

PROBLEMS AND PERSPECTIVES FOR DEVELOPMENT OF AGRARIAN PRODUCTION SALES MARKET IN UKRAINE FROM MARKETING POSITIONS

In the process of implementing the geopolitical advantages of the national economy, the potential of the domestic agro-industrial complex, which plays a key role in solving the issues of the development of the national economy and raising its level of competitiveness, deserves attention. This is due to the fact that agriculture is a priority, export-oriented branch of the national economy. One of the main directions on the way to Ukraine's integration into the world economy is the active work of national enterprises on entering foreign markets. Sales at foreign markets are actual, so it is necessary to study the main problems of sales from the point of view of marketing.

The main task of investigation is to find out the main directions to improve sales of agrarian production in Ukraine and its foreign markets from the position of marketing approaches.

Adherence to marketing conditions will allow to study the tastes and preferences of consumers, to organize effective advertising, to stimulate the marketing of agricultural products and to promote propaganda.

Effective marketing of agricultural products today is the most problematic segment in the activity of agro-industrial complex. Particularly problematic issues are the organization of sales of milk, meat and fruit and vegetable products, which is produced by small farmers and private peasant farms. Participation in international trade will allow Ukrainian agribusiness enterprises to reach a new level of development.

The problem of export activity of domestic enterprises is considered in the context of foreign economic integration as the most important condition for the industry to enter the global economic system. The key to the successful partnership of Ukrainian enterprises in the field of international trade is also the transition to a new level of product quality, changes in its range of products and nomenclature, standards and requirements for its production, introduction of new technologies and new equipment due to the need to adapt the domestic agrarian business to the requirements of the world market, including:

- the need to adjust the organizational structure of the enterprise to market requirements;
- the need for improvement of production activity, since sales are an indicator of the efficiency of the operation of the enterprise's production system;
- the struggle for the consumer in the context of the components of the marketing complex, because in a competitive environment, the consumers themselves choose the supplier, guided by the motive of the greatest benefit.

The system of functioning of the enterprises of agro-industrial complex, carrying out export activity, testifies to the absence of marketing strategies of products on foreign markets, and planning of export activity is limited only to the estimation of future sales without any tying to production.

All functions of international marketing are carried out in a discrete and not in full volume. Existing control structures are mostly production-oriented and do not provide such marketing functions as external market research and analysis of factors affecting product sales, the development of export strategy and tactics of market behavior of an enterprise, which prevents commodity producers from effectively exploiting the potential opportunities of the world agrarian market.

Thus, in a market economy, the producer of products must manage and control the entire process of commodity turnover – from the supply of raw materials to consumption.

For expansion of markets and successful promotion of domestic agrarian products to the world food markets it is necessary:

- to reorient the development of the economy of the agro-industrial complex to increase the export potential, provided that the balance between domestic and external demand for agricultural products is maintained;

- to increase the efficiency of production of traditional Ukrainian export products – grain crops, sunflower, livestock products and to increase potential in the perspective sectors of world agriculture: rape production, flax production revival;

- to diversify the geographical structure of foreign trade in agricultural products (especially exports), minimizing the dependence on individual states (markets), thereby strengthening the country's economic security;

- to ensure, at the state level, the balance of exports and imports of agricultural products, that is, to seek an increase in the surplus in foreign trade – the excess of exports over imports.

It is taking into account the marketing component in planning the activities of enterprises of the national agro-industrial complex is a guarantee of their productive activity.