

4. Marketing research of the meat market and meat products in Ukraine

For the effective implementation of management functions at all levels of management, objective, reliable, adequate information on the state and trends of market development is required. Of particular importance in the conditions of socio-economic tension, high level of dynamism and uncertainty of the external environment, information on trends in the development of food markets.

Among the problems of the development of the agrarian sector of the economy, indicated in the "Strategy for the development of the agrarian sector of the economy for the period until 2020", the lack of information of a large part of agricultural commodity producers about the market situation and the conditions of doing business in the industry is also highlighted, and in point 1 "Ensuring food security of the state" noted the need for monitoring and forecasting the market of agricultural products and food, responding to market risks, prejudice and leveling threats to food security. Considering the importance and key role of the market of meat and meat products in increasing the level of food security at the current stage, research and forecasting of this commodity market will contribute to determining the fundamental principles for ensuring the necessary volumes of production of meat and meat products and saturating the market with them in the necessary quantity, the necessary quality at the optimal price to ensure their physical and price availability for all segments of the population. The results of such studies are becoming more and more in demand, therefore the development of a systematic approach to marketing research of the market of meat and meat products is becoming more and more relevant.

Many works of domestic and foreign authors are devoted to the problems of marketing research. Among them are such researchers as: G. L. Bagiev, A. V. Voychak, Y. M. Galchynska, O. I. Babicheva, V. K. Zbarskyi, S. S. Garkavenko, E. P. Golubkov, I. S. Larina, O. P. Lucii, A. V. Ryabchyk, A. O. Starostina, G. Armstrong, G. Assel, B. Berman, J. Evans, F. Kotler, G. Churchill and others.

The study of the problems of the development of the meat market and meat products of Ukraine was reflected in the scientific works of well-known economists:

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

V. P. Borodai, O. M. Bevza, R. I. Buryak, V. I. Boyka, M. P. Vitkovsky, Y. Y. Hapusenko, V. K. Zbarsky, I. A. Ionov, M. M. Ilchuk, H. M. Kolesnikov, K. I. Karyukin, Kovalenko, V. A. Luk' Yanova, O. O. Lukyanenko, O. P. Lutsiya, B. A. Melnyka, L. V. Porubanskaya, Yu. O. Ryaboknia, P. M. Slyusara, N. V. Seperovych, A. I. Svezhentsova, T. M. Stukacha, V. I. Topikha, V. I. Fisinin, A. V. Shomina, M. F. Shklyar, O. M. Shpychak, F. O. Yaroshenko and other scientists.

The information base of the research was legislative and regulatory acts of Ukraine on the development of the meat processing industry and the market of meat and meat products, information and analytical collections of the State Statistics Service of Ukraine, normative and reference and scientific literature on the topic of research, information from the network Internet, reporting of meat processing enterprises, results of own observations and research, etc.

Undoubtedly, one of the main objects of analysis - within the framework of the economy at the moment - is the concept of the market.

The market is a concept that is probably familiar to us from everyday life. When we talk about the market, we mean the central place of this city, or the market square. Entrepreneurs who run their own businesses sometimes use the term "my market". According to economists, the market is a set of conditions that lead to the meeting of the seller and the buyer in the process of exchanging goods and services.

All problems analyzed in marketing are based on the functioning of markets. Such basic marketing issues as pricing, consumer behavior, promotion of goods (services), distribution channels, etc. are based on the concept of the market.

The market is a characteristic feature of the currently dominant economic system in the world, which is called a market economy. It consists of people who have some needs. In an ideal situation, a manufacturer brings a new product to the market if it can recognize these needs [44].

The study of the market begins with the fact that every entrepreneur applies a number of analytical studies of marketing activities for effective functioning. The main component of marketing activities is marketing research, which consists in the development of theoretical and analytical bases for the study of existing market needs

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

in the conditions of competition, analysis of the behavior of competitors and consumers, reduction of losses in the implementation of entrepreneurial activities, making reasonable management decisions for forecasting the situation in order to adequately respond to changes that directly affect the enterprise.

A large number of works by foreign and domestic authors have made a significant contribution to the development of theoretical aspects of market research. Among foreign authors, this problem was studied by: I. Ansoff, E.P. Golubkov, Peter R. Dixon, F. Kotler, T. Livit. V.K., Vojchak A.V., Garkavenko S.S., Gerasimchuk V.G., Lucii O.P., Poltorak V.A., Rogov G.K., Starostina A.O., Chumachenko M. G and others. However, marketing research of the market under modern conditions requires a more in-depth and detailed analysis taking into account all its structural elements.

Marketing research is a type of sociological research focused on studying the market situation, desires, preferences and behavior of consumers and other market players. In practice, it consists of a systematic search, collection and analysis of information in order to make the right management decisions in the field of production and sales of the company's products.

The concept of "marketing research" was considered by many foreign and domestic scientists in their works, unfortunately, today their opinions differ, which allows us to pay attention to it in more detail (Table 1.).

Market research is a systematic activity aimed at collecting, analyzing and interpreting information about market processes. Market research allows you to determine the main market mechanisms, such as demand, supply, prices, as well as consumer behavior and activities in the field of competition.

Today, market research is the basis of a successful business, the conducted analyzes help entrepreneurs make the right decisions, invest only in projects with potential, and adapt the marketing strategy to modern market requirements.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Table 1.

Definition of the term "marketing research"

Author	Concept
F. Kotler [45, p.45]	Systematic determination of the range of data required in connection with marketing the situation facing the company, their collection, analysis and report on the results
I. L. Akulych [46, p.58]	A variety of scientific research aimed at the collection, processing, reflection and analysis of factual information for problems related to marketing goods and services
A.V. Zozulyov, S.A. Solntsev [47, p. 16–17]	It is a systematic process of planning, collecting, analyzing and presenting market information, the purpose of which is to reconcile the interests of the producer and consumer
E.P. Golubkov [48, p. 86]	A function that connects the marketer with the market, consumers, competitors and all elements of the marketing environment.
A.O. Starostina [49, p. 44]	A systematic process of setting research goals, identifying volumes, collecting, analyzing objective market information and developing recommendations for making specific management decisions regarding any elements of the firm's market-product strategy and methods of their implementation to achieve final results in the firm's activities in conditions formed marketing environment.
PS Zavyalov [50, p. 68]	Systematic collection, processing and analysis of data from those aspects of the firm's marketing activities, within the framework of which certain decisions need to be made, as well as analysis of the components of the external environment that have an impact on marketing activity of the firm.
American Marketing Association (American Marketing Association) [51]	The function that connects the consumer, the client, and the public with marketing through information - information that is used to identify and define marketing opportunities and problems; creation, improvement and evaluation of marketing activities; marketing performance monitoring and improvement understanding marketing as a process.
European Society for Opinion and Marketing Research ESOMAR (European Society for the Study of Public Opinion and Marketing) [52]	The systematic collection and objective recording, classification, analysis, and presentation of data on the behavior, needs, relationships, opinions, motivations, of individuals and organizations (commercial enterprises, government agencies, etc.) in the context of their economic, social, political, and day-to-day activities. Based on the objectives of this Code, the term "marketing research" also includes the concept of "social research", since when conducting the same techniques and methods of studying phenomena and problems not directly related to the marketing of goods and services are used.

Source: compiled on the basis of data [54]

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

In addition, in the era of fighting for as many customers as possible, the use of marketing research will allow the company to function effectively and can give a significant competitive advantage [47].

Marketing research throughout its history provides society with information about the needs of producers, customers and users to evaluate, improve and improve their marketing actions. According to the Ukrainian Marketing Association (UAM), 70% of Ukrainian enterprises use their own forces for marketing research, 18% - used the services of other enterprises, and 12% of enterprises did not conduct marketing research at all [53].

The main goals of conducting marketing research can be combined into groups (Table 2.).

Table 2.

Objectives of marketing research

Group of goals	Characteristics
Search	Gathering of information for preliminary assessment of the problem and its structuring
Descriptive	Description of selected phenomena, research objects and factors affecting their condition
Causal	Testing the hypothesis about the presence of some cause-and-effect relationships
Test	Selection of promising options or assessment of the correctness of the decisions made
Predictive	Predictions of the state of the object in the future

Source: compiled on the basis of data [45]

It should be understood that the fundamental feature of marketing research, which distinguishes it from the collection and analysis of internal and external current information, is its targeted focus on solving a specific problem or set of marketing problems.

Each individual enterprise independently determines the subject and scope of marketing research based on its capabilities and need for marketing information, therefore the types of marketing research conducted by different enterprises may be different [46].

According to market objectives, market research can be divided into:

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

- research studies - aimed at understanding the essence of this problem, for example, behavior, needs or consumption;
- price research - consists in determining the flexibility of the price and the optimal price;
- test studies – used for testing, for example, new products or services;
- brand research - used to determine brand recognition and image;
- household panels – to study changes in consumption;
- survey - to assess customer satisfaction and loyalty.

Depending on the data being analyzed, we can distinguish two types of market research: primary and secondary research.

Depending on the method of data collection, market research can be: qualitative and quantitative [48].

Marketing research, depending on the scope of application, can be considered at two levels:

- at the first level, as an integral part of the management of the organization, an element of the development of the marketing strategy of the enterprise;
- at the second level, as a research tool for improving individual characteristics of the product.

In addition, it is necessary to delimit the results of marketing research at the enterprise and determine the limits of their activity, which is due to the desire of many smokehouse owners to understand what the area of responsibility of marketing research is limited to, and what is their result .

Thus, the direct result of marketing research is information for making management decisions, which causes an indirect impact on the final result of the organization's activities, and the responsibility of marketing decisions is limited only to recommendations, on the basis of which management decisions are made for their further implementation at the enterprise.

The main structural elements of marketing market research should be the study of: advertising as an element of marketing communication; business economy, taking into account changes in the economy of developed countries and Ukraine as a whole;

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

corporate responsibility as an element of social values and consumer rights; product (goods), as the main tool of competitive struggle; formation of sales taking into account market share.

