дол. of the USA, and since then has a proof tendency to the increase, although, certainly, there was неспівставним with the advertisement budgets of the developed countries (ten of milliards of dollars of the USA). It should be noted that advertisement industry and marketing communications are the product of row of researches, strategic plans of actions that are based on marketing information [9].

Experience testifies that not so much companies are oriented on marketing in the wide understanding of this word. However the underestimation of this approach sooner or later negatively will influence on her activity. A company can feel strong pressure of competitors, lose the markets, bring down profitability of production. Therefore orientations only on the sale of commodities (sell a commodity - reduce prices) not enough. Needed analysis of situation on markets, knowledge of marketing, conformities to law of forming of demand of consumers strategy. It will give an opportunity without the special problems переорієнтувати activity of all company on conception to marketing [2].

A modern company is oriented to marketing. A company can have a department of marketing that fully answers requirements, but at the same time to be not modern. It depends on that all personnel understands marketing functions. If he examines marketing as trade function, then it is impossible to consider that a company is oriented to marketing.

If a personnel considers that all departments must "work on a customer" and marketing - it not simply one of departments, but function that the pierced activity of all departments and psychology of office workers, it is possible to assert that a company is oriented to marketing [9].

The organizational structure of marketing departments is various enough. Coming from executable functions, commodity assortment, differences of markets that is served, it is possible to distinguish five types

of such structures - functional, territorial, commodity, commodity-market organization, organization corporate "branches".

Functional organization is the most widespread form of organization of marketing departments. She is based on submission of specialists from the different spheres of marketing to the vice-president that coordinates their activity [18].

Main advantage of functional organization is simplicity of realization. Her efficiency goes down however, if the amount of commodities that is produced, and services that is given, or markets, grows. The defect, related to absence of planning of realization of concrete commodities on target markets or specialist that is fully responsible for a certain commodity or, shows up in such case market.

The most substantial lack of functional structure is that every group executes the tasks separated and, naturally, considers the functions more considerable, than functions of other groups. In this connection work of vice-president becomes complicated from marketing in relation to co-ordination of their activity [4].

Territorial organization takes into account the variety of markets, realization of products to a full degree. Main advantage of territorial organization of management is an orientation of marketing activity on satisfaction of necessities of certain group of customers.

Commodity organization is characteristic foremost for companies that produce various commodities in a wide assortment. She does not change in principle, but complements functional. The leaders of the corresponding marketing programs become managers accountable for marketing of concrete commodities. In particular, commodity organization of management is applied by firms, that produce food foods, chemical commodities [9].

Commodity-market organization. For companies that enter the market with the wide range of goods a problem of choice of form of organization of management in the department of marketing is most difficult. Yes, if apply commodity organization, then, it follows a manager accountable for a commodity to take into account a situation on numerous markets. During territorial organization necessary information him about the most various commodities that are for sale on markets. In such cases it follows to apply the so-called matrix commodity-market organization mixed management.

Organization of corporate "branch". With the jump-boizing of company branches (enterprises) that engage in separate appear in her composition, by the most essential commodity group. Through that that in large firms also departments are often created on marketing, there is a necessity to solve problem development of responsibility for marketing on the different levels of management. For this purpose can be used one of such variants : [20].

- at the level of management a corporation a marketing department is not created, as he is in all enterprises that enter in the complement of corporation;

- at the level of management a corporation the small department of marketing, that gives help to the top management, carries out advising of specialists of departments of marketing of enterprises, organizes

works of other departments of company according to conception of marketing, functions;

- at the level of management a corporation a department that executes marketing functions for a corporation on the whole is created; advertisement service; advancement of commodities is at the markemarketing researches, maintenance of customers;

- at the level of management a corporation a marketing department that participates actively in planning and control of all marketing activity of corporation gets organized.

