

5. Trade marketing of enterprises on the egg market

Marketing activity is an important element of enterprise management in a competitive environment. It is widely used in many countries, demonstrating its effectiveness in both production and commercial spheres. However, despite its popularity in developed markets, its role in Ukraine, especially in agriculture, remains limited [96].

The main goal of organizing marketing activities in the agricultural sector of Ukraine is to ensure an integrated approach to managing the production, promotion and sale of agri-food products. This contributes to meeting consumer needs, increasing the competitiveness of enterprises and the overall development of agriculture. Key elements of such activities include:

1. Market analysis

The first step in marketing activity is market research. It includes studying demand, analyzing consumer preferences, the competitive environment, price trends and consumer habits. This allows agricultural producers to better understand their customers and adapt products to their needs.

2. Market segmentation

Based on the data obtained, agricultural companies can segment the market, identifying different groups of consumers depending on their needs and interests. This helps to develop more accurate marketing strategies and offers.

3. Product development

Developing products that meet market needs is an important component of marketing activities. This may include improving production technologies, new product varieties, ensuring high quality, and attractive packaging design.

4. Pricing

Pricing plays an important role in marketing strategy. It should take into account production costs, competitive prices, customer solvency and elasticity of demand. The strategy may include discounts, promotions or loyalty programs.

5. *Product promotion*

Communication strategy includes advertising campaigns, public relations, participation in exhibitions and the use of digital marketing. Social networks, content marketing and other modern tools help to reach the target audience.

6. *Distribution*

Organizing an effective sales system is an important condition for successful product sales. This can be your own network of stores, cooperation with retailers or e-commerce. The main thing is to provide convenient delivery channels for consumers.

7. *Analysis of results*

Monitoring the effectiveness of marketing activities allows you to assess the effectiveness of the strategy, identify successful solutions and correct those that do not bring the desired result [103].

Continuing the previous idea, it should be emphasized that the effective organization of marketing activities in the agricultural sector of Ukraine largely depends on the ability of enterprises to adapt to changes in the external environment. This includes responding to global agricultural trends, new legislative requirements, environmental standards and the introduction of modern technologies. In this context, special attention should be paid to the following aspects:

1. *Innovation and technology*

The introduction of new technologies is a key factor in development in both production and marketing strategies. This may concern the use of modern agricultural technologies to increase productivity and product quality, as well as digital tools for market analysis and communications with customers.

2. *Environmental friendliness and sustainable development*

Given the growing demand for environmentally friendly products, agricultural enterprises must take into account environmental requirements in their activities. The introduction of sustainable development principles and product certification can become a significant competitive advantage.

3. Staff development

Ensuring a high level of knowledge and skills of employees in the marketing field is important for successful management of marketing activities. Enterprises should invest in training employees in the latest methods of market research and management.

4. Changes in consumer preferences

Agricultural enterprises should closely monitor the dynamics of consumer preferences, adapting their products to new customer requirements, such as the demand for organic and minimally processed products.

5. Globalization of markets and exports

Given the high export potential of Ukraine in the agricultural sector, marketing strategies should focus on developing new markets, analyzing product requirements and developing international partnerships.

6. Government regulation and support

Regulatory mechanisms, tax policy and government support can have a significant impact on agricultural enterprises. It is important to adapt strategies to changes in the legislative field and use the opportunities provided by the state, such as subsidies and preferential programs [104].

The features of the organization of marketing activities in the agricultural sector of Ukraine are due to the specifics of this industry, which largely depends on natural factors, seasonal fluctuations, product properties and the influence of global and local market trends [106]. The main ones are as follows:

1. The influence of natural conditions and seasonality

The agricultural industry is closely related to climatic conditions and seasonal changes in production. This forms the features of planning marketing campaigns and sales strategies. Seasonal peaks in production affect pricing, advertising and inventory management.

2. Market segmentation by consumer categories

The agricultural market is diverse: end consumers, wholesalers, processors, retailers, as well as foreign buyers. Each segment requires an individual approach, which affects the development of marketing strategies.

3. Product differentiation

For agricultural products, its diversity is important. These can be organic products, goods with geographical indications or with added value, such as environmentally friendly or certified products. Each type of product requires a separate marketing strategy.