In turn, each direction can be specified and, depending on the specifics of the company's activity, acquire its own specific forms

Table 3

Directions of marketing research

No s/n	Research	Elements
1	Advertising	• motivational studies; • research of advertising before its mass circulation; • research of communication channels; • studying the effectiveness of advertising; • study of competitors' advertising.
2	Business economics	• short-term forecasting; • long-term forecasting; • studying directions of business change; • study of prices; • studying the placement of factories and warehouses; • study of acquisitions; • export and international economy; • management information system; • research of current activities; • study of the activities of the company's employees.
3	Corporate responsibility	• studying the right of consumers to have the necessary information; • study of legal restrictions on product advertising and promotion; • study of social values and political research.
4.	Product (goods)	• reaction to the new product and its potential; • studying the competitiveness of the product; • testing of existing products; • packaging research: design and physical characteristics.
5.	Sales and market	• change in market potential; • market share analysis; • determination of market characteristics; • sales analysis; • establishment of sales quotas; • study of channels of goods movement; • audit control of market and warehouse testing; • creation of consumer panels; • study of sales promotion; • product promotion: premium, coupon sales, providing samples, etc.

Source: compiled on the basis of data [50]

It should be noted that, firstly, there is no single classification of marketing research areas, as a result of which different researchers use different classifications. Secondly, as a result of the use of certain information of the examined firms, different data are obtained regarding the frequency of use of the same areas of marketing research. Thirdly, the relevance of certain areas of marketing research may change over time.

Mechanisms of consumer and business markets are not unchanged. They depend on and are adjusted to a certain extent by competition mechanisms that transform the market situation, contribute to the growth or weakening of the positions of its participants.

There are four levels of competition:

1. competition of trademarks (at the level of enterprises producing similar goods);
2. sectoral competition (between enterprises of the industry that manufacture homogeneous products);
3. formal competition (all producers of the same service are considered competitors);
4. general competition (for the consumer's hryvnia).

Different types of markets are usually dominated by one or another of them. The consumer goods market is characterized by all four levels of competition, while the so-called final general competition determines the practical impossibility of development abstracted from the very complex and contradictory reality without competition.

In modern conditions, the most important problem for many enterprises is survival, victory in the competition. This factor is of crucial importance both domestically and abroad, so many companies focus their marketing services on studying the state of affairs of competitors. At the same time, the most important areas of activity of competitors are the object of close attention. These are usually: the number of competitors and their market share; the shape and appearance of competitors' products; structural and other features of competitors' products; the popularity of their products.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

In our opinion, in this case, you should also conduct a comparative analysis of your own products with competitors' products in terms of quality, profitability, price, and also clarify the following questions: whether competitors' products are related to products of other competitors or products of other enterprises;

- whether the competitors' own sales system is sufficient, or whether they use someone else's;
- what is the pricing policy of competitors;
- what types and means of advertising are used by competitors;
- how customer service is provided by competitors;
- to which countries are competitors' products exported, what is the share of exports by individual countries;
- who are used by competitors in work abroad: local agents or employees of their own company;
- what are the economic and political relations between competitor countries, between importers; etc.

The main approaches used in global practice to assess the competitive advantages and competitiveness of an enterprise are:

- a method based on the theory of effective competition;
- methods based on the theory of competitive advantages;
- approaches to assessing the competitiveness of the enterprise based on determining the competitiveness of the product;
- benchmarking method [58]. The simplest and most common way of researching competitive advantages is a combined analysis of the industry and the market using the "battlefield" product / market matrix (Table 4).

Table 4.

"Battlefield" product/market. Product market map

Product segmentation	Consumer segmentation		
	Group of consumers 1	...	Group of consumers n
Product modification 1	Trademarks	...	Trademarks
...	...	...	...
Product modification n	Trademarks	...	Trademarks

Source: formed on the basis of data [54]

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

This model gives a fairly general idea of the relationship between the consumer and the product. However, it is not the basis for a serious enough analysis of competitors' strategies, which can be explored in more detail using other models of matrix analysis. Positions of competing parties are influenced by:

- the number of sellers and the degree of their differentiation;
- barriers at the entrance and obstacles to mobility;
- barriers to exit and obstacles to reduction;
- cost structure;
- degree of vertical integration;
- degree of globalization. The evaluation of competitors' positions can be carried out according to five key success factors, which provides information for orientation:
 - 1) awareness of the buyer;
 - 2) product quality;
 - 3) availability of goods;
 - 4) technical assistance;
 - 5) sales staff.

When establishing your own position in the competitive market, it is important to have information:

1. Who is the company's competitor?
2. What are the competitors' goals. What importance is given to each goal?
3. What are the strengths and weaknesses of competitors?
4. What is the strategy of competitors?
5. How do they react to various techniques of competitive struggle?

Thus, the successful operation of the enterprise is impossible without demand forecasting. In our opinion, the main elements that are analyzed in the process of researching the demand for goods are presented in (Fig. 1).

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

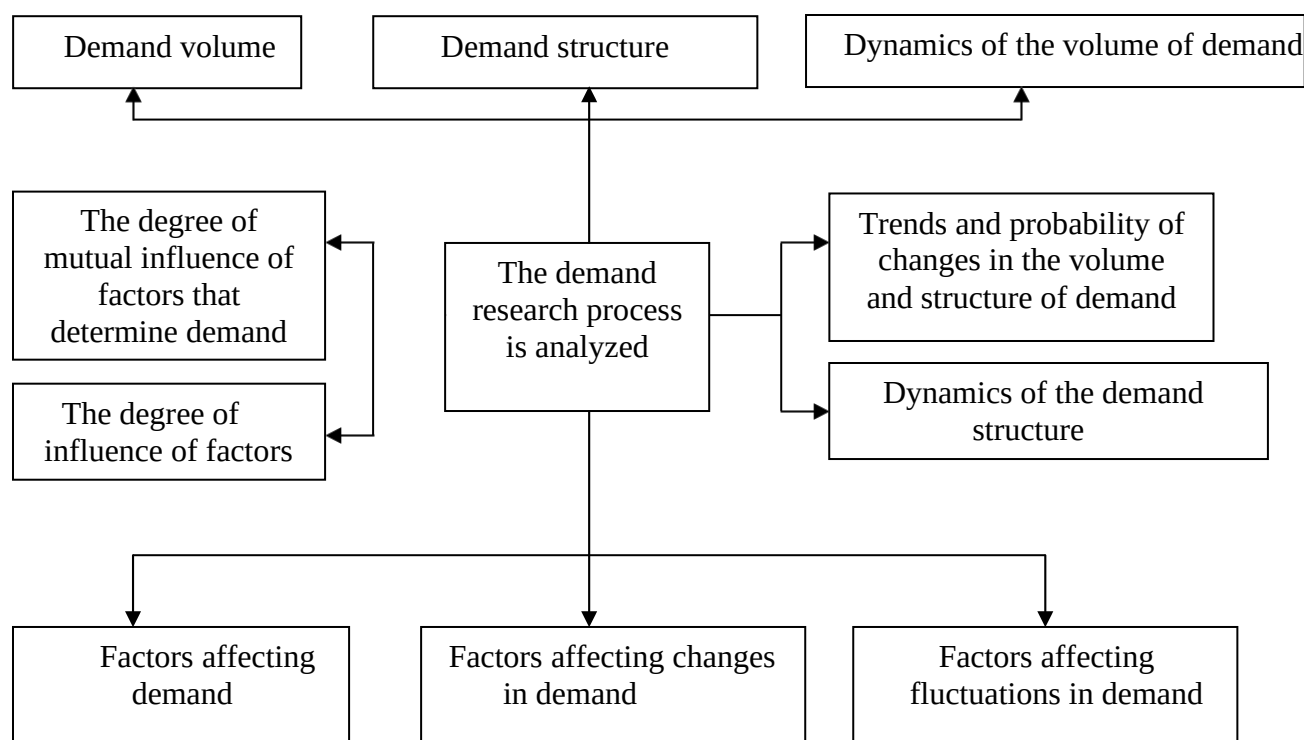


Fig. 1. The main elements analyzed in the process of researching the demand for goods.

Source: developed by the author based on data [48, 49, 50]

The quantitative definition of demand is complicated by the lack of a concept that would adequately explain the patterns of its emergence and transformation in the conditions of the formation of market relations; is limited by the weak development of the necessary methods and models for forecasting its dynamics and structure; is significantly complicated by the lack of necessary information support. Demand for products is a dual concept that connects the quantity of the product that is purchased with the price.

The study of the main trends in demand is carried out using factors of two types:

- 1) factors determining the amount of demand at each level of the economy;
- 2) factors that take into account the specifics of the development of a type of economic activity.

In the process of defining the tasks for demand forecasting, it is necessary to bear in mind that they are solved at least by identifying the main patterns and trends in the development of demand in the past, today, provided that these patterns are preserved in the future.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Therefore, it is important to correctly choose and justify the period for analyzing the process of studying demand formation. The purpose of conducting work on the study of demand for products is the development of the company's strategy on the market and its prompt adjustment in accordance with changes in the market situation.

The choice of forecasting method depends on a number of points:

- the period for which the forecast must be made (extrapolation methods are most effective in short-term forecasts);
- the ability to obtain relevant output data.

As a result of the conducted research, it can be stated that the market analysis requires a thorough study of the set of factors that allow, in the modern conditions of saturation of the market with goods, to focus production on the most significant, predominant goods from the point of view of the interests of consumers. Marketing research performs the function of reducing risks in management decisions that affect the development of companies in general and the improvement of individual product characteristics in particular.

To conduct research on the listed problems, the enterprise can use any of the existing research methods: survey method, observation method, experimental method.

Summarizing all of the above, it can be stated that conducting marketing research is necessary to ensure the stable and efficient operation of domestic enterprises of various forms of ownership and management. To solve this issue, enterprises should create marketing departments or delegate these functions to marketing outsourcing companies that will be able to ensure the organization and implementation of marketing activities of domestic enterprises at a highly professional level.

The current stage of agribusiness development in Ukraine is in a state of transformation, which is characterized by an effort to reduce the lag in the pace of market transformation compared to other sectors of the economy. To improve and accelerate the development of agricultural enterprises, it is very important to choose an effective system of marketing research, which serves as a basis for the development of the marketing basis of agricultural business. It should be noted that the agricultural marketing system has its differences compared to other types of marketing, which are

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

related to the specifics of agricultural production and, of course, affect the specifics of marketing research in the agricultural market.