Any organizational structure of marketing departments must build the activity on certain conception of sale of commodities and services. As an economy of Ukraine can not go out on the level of production of 1990, then for industries of agricultural engineer characteristic is productive conception, id est increase of production and upgrading of products volumes. For food industry commodity conception of marketing has more substantial value. For the agrarian sector of economy conception of marketing management. For наукоміських productions most ponderable is conception of global application of marketing. For shallow business that carries on commercial and productive activity, an important value is acquired by conception of market orientations [9].

In the developed market environment any commodity must fully answer requirements that was formed for potential customers yet to his going into a market. From here two requirements swim out : firstly, to forecast and, coming from possibilities, form new necessities; secondly, maximally to diminish time between advancement of idea and trial offtake, that requires intensification of research designer development and considerable charges on his realization in time unit.

Foreign practice testifies that from ten commodities entered to the market eight does not justify the hopes fixed on them and prematurely disappear from a market. Principal reasons that result in such negative consequence are erroneous determinations of sizes of demand, defects of commodity, insufficient advertisement and insignificant efforts for realization, overpriced price, counteractions of competitors, wrong chosen time for going into a market, unsolved productive problems [4].

From it swims out, that during development of conception of new commodity basic attention it follows to spare to the not so much productive problems, to the achievement of higher technical indexes (that, no doubt, it is very important too), скільки prognostication of demand on 5-10 next, id est to creation of "commodity of market novelty". Technology of such process begins from advancement of most of new ideas taking into account necessities, methods of their pleasure, structural features of commodity and others like that. Before advancement of new ideas (practice of the Japanese companies is that is why bright confirmation) it is necessary to encourage all workers enterprises.

For example, ten leading Japanese companies are proud of that their office workers make ten millions suggestions on a year. Yes, in 1992 by these companies 23 millions were got 530 thousand suggestions, that in middle presents 12,8 suggestions per employee. It in 85

times anymore from middling static data in American industry and in 500 times anymore from analogical indexes in our country [2].

Basic principles that assist throwing out suggestions are simple, major from them: maximal simplification of order of presentation and consideration of new ideas. For this purpose a form is offered to the form, that is filled from a hand and passed to the accountable for collection of suggestions person that must be in every subdivision (brigade, group, department). Suggestions are examined and an answer is given for each operatively enough, because a delay negatively affects activity of people [1].

As workers of service of sale most intermingle with clients and hearken to the critical remarks, then to them appropriately to set a norm: monthly to make even a little suggestion in relation to the improvement of quality of commodities, trade technology et cetera. At the increase of amount of thrown out suggestions it is necessary in full to reward for them. Perceptible not enough stimuli result in reduction of creative searches of workers or and to complete збайдужіння of throwing out suggestions. It is taken into account by the Jap-

anese businessmen in business relationships with rationalizers. The thrown out all ideas (new commodities) compare inter se on certain criteria. Do it similarly as during the estimation of competitiveness of commodities. At positive results make decision about realization of corresponding projects [8].

Program of the commercial mastering of commodity can not be successful, if the results of trial sale appear unsatisfactory. A decision-making about a production and wide realization of good on such conditions means consciously to doom itself on a failure. Guidance of enterprise in such situation must do differently, namely: conduct additional research and designer developments with the exposure of inventions, industrial prototypes, "now-how", to modernize, to improve a commodity until the results of market test will not become satisfactory [9].

Conception of life cycle of commodity. Conception of goes out from that every commodity has a certain period of market firmness, id est a limit time "lives" (it is at the market). Sooner or later he is pressed out from a market by other, by more perfect commodity.