4. Government regulation

Legislation, tax policy and government support programs have a significant impact on marketing activities. It is important to consider subsidies, export quotas, product certification requirements and state aid.

5. Environmental friendliness and sustainable development

The growing demand for environmentally friendly products encourages agricultural enterprises to integrate environmental standards into their activities. This includes product certification and the implementation of sustainable development principles.

6. Pricing policy in conditions of instability

Prices for agricultural products can fluctuate significantly due to weather conditions, global demand, logistics costs and economic factors. Companies should be flexible in their pricing strategy [91].

7. Innovation and technology

The use of modern technologies is becoming an important factor in marketing activities. The introduction of agricultural technologies, such as drones or satellite monitoring, as well as analytical tools for market forecasting, contribute to more effective management.

8. *Export and entry into international markets*

Ukraine is a significant player in the global agricultural market. Companies must take into account the specifics of foreign markets, quality standards and competition at the international level.

9. *Multi-channel sales*

Agricultural enterprises actively use various channels for product distribution: from traditional retail to online trading. Online tools, such as marketplaces and their own online stores, are becoming increasingly important.

10. *Branding and marketing communications*

Developing a strong brand associated with quality, reliability and innovation is an important component of marketing activities. Successful communication strategies can include participation in exhibitions, active activity in social networks and content marketing [108].

In general, marketing in the agricultural sector of Ukraine needs to take into account these features for effective adaptation to market conditions and maintaining competitiveness.

In general, successful marketing activities in the agricultural sector of Ukraine require flexibility, adaptation to market conditions and strategic planning. The integration of all these elements will allow enterprises not only to meet current needs, but also to be ready for future challenges, ensuring sustainable development and competitiveness in the long term.

Thus, the organization of marketing activities in the agricultural sector of Ukraine involves the integration of all these components into a single strategy. This allows agricultural producers to respond promptly to market changes, meet consumer needs and ensure stable development of the enterprise. This approach is important not only for individual companies, but also for the development of the entire agrarian economy of the country.

To ensure the stable development of agricultural enterprises, it is necessary to implement marketing tools. The specificity of agricultural marketing is associated with the peculiarities of production, such as the range of products, seasonality, insufficient

level of marketing knowledge in agriculture and consumer adaptation to essential goods [87].

The organization of competitive marketing activities in the agricultural sector is an important issue. Trade marketing and the planned use of standard marketing strategies can increase income not only from production, but also from sales through various channels, contributing to the stabilization of market conditions and reducing the risks associated with sales.

Trade marketing is a set of activities aimed at promoting products through trade channels in order to increase sales and strengthen partnerships with distributors and retailers. The main tasks of trade marketing include creating favorable conditions for sales, increasing product visibility in retail outlets [98].

Key elements of trade marketing:

1. Merchandising - display of goods on shelves and ensuring brand visibility.
2. Promotions for partners - special offers for distributors and retail chains.
3. Promotions - promotions aimed at the end consumer.
4. Staff training - improving the skills of sales employees.
5. Joint advertising - joint campaigns with retailers to increase brand awareness [102].

Trade marketing focuses on building partnerships with retail outlets, ensuring that products are available to consumers at the right time and in the right place. It also serves as a bridge between manufacturers and retailers, facilitating effective product promotion.

Unlike traditional marketing, which is consumer-oriented, trade marketing is aimed at creating conditions for optimal product promotion within the retail chain.

Additional aspects of trade marketing include:

1. Partner loyalty programs - creating incentive systems for distributors and retailers to stimulate their sales of your brand. These can be bonus programs, cumulative discounts or special offers.

2. Analysis of the effectiveness of retail outlets - regular monitoring and analysis of sales in specific stores or regions to identify the most effective points of sale and adjust the strategy in other places.

3. Point of sale innovation — the use of new technologies and solutions to attract attention to products in the store (for example, digital displays, interactive shelves or AR technologies).

4. Assortment management — development of an optimal assortment matrix for different sales channels to ensure the most profitable presentation of products at specific points.

5. Work with distributors — constant communication with intermediaries to ensure the correct placement and delivery of products to stores, as well as monitoring compliance with agreements on storage, transportation and placement of goods.