1. Agriculture is a sector with perfect competition, which is almost never found in other sectors of the economy. Market participants with perfect competition can increase their profits only by reducing costs. Such a situation prompts producers of agricultural products to look for resources to reduce costs (application of advanced production technologies, use of new equipment, improvement of labor qualifications of their workers, application of marketing principles at all stages of the life cycle of goods), that is, to search for innovative solutions to increase farm profits.

2. Underdevelopment of the Ukrainian market of land and resources, as well as insufficient and uneven development of market information. The underdevelopment of the information infrastructure in the countryside prevents producers of agricultural products from receiving reliable, clear and up-to-date information on the level of demand, market saturation, prices, competitors' offers and other data in a timely manner.

3. Natural and economic processes in agribusiness are integrated and create new conditions for production, as well as for the organization of marketing. As you know, Ukraine is located in several natural and climatic zones and has different types of soil. Thus, the presence of a variety of soils and natural-climatic zones determine the development of cooperation and specialization in crop production, because different soils provide different opportunities for technological operations during crop cultivation.

Agricultural marketing services deal with basic necessities with a short shelf life, which have a consumer, aesthetic and moral purpose. Therefore, the task of ensuring timely and careful harvesting, high-quality packaging and timely transportation of products is very important for the plant growing industry.

4. Agriculture is characterized by the seasonality of production, obtaining products, as well as discrepancies in the working period with the production period. This determines the specificity of marketing research of the sales market and product promotion.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

5. The agribusiness marketing system, which includes production, processing and delivery of the product to the final consumer, has a feature of unevenness, inequality and different levels of marketing activities. In order to prevent such a situation in farms producing products, an established marketing system and effective use of all its tools are required.

Therefore, the functioning of agrarian marketing due to the peculiarities of agrarian production and sale of agricultural products is characterized by a variety of specific marketing schemes. However, at the same time, there are its main principles, on the basis of which these schemes are developed and the process of marketing research is carried out: the study of the state of consumer demand in dynamics, taking into account the expected development trends, the use of data on demand during the development, adoption and implementation of economic decisions;

the maximum orientation of production to market requirements in order to increase the efficiency of the enterprise; at the same time, the company's profit acts as a generalizing indicator of the results of its activity;

impact on the consumer market, as well as demand for products and their formation in the necessary enterprise directly by using such means as, in particular, advertising, sales promotion, propaganda [44, p. 22]. Therefore, the main goal of marketing research in the agricultural market is to orient the enterprises of the agricultural sector to work in the conditions that actually exist, to reduce the uncertainty that arises during management decision-making. The results of marketing research provide feedback from the agricultural company to the market and consumers and are one of the key means of fighting for the market [45, p. 18]. Based on the defined goal, several tasks facing marketing research in the market of agro-food products can be summarized. In order to attract your target customers, you need to know who they are and what their general characteristics are. Are they companies or individuals? Are they in a certain demographic group in terms of age, geographic location, and income level? Do they buy the products of this company?

1) It is necessary to analyze your place in the general situation on the market: are there enough resources to implement the plans, which situation on the market can

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

facilitate their implementation, and which will harm them? Therefore, it is important to conduct a SWOT analysis, that is, to determine your internal strengths and weaknesses, external opportunities and threats.

2) Analysis of competitors: how many producers in the area (region) grow the same products? What quality? At what price and where is it sold? It must be ensured that the target market is large enough to support the planned commercial objectives. It is necessary not to assume who the target market is, but to clearly define its quantitative composition by conducting research. You should contact trade organizations, review market data, use demographic information from the census and other possible sources [44, p. 123].

At the same time, there are certain problems of conducting marketing research in the activities of enterprises of the agrarian sector.

First of all, it should be noted that the qualification level of personnel in this area is not high enough. We are talking about both interviewers and specialists working in analytical projects. Agricultural companies need people who combine two functions, which are quite rare for one person. The first function is effective management, in particular the ability to work with the client; the second is analytical abilities, that is, the ability to work with data, calmness, vision of trends. Although it should be noted that today the research market of Ukraine is already more or less structured by the level of quality (the quality is not the quality of information gathering, but by the level of processing and, accordingly, by prices).

Secondly, the problem of lack of understanding by the management of agrarian companies and enterprises of the role of marketing research, mistrust of researchers remains unresolved. Most people who make decisions about conducting research see the main obstacles in the development of the research industry in internal organizational factors.

Third, there is a global budgetary problem in the industry. Often clients are not willing to pay for research. Especially not ready to pay for analytics during research. Most customers conduct marketing research for the famous PR, not understanding the importance of conducting research.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Fourthly, the problem of savings by domestic agricultural producers on marketing, and especially on research, remains quite significant. Ukrainian budgets are much more modest, there is a low demand for marketing research, because manufacturers rely on their own strength, almost without focusing on the consumer.

However, in connection with the increase in the level of complexity of market and competitive conditions, many agricultural enterprises are thinking about improving the conduct of their business, and a significant part of the changes concerns marketing aspects, namely the creation of a flexible system of pricing and competitive response, turning to strategic planning, forming security the company's brand system, increasing consumer loyalty [46].

The specific result of marketing research is development, which is used during the selection and implementation of the strategy and tactics of the agricultural enterprise. Marketing research of the agricultural market should also be conducted to obtain data on market conditions to determine the activities of the agricultural enterprise. The objects are trends and processes of agricultural market development, including analysis of changes in economic, scientific and technical, demographic, environmental, legislative and other factors. At the same time, the structure and geography of the agricultural market, its capacity, sales dynamics, market barriers, economic conditions, opportunities and risks are also studied.

There are at least 120 thematic areas of marketing research in various market sectors. For a clear orientation of business structures, it is advisable to differentiate all of them by groups (Table 5.).

Table 5

Classification of marketing research by topic and goals

Object	Subject	Purpose
Markets and individual segments	Study of potential, market structure, business environment, development trends	Assessment of market capacity and target segments
Macro environment	Study of factors of external influence that are of greatest importance	Identification of opportunities and threats of the external environment
Microenvironment	Study of internal factors and the immediate market environment	Identification of strengths and weaknesses

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Continuation of table 5

Competitors	Study of the parameters of competitor products, competitive statuses, competitive actions	Providing the enterprise with competitive advantages
Consumers	Study of purchasing behavior, motivation and preferences, study of reaction to various marketing incentives	Creation of a clear portrait of the consumer, formation of an adequate marketing complex
Goods	Study of needs, quality parameters of the product	Increasing product competitiveness
Prices	Study of price elasticity of demand, cost structure, price dynamics	Formation of the optimal price policy
Marketing	Study of the effectiveness of various sales channels, conditions of activity of intermediaries	Building an effective sales network, increasing sales volumes
Promotion	Study of brand perception, advertising, sales promotion methods	Increasing the degree of awareness and degree of loyalty to the enterprise and products

Source: created by the author based on data [48]

When considering marketing research in the management system of an agricultural enterprise, its organization and implementation should be approached as a technology that requires appropriate resources, coordination of the stages of instrumental support, theoretical support, practical experience, etc. In the most general form, the research process can be divided into stages (Fig. 1), which must be carried out by enterprises of the agrarian sector in a clear sequence, the technology of conducting marketing research, the number of employees involved, the amount of financial investments in the research process and other important indicators must also be analyzed in advance. which are dominant for marketing research in the agricultural market [47, p. 18–21].

At the same time, the main tasks of marketing services should be the management of the production and sales activities of an agricultural enterprise, which ensures the identification of consumer needs; production of products that meet these needs; providing services for the promotion of goods to consumers and obtaining the maximum profit on this basis.

In the practice of marketing services, it is necessary to apply SWOT analysis, analyze the strengths and weaknesses of the product, evaluate the external opportunities and threats of the enterprise taking into account the specifics of the industry. To ensure strategic planning of marketing activities in agricultural

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

enterprises, a system of factual information support should be introduced. It is expedient to create a single information field through marketing research centers based on computer networks. A necessary condition for the high performance of such a system is the functional connection between the constituent elements of the agricultural market [48, p. 63].

In Ukraine, there is still a natural obstacle to online research, because among the adult population of the country, only 50% use the Internet. But, according to experts, in the coming years the situation will change in favor of Internet research, they will gain popularity in Ukraine.

Interesting in this direction is the development of the project of technical assistance for the management of modern agriculture, namely, the practical implementation of precision farming technology - the unique operating system "Argo", which makes it possible to minimize the influence of external factors in agriculture. This system allows you to manage agribusiness online, track all changes (from weather to fuel consumption).

IT and telecom innovations in agriculture bring it to a new level, which will make it possible to make agriculture not a risky business, but more manageable for finding partners, using financial instruments, and hedging risks [49, p. 70–71].

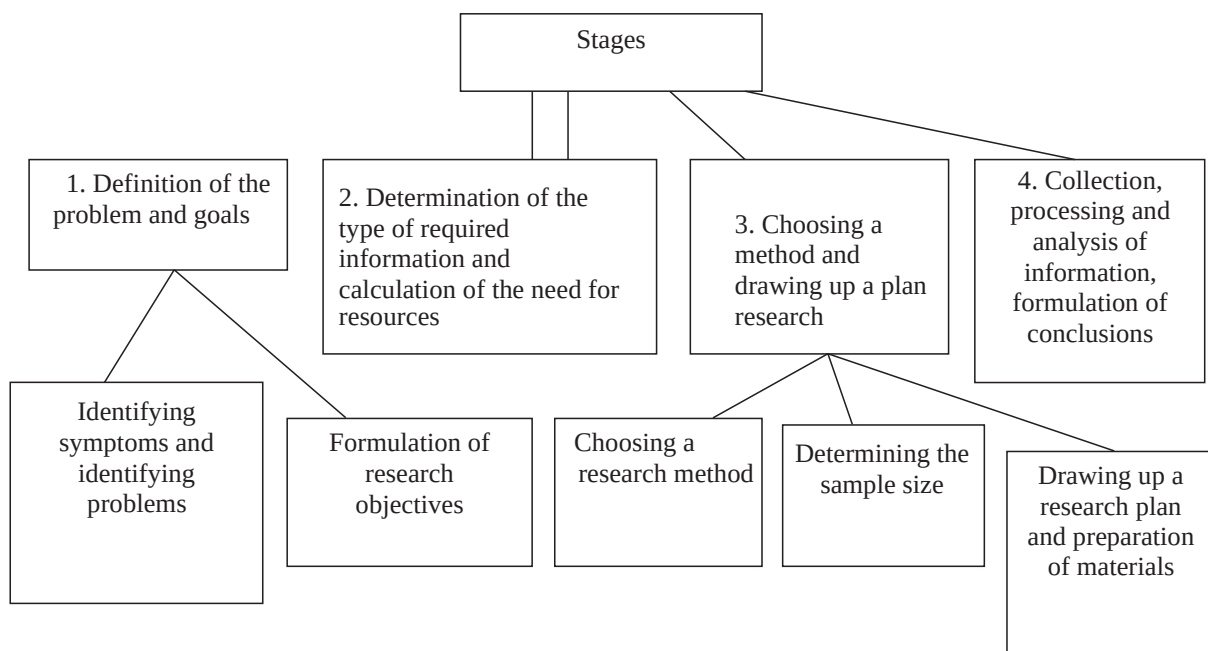


Fig. 2. Stages of the marketing research process

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Therefore, for more effective planning of programs for the development of enterprises in the agrarian sector, one should consolidate their efforts to form a civilized information space, which is the basis for conducting quality marketing research. Thus, an often effective way of obtaining reliable information is the voluntary exchange by agricultural companies of current and regular data on the production and sale of agro-food products.