Development Introduction Increase Maturity Satiation Decline

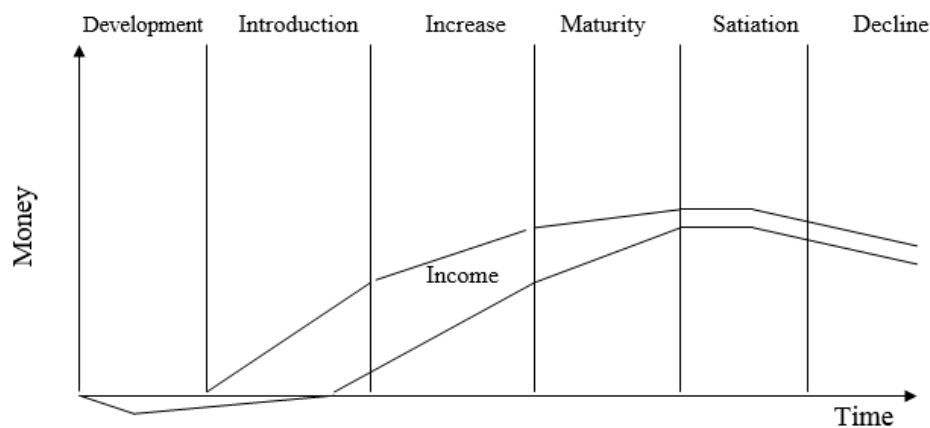


Fig. 2. Stages of traditional life cycle of commodity

Life cycle of commodity and qualificatory for him in coordinates "time-income" a curve can be divided into the stages: development, introduction, increase, maturity, satiation and decline. The form of curve remains almost identical for majority of товарів, but duration in time and transition intensity from one stage in other have large differences depending on the features of good or services [16].

On the stage of development of commodity her analysis and constructing of wares conduct research of accessible information (using patent information) generators with the use of inventions, industrial prototypes and "now-how". On occasion during modernisation of commodity can use rationalization suggestions as from rationalization of commodity, so from the process of production.

On the stage of introduction of commodity trade is mainly unprofitable. The volume of sale is insignificant, marketing charges (especially on an advertisement) large. Influence of elements of marketing politics on the volume of sale is conducted (coming from the level of charges and value) after such factors: quality,

advertisement, price-cutting, improvement of service [19].

Entering the market with a new commodity, vary such marketing changes as a price, charges on advancement of commodities, channels of distribution, quality of commodities. At the use, for example, two variables - price and charges on advancement of commodities - an enterprise can apply four strategic approaches.

Intensive marketing strategy is establishment of high price at the simultaneously high level of charges on advancement of commodity. It is done with the aim of receipt of maximally high income on point-of-sale. At the same time considerable money is laid in advancement of commodity at the market, to convince the consumer of advantages of new commodity, to provide the new return of charges. Such strategy justifies itself then, when: considerable part of potential customers knows nothing about a commodity; customers familiar with a commodity are ready to purchase him and pay a high price; an enterprise takes into account possibility of competition and aims to produce for customers the kind impression about it commodity [9].



Strategy of selective penetration - envisages an enterprise a high price at the low level of charges on his advancement. A high price is set, to get a maximally high income on unit of the sold commodity. Application of this strategy expediently then, when: a market capacity limits; the far of customers knows about a commodity; customers that want to purchase a commodity are ready to pay a high price for him; a competition almost is absent [2].

Strategy of wide penetration is characterized by establishment on the new commodity of subzero price at the high level of charges with the aim of his sales promotion. This strategy can result in the most rapid penetration to the market, to conquer maximally quickly his certain part and date most effect in the cases when: a market capacity is large enough; potential customers comparatively badly well-informed with a commodity; most customers will not pay a high price for a commodity; there are commodities of competitors at the market; charges on point-of-sale diminish with the increase of scales of production and him by nationalization.

Passive marketing strategy envisages establishment of subzero price on a commodity at insignificant charges on advancement of commodities at the market. The low level of prices will stimulate rapid confession the market of new commodity, and the low level of charges on marketing provides the receipt of high income. Application of this strategy is effective in such situations, when: a market capacity is high; customers are well informed of commodity; customers will buy a commodity only after relatively by not high prices; there is a potential threat of competition [9].

Certainly, every commodity producer knows that sooner or later competitors will appear at the market, and his part will go down at the market. At development of corresponding marketing strategy is it necessary to have answers for such questions: "When will it take" place?, "What to do on this stage"?.

An increase testifies to confession of commodity and rapid increase of demand customers on him. A sale and income increase, charges on an advertisement generally speaking are stabilized. Influence of elements of marketing politics is determined by the increase of advertisement, upgrading, price abatement, creation of variety service [11].

