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MARKET SHARE ANALYSIS OF AGRICULTURAL COMBINES «CLAAS» IN THE UKRAINIAN MARKET

A company «Privat-leasing» is uchasnikom at the market of trade of sel'khoztekhniki given the row of brands of CLAAS, AMAZONE, KUHN. At the same time the commodity of delirium of CLAAS is occupied by a leading place in his trade policy, about 70% in the general volume of sales. For development of marketing policy it is important to understand on a sale the products of this brand, what competitiveness this brand has at the Ukrainian market.

The Ukrainian market of sales of sel'khoztekhniki is gap-filling the participants of representative offices of domestic so imported producer. In 2011 the volume of sales of sel'khoztekhniki made approximately 3 300 units, including the imported products occupy about 80% sales of sel'khoztekhniki in Ukraine. As combine harvesters and traktory make the basic stake of import of sel'khoztekhniki, trade marks and importers of these commodity groups it is possible to consider the «locomotives» of all market of import of sel'khoztekhniki. So for example, in 2011 to Ukraine more than 2 700 combine harvesters were imported to the amount of about \$330 million However study.

The analysis of statistical data on the import of combines to Ukraine rotined that in a value term leaders at the market there are trade marks of CLAAS (25,3% general volume of import), JOHN DEERE (17,4%) and PALES'E (15,1%). Thus among the importers of combines leaders are a company PRIVAT-LEASING (16,2% general import of combines to Ukraine) and ROSTSEL'MASH (7,4%). The importers of the American and European combines yield to these enterprises, such as a company RAYZ (6,5%), AGROTEK (5,2%) and NOVOFARM.

Thus, research rotined that the basic competitor of combines of trade mark of CLAAS are combines of JOHN DEERE. At the same time the use of marketings methods can allow to increase a market of CLAAS share from 25,3% to 30%.