Also, in agribusiness, testing of finished products is gaining more and more popularity, i.e. demonstration of finished product samples or communication messages to employees of the target audience. Testing works well in cases of testing a new complex product, such as agricultural machinery.

It should be noted that research methods based on the active study of the behavior of target markets through "live" communication with their subjects are considered quite effective. This method makes it possible to more accurately understand options for consumer behavior at the time of selection and purchase.

At the same time, the method of marketing research is gaining popularity - the method of "mystery consumer" - an anonymous imitation by a researcher of a consumer or other client in order to obtain information about the behavior of his target market or competitors. This method is appropriate, for example, when checking the quality of sales staff, dealers of an agricultural company, especially if a certain incentive is guaranteed for quality work, or when obtaining valuable information about the client (a call or visit to a competitor in order to obtain maximum data, advertising brochures, prices, etc.).

Thus, marketing should provide influence on objective and subjective factors of efficiency improvement through operational restructuring of production of agricultural products, their sales and service in accordance with changes in consumer requirements, as well as creating a good reputation for the producer and his products on the market.

The agricultural marketing system has its differences compared to other types of marketing, which are related to the specifics of agricultural production and, of course, affect the specifics of marketing research in the agricultural market.

The functions of agricultural marketing include comprehensive market research,

product range planning, price policy, advertising, promotion, sales management and after-sales service.

Therefore, it is marketing information in the activity of an agricultural enterprise that is of great importance, since any marketing activity is based on the study of a specific situation that has developed on the market.

Therefore, the main directions of marketing research in the agricultural sector are the study of the agricultural market, its capacity, conjunctural or prognostic studies of the sale of agricultural products, the study of the practices of competitors, and the study of the reaction of consumers to the introduction of a new product.

Therefore, it is very important to properly organize the selection, development and implementation of marketing research projects in the agricultural sector, as such research is an indispensable tool for substantiating and making timely, effective management decisions in conditions of uncertainty in the market environment. Thus, the results of marketing research can be used by the governing bodies of the agrarian sector of the economy, various management structures as a basis for the development of plans, strategies, comprehensive target development programs, legislative and regulatory acts at the regional level regarding the formation and consideration of the factors of the marketing environment, as well as by investors for characteristics of capital attraction conditions.

Research of the market of meat and meat products of Ukraine and the competitiveness of meat processing enterprises

Over the past five years, there has been significant heterogeneity in the production efficiency of certain types of products in the meat industry. Thus, from 2013 to 2015, there was a decline in production volumes. Since 2016, there has been a relative increase in indicators for most nomenclature positions. The only item in which there is a constant increase in production volumes is meat semi-finished products, which is due to a relatively low price and a steadily growing demand for this type of meat products.

A balanced human diet depends on the level of meat consumption. The problem of fully providing the population with this product is extremely urgent, primarily

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

because meat is the main source of proteins, fats, etc. At the same time, the body's need for each of these components has certain norms and cannot be interchanged. According to scientifically based standards, the daily consumption of protein by an adult is 85 g, and animal fats - 70 g [53].

In the USA, the consumption of protein of animal origin per day per person is 71.7 grams, in France - 63, in Canada - 61.8, in Great Britain - 60.4. In Ukraine, according to our calculations, the consumption of animal protein ranges from 39 grams, including meat protein - 14.2, milk - 22 grams; eggs - 2.7 [53].

Resolution No. 656 of the Cabinet of Ministers of Ukraine dated April 14, 2000 approved the minimum nutritional standards for children and adults. According to the resolution, data on the norms of consumption of meat and meat products are given in table 6

Table 6

Consumption norms of meat and meat products (kg/year)

Meat and meat products	Children age, years		Adults	
	to 6	from 6 to 8	able to work	unable to work
Beef, lamb	11,7	18,3	16,0	12,9
Pork	5,8	9,2	8,0	9,5
Bird, krill	5,8	9,2	14,0	5,0
Offal	5,9	9,1	4,0	2,0
Sausage products	5,3	8,4	9,0	6,6
Salo	1,0	1,5	2,0	2,0

The volume of consumption of meat products by the population depends, first of all, on the demand for products, which we consider from two sides: the first is the provision of physiological needs of a person, the second is the purchasing power of the population. It is the duty of every state to create conditions for ensuring the physiological needs of humans in food products. In 1990, Ukrainians consumed 68.2 kg of meat per person. However, at that time there was a shortage of meat, sausages and other meat products in the trade network. So, from the point of view of meeting

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

the needs of the population, there is a real need to increase meat production and expand the range of meat processing products. The focus on the consumption of the meat group of products in the leading countries of the world, which consume more than 100 kg of this type of product, indicates that 80-100 kg of meat consumption and production is a basic, necessary norm.

With regard to the purchasing power of citizens, our country has a rather difficult economic situation, which arose due to a certain destabilization of the national economy, a decrease in the level of production, inflation, which in turn formed a decrease in the level of solvency of citizens of Ukraine, thereby reducing the level of the volume of manufactured goods products of the agro-industrial complex, namely the meat group.

In the course of 2013–2017, the meat products industry in Ukraine was significantly activated due to an increase in solvent demand in conditions of insufficient market saturation. Yes, during 2015–2016 pp. the volume of meat consumption in Ukraine had a clear upward trend. In 2017, there was a decrease in the consumption of meat products (Table 2.2), which is associated with crisis phenomena in the economy of Ukraine: a slowdown in the growth of real wages, an increase in the number of unemployed and wage arrears.

However, the main two factors - an increase in state subsidies for raw materials delivered to processing enterprises and a large harvest of fodder crops - give reason to hope for an improvement in the situation.

Table 7

Annual average food consumption per person

Name / year	2000	2005	2010	2014	2015	2016	2017	2018
Meat and meat products, kg	32,8	39,1	52,0	56,1	54,1	50,9	51,4	51,7
Milk and milk products, kg	199,1	225,6	206,4	220,9	222,8	209,9	209,5	200,0
Eggs, pc.	166	238	290	309	310	280	267	273
Fish and fish products, kg	8,4	14,4	14,5	14,6	11,1	8,6	9,6	10,8

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

As can be seen from the data in Table 7, meat consumption was mainly provided by domestic production. In the structure of meat production, the tendency to increase the industrial production of poultry meat continued. Such trends are supported by the technical re-equipment of the enterprises of this livestock sector, the increase of their productivity indicators, the improvement of veterinary support and product quality control, as well as state support for the production of chicken meat. Economists point out that the situation in the meat market is constantly deteriorating, which can significantly slow down the development of the industry and lead to a sharp reduction in production with all the negative economic and social consequences.

Analysis of the financial results of meat processing enterprises in 2014–2018 shows that the profitability of the production of most types of meat remained negative. Moreover, in 2018, the production of beef and pork became unprofitable, compared to 2017.

In recent years, there has been a significant change in the structure of the Ukrainian meat market, which consists in a decrease in the share of beef and a corresponding increase in the share of poultry meat in the market. According to the State Statistics Service of Ukraine, the volume of production of poultry meat of all types in 2000-2018 was constantly growing. In 2000, all categories of farms produced 193.2 thousand tons of poultry meat (in slaughter weight) against 1258.9 thousand tons in 2018. In 2018, the structure of production of all types of meat was dominated by poultry meat (54%, 1258.9 thousand tons), the share of beef and veal was 16% (358.9 thousand tons), and pork - 30% (702.6 thousand tons). In 2000, the structure of meat production was completely different, the production of beef and veal prevailed - 46%, the share of pork was 42%, and chicken - 12%. Among the most popular types of meat are red meat (beef), white meat (mainly chicken and some other types of poultry, pork). One Ukrainian consumes less than 52 kg of meat of all kinds per year, which is much less than in the EU countries (over 86 kg per 1 person) and the USA (over 100 kg per 1 person). In the structure of meat consumption by species in Ukraine, poultry meat prevails - 24.3 kg per person in 2018. If in the pork market it is possible to talk about a restraining factor of development for domestic production in the form of cheaper

(and, as it turned out, contrary to popular opinion, quite acceptable in terms of quality) meat, the same cannot be said about cattle breeding [45]. At the same time, it is worth noting that "the dynamics of prices for poultry meat during the analyzed period, although it was increasing, however, the growth rates were much lower, and the cost of meat remains the lowest".

Such price trends led to the fact that the demand for poultry meat began to grow faster than other types of meat, which was a consequence of changes in the structure of its production. In addition to the above-mentioned factors, the growth of poultry meat production is also positively influenced by the short operating cycle in this type of animal husbandry and its relatively high profitability [45].

One of the main problems of assessing the competitiveness of enterprises is that the factors have a sufficiently diverse economic origin and are subject to changes in various volumes. This is the reason for bringing the total number of factors of competitiveness to a general, indivisible form. In our bachelor thesis, we considered a method based on the theory of effective competition. It is chosen as one of the most effective methods for assessing the competitiveness of meat industry enterprises.