If the volume of sale grows quickly enough, it results in reduction to the difference between a profit yield from realization and charges on marketing that is the main factor of increase of volume of sale during the enough protracted period. For this purpose it is expedient to carry out such marketing measures: to improve quality of commodity, modify him; to go out on new market segments; to master the new channels of distribution of commodities for more strong fixing at the market; to improve an advertisement, especially taking into account reasons that is followed by customers at the choice of commodity[6].

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An enterprise, that actively carries out all or some of the enumerated measures that assist the increase of part at the market, promotes the competitiveness. Certainly, it can be attained and due to additional charges on the improvement of quality of commodity and on marketing, but then an income will be considerably less.

Thus, on the stage of increase an enterprise stands before the problem of choice between the increase of part at the market and achievement of high level of income.

Maturity is characterized by that most potential customers purchased a commodity already. A trade income can continue to increase through reduction of charges of production (the best use of possibilities of technology, increase of the labour, reduction to the shortage productivity). On the volume of sale the improvements of quality, service, price-cutting influence also [10].

On the certain stage of life cycle of commodity of increase of volume of sale slowed and a commodity enters into the stage of relative maturity. This stage is considerably more protracted of previous, that is why to the management marketing increase requirements are produced.

The stage of maturity can be divided into three phases. First growing maturity. In this phase the volume of sale slowly grows because customers that made decision about a purchase with some delay appear at the market, although demand is provided by mainly permanent customers. The second stage is stable maturity. In this phase the level of volume of sale is permanent and provided mainly by the repeated purchases for replacement of the used commodities. Third is maturity that goes down. In this phase the volume of sale goes down, some permanent customers of commodity of this enterprise begin to buy commodities other enterprises [8].

Slowing down of increase of volume of sale on the stage of maturity results in appearance of surplus production capacities. It, in turn, predetermines intensifying of competition. An enterprise all more often calls to reduction of price, increase of charges on stimulation of sale, advertisement. Enterprises that have weak positions leave from a market, and there are main competitors on him.

On the stage of maturity of life cycle of commodity it is possible to use one of three strategic directions: market modification, modification of commodity; modification of marketing facilities [4].

Market modification. Attracting new customers or strengthening positions of old commodities on him, an enterprise aims to extend a market for the commodity. Attracting new customers is possible in number of different ways: firstly, trying to convert the fundamental

opponents of this commodity into his active users; secondly, to search new markets or market segments for the commodity depending on geographical, branch and other signs; thirdly, succeeding to "enticing" on the side of consumers of commodities competitors.

Modification of commodity. An enterprise can increase the volume of sale, changing some properties of commodity that attracts new customers. Possible search of backlogs of improvement of quality of commodity, him functional descriptions (to tenure of employment, taste, reliability and others like that)[11].

Modernisation of commodity is possible, id est grants to him of such properties that extend a his application domain promote a comfort, simplify the process of the use and others like that. Modernisation of commodity is extraordinarily effective means in competitive activity, because promotes the image of enterprise (firms) as leading in the industry; gives an opportunity without the special charges to adapt new knots and details to the commodities; strengthen the trust of permanent customers to the commodity; awake interest a personnel in the job performances. However, similar modernisation can quickly carry out and competitors, then this measure will not provide to the enterprise expected to the income [9].

It is possible to improve registration of commodity, id est him aesthetic properties. A periodic market entry of new models of cars is explained rather by a competition within the limits of certain style, original appearance, than quality or functional descriptions. Working out certain style of registration of commodity, it is possible to obtain, that he at once differed from other at the market. At the same time a competition in style has a row of problems. It is difficult to provide for, which one customers new style will drop on disposition, and an enterprise risks to lose those customers that remained faithful previous to style [14].

A satiation is the state at that a market is saturated by commodities, for customers a requirement diminishes in commodities that is offered. Realization of marketing efforts in relation to the increase of demand does not bring success. In such situation it is necessary to diminish a production and offer a new commodity.

