

MODERN APPROACHES TO FORMATION OF MARKETING STRATEGIES IN AGRICULTURAL ENTERPRISES

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1. Introduction

Formation of the marketing strategies of agricultural enterprises in modern conditions is not perfect, and the main share of marketing functions entrusted to managers and partly to all professionals in the management structure. They can not only create an effective marketing approach that will ensure effective functioning of management strategy, but there is also unavailability to use marketing approaches in its production and financial activities.

2. Raising of the problem

In modern conditions of managing creation marketing service on farms should be directed to the comprehensive study of impacts and the development of such an enterprise development strategy that would ensure maximum profit making in the future.

3. Analysis of recent research and publications

The problems of theoretical generalization and practical approaches concerning the questions of marketing, marketing activities and identification of problems that arise when developing marketing strategies found their reflection in the works of foreign and native scholars, as Assel Henry [1], T. I. Balanovskoy [2], E. A. Beltyukova [3], V. O. Vasylenko, T. I. Tkachenko [4], P. I. Haidutsky, E. A. Berezovsky [5], N. M. Kozub [6], V. M. Kolesnik [7], F. Kotler [8; 11], S. S. Nahornova [9], N. T. Ivashchenko [10], A. A. Thomson [12], A. D. Strickland [12], R. A. Fatkhutdinov [13], V. V. Yurchishin [15] and other marketing scientists who have made significant contributions to the development of marketing and marketing activities. Most scientific papers do not disclose the peculiarities of the marketing strategies formation processes in agricultural enterprises completely. Moreover, there are no methodological approaches and algorithms for forming such a marketing system that would stimulate a commodity producer to study the market and do its market research.

4. Statement of the problem

The aim of the research is the development of theoretical, methodological provisions and practical recommendations for the implementation of organizational marketing structures that have developed actionable marketing strategy that will increase the efficiency of enterprises, regardless of forms of ownership.

5. Exposition of basic material research

In modern conditions marketing activities should be aimed at improving the financial situation of enterprises, regardless of ownership. Nowadays entrepreneurs don't pay enough attention to the organization of marketing activities in enterprises and the creation of marketing services that will develop such marketing strategies that will ensure profitability in the future. The development of marketing strategies allows the enterprise to achieve the best operation indicators.

Unfortunately the real situation at the enterprises testifies the lack of management attention to new concepts of management – marketing and there is also a certain management unavailability of agricultural enterprises to create their own marketing services. We conducted polls based on questionnaires of enterprises in Khmel'nitsky region. They proved that almost a third of managers,

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chief accountants and their deputies, wanted to create a marketing service for their enterprise. Depending on the firm size and production volumes the number of employees various marketing services, there can be a large number of people and one person for whom appropriate job description approved by the Administration was developed.

But whatever the reason may be to encourage agrarians not to create a marketing department in the company, we can not agree with the assertion that in the process of its formation it must be based on the principles: an analysis of the existing management structure, including structural elements that are engaged in marketing activities, the development and construction of the structure of marketing management, selection of required marketing qualifications, distribution of responsibilities, rights and responsibilities in the management of marketing, creating conditions for effective employee performance marketing departments, organization of an effective interaction of marketing with other departments of the enterprise [2, p.214].

Marketing at the enterprise always starts with an analysis of consumer demand and serves to implement consumer desires in a specific type of product, which after manufacturing (processing) have different ways to attract attention through advertising, namely to place the product on the market. The regional enterprises promote themselves, or use special organizations, using mostly promotional events to print and distribute on billboards, participating in various fairs and exhibitions, and Internet Service as advertising and information have recently become popular. Almost all analyzed enterprises can be found on the Internet.

We are convinced that marketing service can exercise market research chaotically and by chance, they should be well planned, organized and systematic, but it is necessary to conduct a comprehensive analysis of all the collected information, predicting consequences and threats, developing recommendations and making the report provided to the supervisor, which after studying it closely, should be approved for execution. And the fact that agriculture is seasonal, marketing service activities must consider this feature and clearly identify the specific target of marketing research in enterprises and develop a program for its implementation. For this purpose it is necessary to have accurate information about the market environment to collect systematically and assess the processes such as procurement, production and marketing.

Information may conventionally be divided into directions of entrepreneurial activity or impact on the efficiency of economic activities and sale on the market. You do not want to underestimate the relationship of all segments of the market that affect the factors of production and economic activity, taking into account market trends. Please note the following trends and the impact on production, sales, final consumption, as more expensive fuel and lubricants, electricity, fall in crop production and livestock, feed, seed, the impact of price change of the consumer basket, income and so on. We have investigated the latest developments and scientific developments in plant growing (effective technologies, varieties, agricultural machinery, fertilizers, pesticides, etc.), livestock (effective technology breeds, equipment, feed, animal protection, etc.) and related industries.

The only thing we can say is that not all agrarian enterprises at the time are able to hold their own service, so we proposed an approach to create a group of similar enterprises gained in Department of Agricultural Development Kamenets-Podolsky district administration which gained its embodiment when writing a program of social-economic development of the district in 2012 (Fig. 1).

But placing these centers required according to basic principles: concentration raw material base and potential customers, transport communications and export prospects. We are convinced that international experience in marketing activities confirms the expediency and effectiveness of creation of marketing centers that provide comprehensive services and create more than favorable environment for buyers and sellers, creating a clear mechanism for the wholesale and

small wholesale sales of agricultural products, stimulating sales and exercise other marketing functions.

Although the international experience suggests that the main role in increasing marketing effectiveness, have not the costs of establishing marketing service, so it should be the retention and must have a small proportion to the total resource consumption of 0,1–0,3%. Since the specialists in marketing reduce the time spent on marketing activities in the government apparatus considerably, in each case individually, and form the favorable channels produced agricultural products, creating the most profitable conditions for optimal ratio of “cost-price” at all stages of production and sales.