The basis of the method is the assessment of 4 groups of indicators or criteria of the company's competitiveness:

1. Data characterizing production efficiency.
2. Data related to the financial condition of the enterprise: independence, the ability of the enterprise to pay debts, the prospect of stable development in the future.
3. Data showing the effectiveness of sales management and product promotion on the market with the help of advertising and incentives.

The indicators that are necessary to assess the competitiveness of the enterprise are given in table 8. When calculating the overall coefficient, we propose to change the weighting of the coefficient of sales efficiency, since it is important for the enterprises of the meat industry to sell their products on time due to their limited shelf life. Based on this, we propose to change the value of 0.23 to the value of 0.35, accordingly reducing the value of the coefficient of competitiveness from 0.33 to 0.25 and the coefficient of the efficiency of production activity and the financial state of the

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

enterprise to 0.13 and 0.27, respectively.

Table 8

Competitiveness indicators of the meat industry enterprise

Indicators and criteria of competitiveness	The role of the indicator in the assessment	Calculation of the indicator
1	2	3
1. Indicators characterizing the efficiency of the production activity of the enterprise (EB)		
1.1. Costs per unit of production (B)	Reflects the efficiency of production costs	$B = \text{Full cost} / \text{Production volume}$
1.2. Fund return (F)	The efficiency of the use of the main production assets	$F = \text{Volume of production} /$
1.3. Product profitability (RP)	Product profitability	The average annual cost of the main production assets
1.4. Labor productivity (LP)	The level of organization of production and the use of labor force	$PP = \text{Volume of production} /$ The average number of employees
2. Indicators characterizing the financial position of the enterprise (FP)		
2.1. Coefficient of autonomy (CA)	Independence of the enterprise from external sources of financing	$KA = \text{Company's own funds} / \text{Total amount of funding sources}$
2.2. Solvency ratio (SP)	The ability of the enterprise to fulfill its financial obligations obligation	$KP = \text{Equity} / \text{Total Liabilities}$
2.3. Absolute liquidity ratio (CL)	Shows the quantitative composition of funds that are sources coverage of current liabilities	$KL = \text{Cash} / \text{Current liabilities}$
2.4. Working capital turnover ratio (CU)	It is equal to the period of time during which working capital passes through all stages production and rotation	$CO = \text{Sales revenue} / \text{Average annual balance of working capital}$
3. Indicators characterizing the effectiveness of the sales organization (ES)		
3.1. Profitability of sales (RP)	The degree of profitability of the enterprise	$RP = \text{Profit from product sales} / \text{Sales volume} * 100\%$
3.2. The coefficient of overcooking is ready products (short circuit)	An increase in the indicator indicates a drop in demand	$KZ = \text{Volume of unsold products} / \text{volume of sales}$
3.3. Coefficient download (KB)	Service efficiency sales	$KV = \text{Volume of production} / \text{Production capacity}$
3.4. Coefficient effectiveness of advertising and incentives (CR)	Shows the effectiveness of advertising and sales promotion tools	$KR = \text{Advertising expenses} / \text{increase in profit from sales}$

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Continuation of table 8

4. Product competitiveness (CT)		
4.1. Product quality (YAT)	The product's ability to satisfy needs in accordance with its purpose	A comprehensive method of assessing the competitiveness of products
4.2. Product price (CT)	The product's ability to satisfy needs according to its	The price of the product

So, the formula will look like this:

$$KKP = 0.13EV + 0.27FP + 0.35EZ + 0.25KT, (2.1)$$

where, KKP is the coefficient of competitiveness of the enterprise;

EB - the value of indicators of the efficiency of the enterprise's production activity;

FP - the value of indicators of the financial state of the enterprise;

EZ - the value of the performance indicators of the sales organization;

KT is the value of the product competitiveness indicator.

All the indicated indicators are calculated in the following way:

$$EV = 0.31V + 0.19F + 0.4RP + 0.1PP, (2.2)$$

where, B – costs per unit of production;

F - fund return;

RP - product profitability;

PP - labor productivity.

$$FP = 0.29KA + 0.2KP + 0.36KL + 0.15KO, (2.3)$$

where, KA is the coefficient of autonomy;

KP - solvency ratio;

KL – coefficient of absolute liquidity;

KO - turnover ratio of working capital.

$$EZ = 0.37RP + 0.29KZ + 0.21KV + 0.13KR, (2.4)$$

where, RP – product profitability;

KZ - coefficient of oversaturation of products;

KV is the load factor of production capacities;

KR is the coefficient of effectiveness of advertising activities.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

In our work, we conducted a study of the 10 largest enterprises of Ukraine - producers of meat products: LLC "Globynsky meat processing plant", PE FIRM "HARMASH", PJSC "Odesa meat processing plant", LLC "Tulchynmyaso", PJSC "Nizhinsky m meat processing plant, LLC "Alan", JV LLC "VEKKA", TDV "Meat processing plant "Yatran", LLC "Pivdenyukragro-96", PE "Segros". We will analyze the level of competitiveness of these enterprises using the method based on the theory of effective competition (generalized), on the basis of statistical and financial reporting data, and determine the leading enterprise, which we will take as a basis for comparison. The results of determining the competitiveness coefficient of these enterprises are presented in tables 9 and 10

Table 9

Determination of single indicators of competitiveness of meat processing
enterprises for 2018

№ ЗП	ЕВ				ФП			
	В	Ф	РП	ПП	КА	КП	КЛ	КО
1	0,6321	5,7480	1,3125	4,73	0,253	0,3333	0,1712	5,2724
2	0,8219	2,4739	1,0258	3,13	0,548	1,2123	0,0008	3,789
3	0,7345	5,344	1,1456	1,3205	0,5110	0,1452	0,01	9,5893
4	0,6525	0,2685	1,2853	3,452	0,9621	2,345	0,001	3,3785
5	0,852	1,385	1,0254	7,4658	0,5325	2,1320	0,001	3,2559
6	0,667	7,1621	1,2552	3,5889	0,6721	2,0320	0,1774	11,7958
7	0,8796	3,127	1,1854	3,596	0,5210	1,3565	0,0012	9,2635
8	0,9521	5,148	1,6335	2,228	0,4720	2,0455	0,01	5,2445
9	0,7352	0,7589	1,2558	4,642	0,5631	1,5869	0,001	2,3789
10	0,6223	2,5663	1,5447	5,0168	0,4558	2,0365	0,001	3,4225
№ ЗП	ЕЗ				КТ			
	РП	КЗ	КВ	КР	ЯТ	ЦТ		
1	0,8385	0,01	4,7825	3,7601	1,0	1,0		
2	0,8431	0,01	1,5382	1,0103	1,0	1,0		
3	0,8325	0,01	5,3965	0,0621	1,0	1,0		
4	0,8352	0,0	0,2631	9,2721	1,0	1,0		
5	0,8252	0,01	1,4558	0,0882	1,0	1,0		
6	0,8225	0,01	7,811	1,4662	1,0	1,0		
7	0,8223	0,1	2,4556	0,8665	1,0	1,0		
8	0,8645	0,1	3,8779	1,2558	1,0	1,0		
9	0,8995	0,0	2,4554	1,5669	1,0	1,0		
10	0,8325	0,0	2,3669	4,2558	1,0	1,0		

Source: author's own calculations

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Table 10

Calculation of competitiveness coefficients of meat processing enterprises for 2019

Name of Company	EB	ΦΠ	E3	KT	KKΠ
1. LLC "Globinsky meat processing plant"	2,286071	0,992522	1,806283	2	1,697369
2. "GARMASH" LLC	1,44815	0,970018	0,769208	2	1,219387
3. PJSC "Odesa Meat Processing Plant"	1,833345	1,619225	1,452263	2	1,683818
4. LLC "Tulchinmyaso"	1,11261	1,255144	1,569648	2	1,532905
5. PJSC "Nizhinsky meat processing plant"	1,68401	1,06957	0,625408	2	1,226598
6. LLC "Alan"	2,428539	2,434543	2,138141	2	2,221386
7. JV LLC "VEKKA"	1,700566	1,812347	0,961572	2	1,546957
8. TDV "Meat processing plant "Yatran"	2,149471	1,336255	1,326478	2	1,604487
9. Pivdenyukragro-96 LLC	1,338623	0,837874	1,052146	2	1,268498
10. PE "Segros"	1,80007	1,053217	1,358328	2	1,493792

Source: author's own calculations

We compare the obtained results with the base enterprise. Let's take the company with the highest competitiveness ratio as the base company - "Alan" LLC. We will perform the comparison in table 11

Table 11

Comparison of the obtained indicators of competitiveness of meat processing enterprises with the base enterprise

Basic enterprise Name of company	LLC "Alan" KKP = 2.2214		
	CCP	Departure abs.	Departure relative %
1. LLC "Globinsky meat processing plant"	1,6973	-0,5241	-23,59
2. "GARMASH" LLC	1,2194	-1,002	-45,11
3. PJSC "Odesa Meat Processing Plant"	1,6838	-0,5376	-24,20
4. LLC "Tulchinmyaso"	1,5329	-0,6885	-30,99
5. PJSC "Nizhinsky meat processing plant"	1,2266	-0,9948	-44,78
6. JV LLC "VEKKA"	1,5469	-0,6745	-30,36
7. TDV "Meat processing plant "Yatran"	1,6045	-0,6169	-27,77
8. Pivdenyukragro-96 LLC	1,2685	-0,9529	-42,89
9. PE "Segros"	1,4938	-0,7276	-32,75

Source: author's own calculations

Proposals for improving the marketing activities of the meat processing enterprise.

PE FIRM "GARMASH" pays considerable attention to the analysis of its strong

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

and weak positions in order to objectively assess its own resources in the competition, it is necessary to carry out a set of marketing measures that will enable production to strengthen and raise its competitiveness to a higher degree in order to create a successful result.