A decline is a period of sharp reduction to the sale and income. Modernisation of commodity, reduction of price and other measures in relation to sales promotion at times help to avoid a complete decrease in demand and even to take away a commodity on the stage of the second satiation. However the process of decline and commodity deepen withdrawn from trade [16].

The period of noticeable reduction to the volume of sale of most commodities comes sooner or later. Thus he can go down slowly or quickly; can fall down to the zero or stabilized, at low level to hold out during many years. Reasons of it are more various in all is technological lag, change of necessities of customers, increase of competition. All of them result in an overproduce, price-cutting, reduction to the income [9].

When the volume of sale and income begin to go down, many enterprises go from a market with the commodity. That of them, that remain, aim foremost to decrease suggestion of commodities. They stop the sale of commodities on small market segments, liquidate the

channels of a limit realization of products, abbreviate marketing charges, reduce prices.

On a production and realization of commodity that became antiquated, it will be to loosen the current holds, related to the frequent price-cuttings, advertisement, increase of commodity supplies. In addition, most charges through continuation of production of out-of-date commodities can arise up in a prospect. Commodities are not taken off in good time from a production brake the active search of new commodities, weaken competition positions of enterprise. Disparity of old commodity to the requirements of market can cause the mistrust of customers to all products of enterprise [7].

For enterprises that remain at the market with the commodity on the stage of slump, such variants of decisions are offered: to increase capital investments for the conquest of the best competition positions; concentrate marketing efforts only on the most capacious markets, to use the most effective channels of distribution of commodities only; to cut down expenses on marketing in an order to increase current incomes.

When the necessity of removal of commodity from a production and exception of him from a market became obvious, an enterprise must define the terms of realization of this decision - at once or gradually. In last case to the leader of enterprise it follows to envisage creation of supply of details and stuff wares, provide the system of maintenance of customers that bought in the last time this commodity on all period him services [2].

It can forecast the life cycle of commodity and separate descriptions of business on the separate stage and, coming from it, change marketing strategy. A transition from the stage to the stage takes place without large jumps, that is why service of marketing must watch after the rates of sale and receipt of income, not to skip the change of the stages and accordingly to correct the marketing program. It is important in time to fix the stage of satiation, and yet more important is a decline, because to hold at the market a "sick" commodity unprofitably enough, and in a perspective plan - and simply harmful [11].

Obviously, that the aims of different subdivisions of companies, firms must combine so that to assist the achievement of general aim. In practice in mutual relations between departments often there are conflicts - both through the overvalue of one department of the payment employees in development of company and underestimation of role of contiguous departments and through the unwillingness of separate subdivisions to change management style, and also through contrasting of aims of department to the aim of company on the whole.

Companies often do not achieve success in development of new commodities through weak copulas between research establishments or their departments and marketing department. They, as a rule, scientists and technical specialists the main task of that is development of scientific problems work. A marketing department consists mainly of the people oriented to business, for that a priority value has knowledge of demand,

world practice. If scientists and технократи give advantage to work without the special control after charges on research works, then people near to business, spare the special attention this question [10].

In this connection in large companies, where prevail scientifically - experience departments, the state consists of employees, that investigate fundamental scientific problems, aspire new commodities to technical perfection, what of them develop, support the high level of charges comparatively. As a rule, they are busy at development fundamentally of new goods. In companies, where specialists prevail from marketing, a scientific department adjusts his researches to the specific necessities of market, including in the field of modification of commodity that provides for comparatively unlong him life cycle [15].

A technical department engages in the search of practical ways of realization of developments of new commodities. He is interested in the achievement of advanced-technology of wares, comparatively low level of charges in simplicity of technology. Conflicts between a technical department and marketing department can arise up and in that case, when the last insists on the production of some good taking into account the requirements of customers, but not according to technology and on standards. A technical department in this case sees in the personnel of department of marketing of people that want to produce a "loud" commodity instead of quality. This problem in companies it follows to settle by adjusting of effective connections between departments, joint work above by projects [5].