Marketing service or agro-marketing centers can not perform marketing research erratically and randomly, they should be well planned, organized respectively and be systematic. It is not single measures, but some well thought set of actions and processes for collecting, maintaining, updating and analysis of information data. They are acquired from different sources and should be accurate, complete, objective, pithy, deep, etc to prevent in the future wrong actions and decisions.

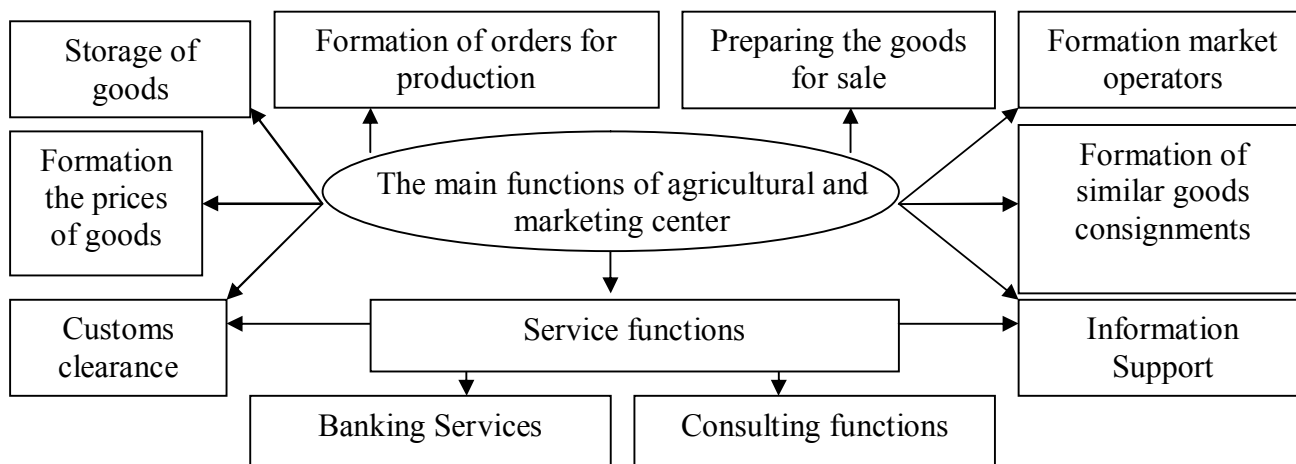


Fig. 1. The main functions of agricultural and marketing center in the Department of Agricultural Development Kamenets-Podolsky district state administration

According to the experience of many countries, even firms that have significant state marketing services, for conducting fundamental market research using the services of specialized formations, firms and consultants, research institutions and centers of market research, information companies, companies conducting panel studies, research centers, etc. that primarily conduct market research using modern analysis of economic-mathematical methods of forming marketing strategy.

At the present level of economic development of Ukraine in most agrarian enterprises there is still no marketing service, and it is dealing mainly with sales activity. The effectiveness of marketing service can only be provided with a comprehensive study of the situation and of close cooperation with all structural subdivisions of enterprises.

After conducting marketing research, you need to have skilled professionals, sizeable cash costs, systematic work on the collection and analysis of market information. There are many arguments regarding the advisability of the marketing system and marketing service for any enterprise. For the development of marketing strategy for all enterprises of the region conducting a thorough market research and their results are mainly used for sound management decisions.

After that enterprises develop marketing strategies, where elements of marketing used in the conduct of commodity, pricing and distribution policy and agreements for the marketing of produce. Preferably, these measures perform special companies and marketing organization on the basis of special agreements and for the appropriate payment. They make all required calculations and sometimes it is more profitable for enterprises to contact them, than hold their own marketing service.

We are convinced that marketing should first of all be directed for the marketing strategies development, based on the main principles of them such as: reduction strategy, a strategy of stabilization, growth strategy. We recommend investigating the following areas of business development, which will be based on marketing – Functional direction.

It is focusing on the interaction of production and sales of plant, animal products and other agricultural products, resources, technology, communications and human factors as a major in marketing activities that promote the goods from the producer to the consumer.

We propose to pay attention that without the proper approach to these issues it is not possible to solve the problems prevailing in the present conditions, and without proper study and analysis of marketing activities carried out by well organized system of marketing research of food consumer markets, information and advertising provide sales, optimization in the structure of agricultural production it is not possible to stay on the market and receive a stable income.

We believe that agricultural policy at present should be first and foremost directed to support agricultural producers, the implementation of government measures to stabilize and increase production of major products gradually, support these trends, which is possible only through the application of leading technologies and advanced concepts of agrarian science, that provide growth of productivity in the harmonic actions to ensure positive profitability of agricultural products by reducing the cost of agricultural production, which makes the importance of economic criteria in the development and implementation of marketing management techniques that will lead to systematic optimization of all components of agricultural production.

Conclusions

Practically all enterprises have no holistic concept of marketing planning and developed special methodological approaches to the process of forming marketing services in corporate structures. Furthermore, today there is a need to create a system of marketing activities of agricultural enterprises in the market of agricultural products and the use of marketing events in the work of these companies have increased.

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Summary

The article considers the scientific basis for forming the directions marketing services and proposes the creation of agricultural and marketing center in the Department of Agricultural Development Kamenets-Podolsky district administrations that have developed actionable strategies of agricultural enterprises Khmelnytsky region and ensure effectiveness of their activities in the future. Suggestions in effective enterprise development based on modern research are offered – justified strategies for a matter of choice of strategy is determined by different factors that might affect in the future.

Key words: marketing, strategy, agriculture, efficiency, production, company, rating, agricultural enterprises.

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