To compare the company's prospects in market conditions, we suggest using the SWOT matrix, which is presented in the form of a table. Accordingly, on the left side, we distinguish two categories (advantages and shortcomings), in this part we include all the strengths and weaknesses of the enterprise, which were identified at the first stage of the analysis (in the second section of the bachelor thesis). In the upper part of the matrix, we also highlight two parts, to which all the opportunities and threats we identified are added. Where divisions intersect, 4 fields are formed: "SIM" (power and opportunities); "PPE" (power and threats); "SLM" (weakness and opportunity); "SLZ" (weakness and threats). On any of them, we can see all admissible pair combinations and can single out those that should be taken into account for planning the activities and behavior of the enterprise. In relation to the pair that was selected in the "SIM" field, you need to develop a strategy, while using the company's strengths in order to get a result from the opportunity that has appeared from the outside. Accordingly, a program is applied to the pair assigned to the "SLM" field, which is developed taking into account those potential opportunities that have arisen, with the aim of adaptation, and in the future, to overcome the shortcomings that have been identified in production. If the pair is found in the "PPE" field, the strategy may involve the use of one's own production forces in order to solve problematic issues. And finally, for the pair located in the "SLZ" field, the company must build such a strategy that will enable it to overcome its weaknesses, as well as try to prevent the emergence of a threat that looms over it.

In order to be able to successfully apply the SWOT methodology, it is important to be able not only to identify threats and opportunities, but also to try to evaluate them from the point of view of how important it is for the company to consider the identified threats and opportunities when planning the direction of the company's behavior.

With the help of the data in the table we can establish connections between

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

strengths and weaknesses, threats and opportunities, which are revealed in the activity of PE FIRM "GARMASH".

If the couple is in field number two, then the development perspective should involve using the company's strengths to avoid threats. For a couple located in field number three, the planning of activities should be built in such a way that due to new opportunities it is possible to overcome the weak sides of the activity. For couples in field number four, the company should develop such a strategy that would allow to get rid of weaknesses and threats in the activity.

In the process of forming a program of actions, it is necessary to foresee situations in which advantages and weaknesses change places and are positioned as opposites.

For example, an opportunity that has not been used can become a threat if a competitor uses it. Or, on the contrary, a successfully eliminated threat can reveal additional opportunities for the company if competitors are unable to eliminate it.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Table 12

Matrix of SWOT analysis of the activities of PE FIRM "GARMASH"

	Opportunities: 1. Adoption of the Tax Code of Ukraine. 2. Reduction of energy prices. 3. Opportunities to enter new sales markets.	Threats: 1. The increase in the level of inflation, the increase in prices and the decrease in the demand of the population, which will narrow the potential range of consumers of flour products. 2. Revaluation of the national monetary unit, which will make imported goods more competitive compared to similar products of PE FIRM "GARMASH" 3. Reuction of customs barriers for imported products. 4. Growth of contraband deliveries of products to the domestic market of Ukraine.
Strengths: The geographical location of the production facilities and the proximity to the city of Odesa - the largest consumer market, including meat products. High qualification of PE FIRMA management "GARMASH" Relatively low labor costs compared to the main non-resident competitors. Implementation of investment programs aimed at increasing raw material production capacity.	Field of strengths and opportunities (1) In this situation, the company needs to strengthen its position in the market by increasing its share, diversifying products, bringing new products to the market in order to ensure reserve production capacity. A favorable financial situation makes it possible to allocate additional funds for research and development, increase the financial portfolio, and absorb small and large competitors. Certification is required. It is necessary to improve managerial qualifications staff	Field of strengths and threats (2) Due to the expansion of sales markets and the introduction of new types of products, backup capabilities can be provided. Provide linkages with more agricultural producers supplying grain in the event of low crop yields due to adverse weather conditions. Strengthening of customs control over the growth of contraband deliveries of products to the domestic market of Ukraine. Development of marketing communications.
Weak sides: 1. 1. Dependence on imported supplies of some raw components (for example, additives). 2. 2. Decrease in production capacity due to rising raw material prices. 3. 3. Negative environmental situation affecting the quality of products 4. 4. The advantage of competitors in the range and quality of products	Field of weaknesses and opportunities (3) In this case, the enterprise needs to: improve the qualifications of the staff on advanced training and higher education courses; preparation of products for certification; develop ties with domestic producers of raw materials. A favorable factor is the growth of per capita consumption. Reduction of customs barriers in the countries to which they are supplied goods of PP FIRM "GARMASH"	Field of weaknesses and threats (4) In this situation, it is necessary to gradually curtail activities or repurpose them, reinvest funds in other areas. The enterprise can remain on the market only in case of merger with another firm. Formation of the optimal range of products. Carrying out BCG analysis.

Source: generated by the author

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Having built the matrix, we can offer some points of the product policy of the "GARMASH" PE FIRM. As you can see, smoked meats are in the "Stars" field. This means that the product occupies a significant share of the market, which must be maintained and multiplied. It is well known that competitiveness is a movement in the direction of innovation. Therefore, in order to stay within this movement, all enterprises need to develop, and PE FIRM "GARMASH" is no exception in this case. That is why we proposed the main measures that will help improve the state of the enterprise's marketing activities and provide the enterprise with a more stable position on the market of meat and meat products.

In the near future, new types of products must be developed and introduced to the market, since the external market environment is dynamic and constantly changing, as mentioned above. If the enterprise will delay the introduction of new types of products to the market, it is possible that its competitors will use the opportunity and satisfy the needs of consumers faster. That is why for PE FIRM "HARMASH", as for any enterprise, the question of developing a flexibility system is very relevant - a system with the help of which the enterprise can quickly and as efficiently as possible connect to positive and negative trends in the external environment. In particular, these can be: a radical update of the assortment, the introduction of innovative technological lines, the expansion of the nomenclature, the development of new areas in production, the transition to a new legal status of production, the renewal of ways and forms of product sales, the conquest of new market segments and the merger of production facilities.

Ensuring stable positions of the enterprise and on the bank should proceed according to the scheme presented below [58]. This scheme determines that profit is used to satisfy production goals. And, as a result, the company's competitive position on the market is improved with the support of the introduction of innovative technologies, the purchase of new machines, the search for new sales channels, etc. [58]. The analysis of publications shows that most of the methods of summarizing the collected information and analysis of the industry are modifications of the application of M. Porter's matrix of five forces. The matrix of five forces allows you to assess the

situation in the industry, to form an idea of the prospects of the competitive struggle, as well as to highlight the main competitors that represent the greatest threat to the enterprise. But it is a tool for processing general information about competition in the industry.

For a more detailed study of the competitive position of each enterprise, it is necessary to segment (distribute) competitors and identify groups of direct competitors. Our proposed methodology for diagnosing the intensity of competition in the industry allows us to systematize disparate information and draw conclusions about the level of competitiveness of the evaluated enterprises even in the absence or significant limitation of quantitative information about the industry and individual enterprises. We believe that such diagnostics should be applied even in the case of availability of quantitative information, as a preliminary stage of research into the competitiveness of enterprises.

We will carry out diagnostics in order to determine the groups of competitors and the main results of the struggle between them on the basis of open information.

As of January 1, 2020, there were about 550 meat industry enterprises in Ukraine, including 83 enterprises in Odesa region. Among them, only 7 enterprises have not been working for quite a long time and, most likely, will not resume production. Information for the analysis of the competitive situation in the industry and the competitiveness of enterprises was obtained from open sources: printed and electronic mass media, information and analytical sites, and the plants' own sites. According to the State Committee of Statistics, the import of meat in Ukraine in the first quarter of 2019 amounted to 58 thousand tons, which is 40% less compared to the corresponding period last year. At the same time, the main share of imports, as before, falls on poultry meat (24 thousand tons) and pork (19 thousand tons).

Experts attribute the positive dynamics to the development of domestic production and the strengthening of vet service control. In addition, domestic production is actively developing. As of the beginning of April, the number of pigs in Ukraine increased by 14% compared to the previous year, poultry - by more than 5%.

The issue of importing meat and food by-products into the customs territory of

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Ukraine is under constant control of the State Customs Service and is subject to daily monitoring and analysis.

At the same time, the special attention of the customs authorities is aimed at: ensuring control over the correctness of the determination of the tax base of goods imported into the customs territory of Ukraine and formation of their valid price.

During 9 months of 2019, meat and food by-products were imported into Ukraine by 17% less than in the same period last year. In 2019, 268 thousand tons of such goods were imported, while in 2018 more than 322 thousand tons were imported. The average cost of one ton of imported raw meat decreased by 7% compared to last year.

In contrast to imports, exports of meat and offal from Ukraine increased by 57% and amounted to more than 37,000 tons (Table 13).

Table 13

Import and export of meat and food by-products for 9 months of 2019

Meat and offal (all types)		
	Imports	Export
By weight	268.1 thousand tons (decrease by 17%)	37.3 thousand tons (an increase of 57%)
The average cost of 1 t	1277.9 dollars USA/Vol. (7% decrease)	1941.8 dollars USA/Vol. (14% decrease)
Main countries-suppliers	USA–33%, Poland–21%, Brazil–12%, Germany–11%	Kazakhstan - 37%, Russia - 31%, Vietnam – 13%
Main importers	LLC "Ukrprodimport" (16%), PE "Broktranslogistik" (5%), LLC "Ukrainian Meat Union" (4%), VKP "Bohema" LLC (3%). LLC "Western Ukrainian Agrarian Company" (3%), LLC "Agro-Union" (3%)	PrJSC "Myronivsky Hliboproduct" (43%), LLC "Pre-contract" (10%), Agromars Exim LLC - 7%.

Source: generated by the author

During the first half of 2019, there was a decrease in the monthly import volumes of meat and food offal compared to last year.

However, starting from May of the current year, a trend towards an increase in the volume of imports of these goods was noted. The largest volumes of such goods

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

were imported in September, but they do not exceed the volumes of September last year (less than 2%).

The analysis of the import of meat raw materials by country of origin showed that most of the meat raw materials imported into the customs territory of Ukraine originate from: the United States – 33% (in 2018, also 33%); Poland - 21% (in 2018, also 21%); Brazil – 12% (in 2018 – 14%); Germany - 11% (in 2018 - 14%). At the same time, as we can see on the diagram, the structure of meat and offal imports by country of origin has practically not changed compared to last year. The share of EU countries in the total volume of imports of goods of this group is the largest, namely 52.3%. If we consider the volume of import of meat and by-products in terms of product items, more than 77% of the total volume of import of such goods in the current year is occupied by: import of poultry meat - 46.6%; and import of pork – 31.0%. A similar situation was observed last year. Let's examine individual product positions in more detail:

- the volume of beef imports decreased by 3.3 times and amounted to 2.4 thousand tons with an average cost of 1,905 dollars per ton. USA;
- export volumes decreased by 13% and amount to more than 12,000 tons with an average cost of 1 ton of almost 3,361 dollars. USA.