The department of purchases settles the problems of providing of production raw material, by materials, by an equipment in a necessary amount and on affordable costs. The employees of department of purchases, as a rule, enter into a conflict with the representatives of marketing department, that is interested in the production of small parties of commodities with plenty of the names instead of plenty of commodities with a few of the names. In addition, department of purchases does not arrange the clearness of marketing prognoses [6].

A productive department is responsible for providing of producing goods in a necessary amount, in set time, with the pre-arranged charges. He settles the problems related to setting and repair of equipment foremost. Therefore the employees of this department see in the department of marketing people, that does not understand in the economy of enterprise and constantly give a report to guidance about uneffective employment of industrial capacity, weak control after quality products and subzero quality of maintenance of consumers. Naturally, the employees of marketing department see the problems of the customers, necessities of that change quickly, and that require high quality of service, foremost. Such not running back of interests of departments is fundamental, and contradiction can not be untied only by ordinary communications. If a productive department prevails in a company, then she produces mainly not "risky" products from relatively subzero by charges [9].

A financial department engages in the estimation of profitability of different types of business. His employees in the increase of charges on marketing do not

see the special sense. To Tom, when a marketing department asks to distinguish in a budget charges on an advertisement, advancement of commodities to the market and other directions of маркетингу-мікс, then he can not guarantee the corresponding increase of realization of products. Such situation is considered so, that the employees of marketing department spared attention not enough and time the question of prognosis of intercommunication of charges and volumes of sale. From one side marketing specialists see in financiers only of employees-inspectors of current outlays, that does not care of perspective market development. Financiers seem to them conservatives that does not want to risk, produce advantageous possibilities of investment of capital. For the decision of these conflict situations to the employees of marketing department it follows to spare more attention to the financial questions, and financiers, in turn, must have information about that, what efforts needs market, his determination research is for a company and fixing on him of the part [20].

By the task of credit department - to shut out a large debt from the credits of consumers. For this purpose the employees of department aim to set more hard terms of credit for consumers, than it seems expedient to the marketing department that puts many efforts in an order to increase the amount of customers at the market. A conflict can be settled in behalf on one of departments (credit or to marketing) at the analysis of endpoint is an increase of volume of sale, for the achievement of that a credit can be only means, but not primary objective [8].

Farther will consider the features of application of different types of strategies and their combination at distribution of commodities in agricultural business.

Decisions that touch the channels of distribution of agricultural produce are part of strategic marketing plan. In this plan a target market is determined together with the having a special purpose levels of market parts, scope of market, by the level of client service and others like that. The channels of distribution, that will be used by an agricultural enterprise, must be able to provide the achievement of these aims. Moreover, creation of the distribution system can occupy much time, maybe, a few years, and that is why a decision about the channels of distribution can not be perceived simplified, them it follows to accept taking into account the protracted term, as, as a rule, a change of channel of distribution is to the outage by a task [5].

The channel of distribution can be certain as: [9].

"... totality of enterprises and physical persons that accept the right of ownership or help to pass the right of ownership on an agricultural produce from a producer to end-user or industrial consumer" [Kotler, P., and of Armstrong (1989) Principles of Marketing. Prentice - Hall. 349 p.].

Importance of decisions that to the channel of distribution confessed not always. Long time marketing specialists in agriculture disserted only upon the choice of channels of distribution already after product development. However in [Bennett, P.D. (1988) Marketing, International Student Edition, McGraw - Hill. 390 p.] it becomes firmly established that: [2].

"... at the today's competition and all more global market managers plan distribution of products at planning it the products".

Other important factor of choice of strategy distribution is the stage of life cycle of product. It can happen so, that to the extent of advancement of product by an own life cycle accordance of channel of distribution can change. Developing strategy, it follows to consider that, how necessities that to distribution of product will differ during duration of his life.

Strategy of distribution of agricultural enterprise often взаємопов'язана with her advertisement strategy. As shown on figure a 1.3 distribution system can be represented as a channel on that products and services go across from a producer to end-user. If a corresponding agricultural enterprise considers that his commodities can be meaningfully differentiated from other at the market, then he can decide to send greater part of the advertisement efforts to end-user. This strategy is named strategy of involvement (b).

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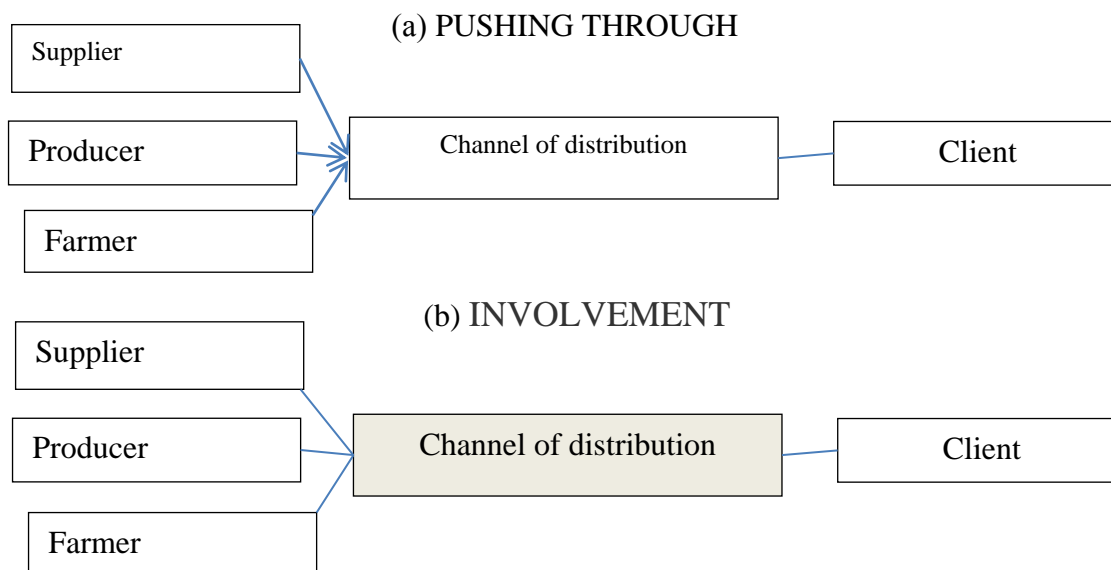


Fig. 3. Schematic image of essence of strategies of product distribution and drawing out

This strategy is named strategy of pushing (a) through. In practice marketing strategy of most enterprises will present combination of involvement and pushing through of product through the channel of distribution, but, probably, every separate enterprise will be anymore specialized on something one [6].

Observance of marketing conception. Agricultural enterprises, that accepted marketing conception, often run into a problem, when their products and services need to be delivered to end-user through mediators that is anymore oriented to the sale, than to the market, a degree of market orientation must be one of near-term criteria at the choice of distributors. In many cases to the producer or supplier it will be difficult to find mediators oriented to the market, and in these cases it

will be to inculcate the programs of studies and training [4].

Having a special purpose marketing. Another important criterion of choice of channels of distribution is that, as far as they are concentrated on concrete market segments on that a producer or supplier wishes to penetrate. For example, Centers of maintenance of agriculture of Shri-Lanka distribute the wide spectrum of agricultural resources for shallow proprietors, but very small pay attention to providing of plantations and farmsteads.

Thus, Centers of maintenance of agriculture would be the wrong type of mediator, for example, for realization of equipment for collection of coconuts or tea, as these cultures are mainly grown in large farmsteads or on plantations [9].

Thus, decisions in relation to the channels of distribution are central in general marketing strategy of organization. In [Bennett, P.D. (1988) *Marketing, International Student Edition*, McGraw - Hill. 390 p.] it is briefly talked about it as follows:

"Channels of distribution are взаємопов'язаними, strongly interdependent and difficult. Effective distribution is a not association of by chance select members of channel; rather it is a carefully plan network on the participants of that clear functions are fixed. A stream of products is from a producer to the herd merchants, to the retail salespeople, to end-user depends on the systematic, strategic planning and management".

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