In order to improve the quality of meat products and increase their competitiveness, the state must provide certain subsidies and support domestic producers. In order to stabilize and develop animal husbandry, establishing it as a competitive industry, the following is expected:

- additional payment to commodity producers for cattle, pigs and poultry sold by them, milk and wool for existing and increased breeding stock of agricultural animals;
- stimulating the purchase by agricultural enterprises of heifers and heifers from breeding farms and by import.

Improving the economic situation in the development of animal husbandry, increasing the competitiveness of meat industry products is possible only under the condition of intensification of animal husbandry, increasing the productivity of

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

livestock and poultry, and reducing the cost of production.

To ensure food independence and security of Ukraine, it is necessary to take drastic measures aimed at fundamentally improving the situation in cattle breeding, pig breeding, sheep breeding, poultry farming and other industries.

The provision on the training of agricultural commodity producers in market management methods is important. The state should teach peasants to farm efficiently and maintain such working conditions for them, under which the production of livestock products would be profitable and efficient.

The main factors of the formation of the problem:

1. low purchase prices for milk, meat, wool and means for their production;
2. price policy instability, unsatisfactory state of settlements with the manufacturer due to insolvency;
3. large energy costs for the production of a conditional unit of the animal husbandry product, for the production process and the provision of services;
4. low volumes of exports of products of animal origin;
5. unsatisfactory condition regarding:
 - organization of training, retraining and advanced training of specialists and experts in the development of animal husbandry;
 - state support for the financial and economic condition of livestock enterprises and the industry as a whole;
 - system of state regulation of imported livestock products and granting of loans to Ukrainian producers of these products;
 - systems of organization of production of products of animal origin;
 - unbalanced processes of production, processing and sale of products of animal origin.

The creation of conditions for the continuous development of the livestock industry involves the concentration of finances, material and technical resources, improvement of the management system, and the introduction of new scientific and technical developments.

The need of the hour in this period is to ensure the growth and stabilization of

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

the investment attractiveness of the livestock industry, technical and technological reconstruction of production processes, improvement of the characteristics and quality indicators of livestock products, gaining stable positions on the foreign market, bringing the domestic safety and quality control system up to the level of international standards goods of the livestock industry, control of the State Production and Consumer Service.

To a large extent, the specifics of consumption of meat and meat products depend on the place of residence of consumers. Households in large cities spend the most on buying meat and meat products, their level is 25% higher than that of households in small cities and more than 50% higher than that of households living in rural areas. It was determined that the costs of meat and meat products of households in small towns are growing at a higher rate. Based on this situation, both meat producers and producers of meat products need to formulate marketing policy measures.

In large cities, it is advisable to enter the high price segment with a new offer, expand the assortment of meat delicacies, develop the segments of organic products; establish partnership relations with sales intermediaries, in particular, retail chains, it is advisable to also develop a corporate network and specialized trade enterprises for the sale of meat and meat products, to shape consumer behavior in the direction of increasing demand for high-quality and expensive products and delicacies. Household spending on meat and meat products in small towns is lower, so it is advisable to develop the middle price segment in them and expand the relevant range of meat products. In order to solve the outlined tasks, it is necessary to carry out segmentation and positioning, which will make it possible to form an appropriate marketing policy for each of the segments and at the same time make a justified choice of intra-instrumental marketing means.

Since households in rural areas mostly provide themselves with fresh meat and poultry, their demand is directed towards ready-made meat products, mainly sausages of medium and low price segments. Considering that rural households provide only 33% of meat and meat products consumption with products produced in private farms, it is necessary to solve the problem of their commodity supply, which is mostly due to

their insufficient physical availability. Due to the low development of the retail trade network in rural areas, in which there is about 600 m² of retail space per 10,000 thousand population, while in cities - 2700 m² (2012), which complicates the physical availability of meat and meat food products for rural residents. In order to solve this problem, we recommend that meat processing enterprises develop both a stationary network and outdoor trade in meat and meat products.

The composition of the family is an important demographic characteristic that affects the amount of household spending on meat and meat products. The higher the number of people in the household, the higher the total cost of buying meat and meat products, but the higher the number of people in the family, the lower the specific costs. If in a family of one or two persons, the average per capita costs for the purchase of meat and meat products are 641.5 and 559.6 hryvnias. per month, respectively, in families of five or more people - only UAH 312.3, that is, almost two times less. This is explained by the fact that large families are less well-off, their low average per capita income does not allow them to buy meat and meat products in the required quantity, most of such families should be classified as a low price segment, for them the primary factor in choosing meat and meat food products will be the price of products.

According to the costs, the consumption of meat and meat products in large families is 3.3 kg, single residents consume the most meat - 5.8 kg per month, families of two and three people - 5.2 and 4.6 kg , respectively. All this is below the rational physiological minimum, which indicates the need to form rational consumer behavior and solve social problems that prevent the proper consumption of meat and meat products by the population of Ukraine.

It should also be noted that the level of household spending on meat and meat products differs significantly depending on the number of children in the family. They are the smallest in families with three children, and the largest - in 2018 - in households with four children, in 2017 - in families with two children. Despite the fact that the costs of meat and meat products are higher in households with many children, the average per capita consumption of these products is low - 2.9 kg per month in households with three and four children, 2.7 kg per month - for households with five

or more children. The negative is the fact that the costs of meat and meat products of all groups of households by the number of children in the family in 2018 decreased compared to 2017, which, along with the increase in the price of these products, led to a decrease in consumption volumes, which did not meet physiological standards.

Households with four children saw the biggest reduction in spending on meat and meat products, by more than 47%, and households with three children - by almost 28%, while spending by households with one child and two children decreased by 10-12 %. Given the high price of the main types of meat and meat products in Ukraine, their consumption will largely depend on the level of income, which is confirmed by statistical data. In 2010-2011, the consumption of meat and meat products by the population group with the lowest income level was only 2.2-2.5 kg on average per month per person, which was two times lower compared to the average level consumption and more than three times lower compared to consumption by the population group with the highest income level.

In general, the population with an average per capita income per month below the subsistence minimum consumed, according to statistical data, only 2.4 kg of meat and meat products per month on average per person, which is approximately 29 kg per year, which is almost three times less than physiological needs. In 2011-2017, the situation improved somewhat, but this group of the population consumed only a little more than 3 kg of meat and meat products per month on average per person, which was about 40.0 kg per year, and this is two times less than the physiologically justified norm. The insufficient level of consumption of meat and meat products is also observed in population groups with below average, average and above average incomes. In 2015-2020, the population of these groups consumed 4.6, 5.1-5.2, and 5.8-5.9 kg of meat and meat products on average per month per person, which year is about 55, 61 and 70 kg, and this is also less than the physiologically justified norm. Until 2012, only the households with the highest incomes consistently consumed a sufficient amount of meat and meat products, approximately 84 kg per year per person, the share of such households is 20% of the total population. Since 2017, the situation has worsened, the level of consumption has decreased to 6.4 kg per month per person, which for the year

was only about 77 kg. Thus, only a fifth of the population of Ukraine consumes enough meat and meat products. In general, with the deterioration of the macroeconomic situation in 2017-2019, the consumption of meat and meat products in Ukraine again has a downward trend, which negatively characterizes the development of this commodity market. Based on the results of the study, it can be concluded that the market of meat and meat products in Ukraine has significant unrealized potential, which is due to low solvent demand.

During the studied period, the average level of consumption of meat and meat products per month by one person in Ukraine increased by only 4.5%. It should be noted that the largest increase in this indicator, 50.0%, is observed in the group with the lowest level of average per capita income per month, that is, the level of consumption of meat and meat products per month by one person of this group increased from 2.2 kg to 3.3 kg. The increase in the level of consumption of meat and meat products per month by one person in the households of the group with incomes below the average level was smaller, it amounted to a little more than 18%; the consumption of meat and meat products per month by one person in the group of households with an average level of average per capita total income per month increased by 4.7%. At the same time, the level of consumption of meat and meat products per month by one person in the group with average per capita total incomes above the average fell by 5.5%, or by 0.3 kg, in the group with high average per capita total incomes there is also a decrease in the level meat consumption and of meat products per month by one person from 7.3 kg per month to 6.9 kg, i.e. by 5.5%. Therefore, with the increase in the income level of the population in the groups with low, below average, average and above average income levels, the level of consumption of meat and meat products increases, and the growth rate of the level of consumption of meat and meat products is higher in the groups with a low level income

The level of income of the population determines the level of possible expenses for the purchase of a particular product. The analysis carried out above confirms the effect of the laws of microeconomics in the behavior of households in the consumer market: the growth of the income level causes the displacement of low-value (low-

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

quality) goods by normal goods, that is, the substitution effect occurs. The dependence of the consumption of meat and meat products depending on the level of income, place of residence, characteristics of the number and composition of households has been revealed, but in order to obtain more accurate information for making decisions about the choice of marketing means, it is necessary to conduct research on consumers in the local market.

In order to identify the characteristics of consumer demand in the market of meat and meat products in the Odesa region, we conducted a marketing research using a questionnaire written survey of residents of Odesa and the Odesa region, the questionnaire is given in Appendix A. During the study, 857 people were interviewed, from 682 of the received questionnaires were selected based on the criteria of residence in the Odesa region, availability of answers to all questionnaire questions, and correctness of filling out the questionnaire.

The sample of 682 people is representative, since it has been proven that for a city with a population of one million inhabitants, sufficient representativeness is provided by a sample of 400 respondents, and according to statistical data, 1,453,541 people lived in Odesa at the time of the survey. The sampling error is $\pm 5\%$, which is a sufficient level of reliability for field marketing research.

According to the gender structure, the sample population consists of 44.1% men and 55.9% women. Data on the characteristics of the sample structure are presented in Appendix A, table. A.1. The purpose of the conducted survey is to identify the frequency of consumption of meat and meat products and the place of their purchase, the importance of factors influencing the decision to purchase these products, satisfaction with purchase parameters in trade enterprises of various formats, establishing the average purchase price, the level of demand satisfaction, consumer preferences and preferences, finding out favorite product brands, as well as willingness to pay a higher price for high-quality products. As a result of using simple methods grouping and classification the following data were obtained.

During the study of the priorities of products in the diet of consumers, 48.6% of all respondents noted that meat and meat products are the first place in their diet, which

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

indicates the importance of these food products and their significant place in the consumer basket. Researching the priorities of consumers regarding types of meat and the frequency of consumption of meat and meat products revealed that the respondents most often consume chicken (12% of respondents consume it daily and 31% - every other day, 38.9% - 1-2 times a week), in second place is pork (8.1% use it daily, 16.2% - every other day, and 45.2% - 1-2 times a week), and in third place is beef (7.9% use it daily, 9.6% - every other day and 34.5% - 1-2 times a week).

It should be noted that 41.4% of respondents do not consume meat other than pork and beef, and 33.6% of respondents do not consume other types of poultry, except chicken, therefore these types of meat are the main choice and demand on the market . In more detail, the results of the survey are presented in the table in appendix A, tab. A.2. Consequently, there is an imbalanced consumption by types of fresh meat: the consumption of chicken prevails over the consumption of other types of meat. Taking into account the complex socio-economic situation, as a result of which there is limited solvent demand, such a situation, in our opinion, is caused not by taste preferences, but by the price inaccessibility of products, which emphasizes the dependence of consumer choice on the level of income, since the choice in favor of chicken is mostly determined by lower the cost of buying chicken meat.

Due to the annual decrease in the number of cattle, the supply of beef is decreasing, but poultry farming is developing at a rapid pace. Under such conditions, the market of meat and meat products in the Odesa region, as well as in Ukraine as a whole, has an imbalance of consumption by types of meat: poultry meat is significantly predominant in the structure of consumption, its share is about 50% , almost a third of consumption is pork and only 10-15% is beef.

The results of the study of the frequency of consumption of the main types of meat products are presented in table A.2. Appendix A and fig. 3.6.

So, as can be seen in fig. 3.6 respondents use salted or smoked lard most often among all ready-made meat products (9.9% of respondents use it daily (92.4% of them are men) and 15.1% - every other day, 30.9% - 1-2 times for a week). It should be noted that among consumers who do not consume lard at all, and such 30.9%, the

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

overwhelming majority are women - 96.3%. Boiled sausages are in second place in terms of frequency of consumption (9% of respondents consume them daily and 16.8% - every other day, 29.2% - 1-2 times a week), and raw-smoked and semi-smoked sausages are in third place (6.7% of respondents use it daily and 13.3% - every other day, 24.6% - 1-2 times a week), and only in fourth place are sausages and anchovies (3.3% of respondents use them daily and 11.5% - every day, 34.1% - 1-2 times a week). As for delicate whole-meat ready-to-eat meat products (balyk, beef, bone, neck, etc.), 12.5% of respondents do not use them at all, and 32.4% buy them rarely, only on holidays, this is due to the high price of these products.

The origin of meat and meat products turned out to be an important factor in choosing a product by manufacturer. Thus, 63.6% of respondents prefer domestic producers and only 4.1% - products of foreign production, and for 32.3% of respondents the producer is not important (Fig. 3.7). Thus, domestic producers of meat and meat products have significant priorities in the market among consumers who mostly choose Ukrainian products.

During the research, the average cost of Odesa residents for the purchase of meat and meat products per week was revealed (Fig. 3.8). The data of fig. 3.8 indicate that half (50.8%) of the respondents spend up to UAH 150 on the purchase of meat and meat products. per week, another 32.3% - up to UAH 300. It was established that, taking into account the current prices and the ongoing inflationary processes, 83.1% of buyers, i.e. the majority of households, consume no more than 1-2 kg of meat products per week.

It was established that the costs of meat and meat products depend significantly on the composition of the family. Almost all families of 1-2 people spend no more than UAH 300. per week for the purchase of meat and meat products, only 5 families of 2 people spend more than UAH 390. for a week. The share of expenses for the purchase of meat and meat products increases slightly with the increase in the size of the family.

Depending on the composition of the family, expenses are distributed as follows:

1) from 217 families consisting of 3 people, up to UAH 300. 185 families (or 85.3%) spend more than UAH 301 per week. – 31 families;

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

2) from 143 families consisting of 4 people, up to UAH 300. 22 families (or 61.1%) spend more than UAH 301 per week. – 43 families;

3) from 74 families consisting of 5 people, up to UAH 300. 38 families (or 51.4%) spend more than UAH 301 per week. - 36 families.

During the research, it is important to determine the most important factors for consumers to choose meat and meat products. According to the results of the study of the consumer choice process, the ranks of the importance of the investigated factors for consumers when choosing these products were determined.

According to the obtained results, such a factor as the appearance of the products is on the 1st place in terms of importance, and the smell of the products is on the 2nd place; in 3rd place - quality guarantees; on the 4th place - conditions of purchase; on the 5th place – the price of products; on the 6th and 7th places, product range and packaging, respectively. The predominance of product quality factors over price has been established, which indicates the need for producers and sellers of meat and meat products to ensure high product quality and proper conditions for its storage, preparation for sale, and sales conditions.

During the research, the respondents were asked to evaluate on a 5-point scale the factors of buying meat and meat products in retail trade enterprises of various formats in the city of Odesa. Taking into account the importance of factors and their evaluation, it was found that supermarkets and branded stores are the most trusted by consumers when buying meat and meat products. If, according to consumers, supermarkets have advantages in terms of assortment, attractiveness of packaging, purchase conditions, then branded stores have advantages in terms of appearance, quality guarantees, smell, that is, those indicators that determine the freshness and quality of meat and meat products. The weighted estimates of the factors of food stores and markets turned out to be lower and almost at the same level, and tents and trays were the least attractive for buying meat and meat products.

So, according to the results of the research, the most attractive place to buy meat and meat products for the respondents are branded stores. In second place are supermarkets, which received the highest points for assortment, attractive packaging

and conditions for purchasing products.

In third place are food stores, in fourth place - markets, and in the last place - kiosks and trays, where all purchase factors received the lowest rating, product quality guarantees were especially negatively rated. These aspects are important for making a decision regarding the choice of instrumental means of sales policy and marketing, in particular the choice and development of sales channels. The choice of the brand of the producer of meat and meat products also depends on the sources of information that the consumer trusts when choosing these products. During the research, we identified the main sources of information for consumers.

As can be seen from the research results, 47.7% of respondents, above all, trust their own experience of buying and consuming meat and meat products. Thus, the holding of tastings of meat products in trade enterprises to acquaint consumers with their taste qualities becomes especially relevant. In second place are the advice of friends, acquaintances or other consumers, 19.8% of respondents marked them as the main source of information when buying meat and meat products. This is the basis for the formation of a WOM-marketing system at production and trading enterprises, the distribution of positive feedback about the enterprise by consumers themselves among their acquaintances, on forums and social networks on the Internet. In third place is information on product packaging (15.8%), which indicates the need to pay attention to the development of information and advertising blocks on product packaging or labels. Consumers trust mass media (3.6%) and seller information (4.6%) the least.

Market research is a systematic activity aimed at collecting, analyzing and interpreting information about market processes. Market research allows you to determine the main market mechanisms, such as demand, supply, prices, as well as consumer behavior and activities in the field of competition.

Today, market research is the basis of a successful business, the conducted analyzes help entrepreneurs make the right decisions, invest only in projects with potential, and adapt the marketing strategy to modern market requirements.

In recent years, there has been a significant change in the structure of the Ukrainian meat market, which consists in a decrease in the share of beef and a

corresponding increase in the share of poultry meat in the market.

According to the State Statistics Service of Ukraine, the volume of production of poultry meat of all types in 2000-2018 was constantly growing. In 2000, all categories of farms produced 193.2 thousand tons of poultry meat (in slaughter weight) against 1258.9 thousand tons in 2018. In 2018, the structure of production of all types of meat was dominated by poultry meat (54%, 1258.9 thousand tons), the share of beef and veal was 16% (358.9 thousand tons), and pork - 30% (702.6 thousand tons). In 2000, the structure of meat production was completely different, the production of beef and veal prevailed - 46%, the share of pork was 42%, and chicken - 12%.

Among the most popular types of meat are red meat (beef), white meat (mainly chicken and some other types of poultry, pork). One Ukrainian consumes less than 52 kg of meat of all kinds per year, which is much less than in the EU countries (over 86 kg per 1 person) and the USA (over 100 kg per 1 person). In the structure of meat consumption by species in Ukraine, poultry meat prevails - 24.3 kg per person in 2018.

The object of the study is the marketing activity of PE FIRM "HARMASH", which is a leader in the production and sale of products of the meat processing industry in the market of Odesa and Odesa region.

On the basis of the completed SWOT-analysis of the activities of PE FIRM "GARMASH", the following measures can be proposed: conduct a marketing research of the sausage and smoked products market with the aim of increasing their production and sale; to identify the reasons for the increase in the balance of unsold products in order to reduce them, which will make it possible to increase the volume of sales and increase the company's solvency; wage conditions should be reviewed in order to slow down the rate of growth of the average wage and achieve the necessary ratio with the rate of growth of labor productivity.

In order to identify the characteristics of consumer demand in the market of meat and meat products in the Odesa region, we conducted a marketing research using a questionnaire written survey of residents of Odesa and the Odesa region, the questionnaire is given in Appendix A. During the study, 857 people were interviewed, from 682 of the received questionnaires were selected based on the criteria of residence

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

in the Odesa region, availability of answers to all questionnaire questions, and correctness of filling out the questionnaire.

It was established that meat and meat products are a traditional food product of Odesa region residents, which is consumed quite often, 2-3 times a week, and in some cases even daily, which indicates a significant capacity of the regional meat and meat market. food products

The frequency and volumes of consumption of meat and meat products are largely influenced by demographic and social factors, in particular gender, age, family composition, as well as income level, which determines the need to segment the market precisely according to these parameters.

Odesa residents generally prefer domestically produced meat and meat products, so the focus of product promotion programs should be emphasis on national traditions of production and consumption of meat and meat products. Important factors in the choice of meat and meat products are non-price factors: appearance, smell of products, quality guarantees, conditions of purchase.

According to the results of consumer evaluation of the retail facilities in which meat and meat products are sold, based on the above factors, it was established that the best level of organization of the sale of this type of food products is established in supermarkets and branded stores, the weighted evaluations of which exceed the evaluations of grocery stores, markets and stalls.