6. Evaluation of ROI of trade marketing activities — assessment of the profitability of investments in trade marketing activities to determine which efforts bring the maximum effect and which require correction or changes.

Thus, trade marketing is an important part of the overall marketing strategy, focused on effective sales of products through optimization of work with partners and retail outlets [88].

According to McKinsey, trade marketing costs account for an average of 30% of a manufacturer's total costs, second only to manufacturing costs (40%). FMCG manufacturers spend 67% of their marketing budget on sales promotion. A Forbes article indicates that 44% of the budget is also spent on trade marketing [109].

And this is despite the fact that in today's digital world, edge displays, temporary price reductions and advertising with promotional offers no longer look as attractive in the eyes of consumers as they used to [89].

Key objectives of trade marketing programs from the manufacturer's side:

- maximum presence of goods in cities (this is the key task of regional distribution);
- presentation of goods in various retail outlets (this is the key task of quantitative distribution);

- goods should be presented in the maximum breadth and depth of assortment (this is the key task of qualitative distribution);
- goods should be presented in the required quantity (production and inventory management);
- goods should be located on the best shelf (one of the most important tasks of merchandising);
- optimal location on shelves (a key task of n, including the competence of consultants) [90].

From the retail side, the main objectives are:

- availability of an assortment corresponding to the store format;
- formation of a need for consumers to purchase goods;
- increase in turnover due to lower product prices and promotions;
- maximum efficient use of retail space [91].

From a practical point of view, the tasks of trade marketing and the subjects with which it interacts are quite clearly defined. However, there is still no consensus in the scientific community on its definition. For example, J. Lambin believes that trade marketing functions only at the stage of interaction between the manufacturer of products and retailers. In contrast, R. Morris sees trade marketing as part of the overall marketing strategy of the enterprise, with the key tasks of ensuring a stable brand position in the market and promoting the product through the retail network to the end consumer.

According to P. Chernozubenko, trade marketing is a set of actions aimed at increasing the efficiency of interaction with participants in the distribution chain. Thus, some researchers argue that trade marketing covers only the chain "supplier - point of sale", not focusing directly on the end consumer. However, other scientists expand its scope to the chain "producer - wholesaler - retailer - end consumer".

Many scholars, including Kotler and Keller, emphasize that trade marketing is an important tool for strengthening relationships between manufacturers and trading partners. Its main goal is to stimulate sales through retail and wholesale channels by creating special support programs, promotions, discounts and marketing campaigns at

points of sale. These researchers believe that effective management of trade marketing strategies can significantly increase the loyalty of trading partners and increase product sales [98]. L. Bragina and T. Danko believe that trade marketing consists in promoting goods and services to the consumer, but do not specify the subjects of this process, which makes their approach less specific. T. Ambler, in turn, considers trade marketing as a tool for influencing certain stages of the consumption process, noting that sometimes wholesalers or manufacturers themselves can perform retail functions [90].

Based on the analysis of the literature, it can be concluded that there is no single definition of trade marketing among scientists. Some researchers see it as a way to improve sales at retail outlets, others as a tool for strengthening the brand's position in the market. The question of which market entities fall under the sphere of influence of trade marketing also remains controversial. If we combine theoretical views with practice, we can see that trade marketing is a symbiosis of all participants who are between the manufacturer and the end consumer. From the location of the product on the shelf to advertising campaigns and loyalty programs - all this is part of a single process that forms trade marketing. In general, marketing activities are an effective tool for accelerating the promotion of agricultural products, taking into account the most favorable sales conditions and reducing losses during storage [87]. In addition, marketing is aimed at maximum satisfaction of consumer demand. Thus, we can say that marketing is an engine that accelerates all stages of product sales.

The essence of marketing in increasing the efficiency of agricultural production lies in the coordination and integration of the interests of all participants in the reproduction process (see Fig. 1.1).

Agricultural marketing encompasses a range of services that move products from farmers to end consumers. This includes planning, organizing, processing, and directing products to meet the needs of farmers, intermediaries, and consumers. The processes involved include production planning, growing, harvesting, sorting, packaging, transportation, storage, processing, providing market information, advertising, and sales. The term encompasses all operations in the agricultural supply chain, whether specialized sales or an integrated chain [89].

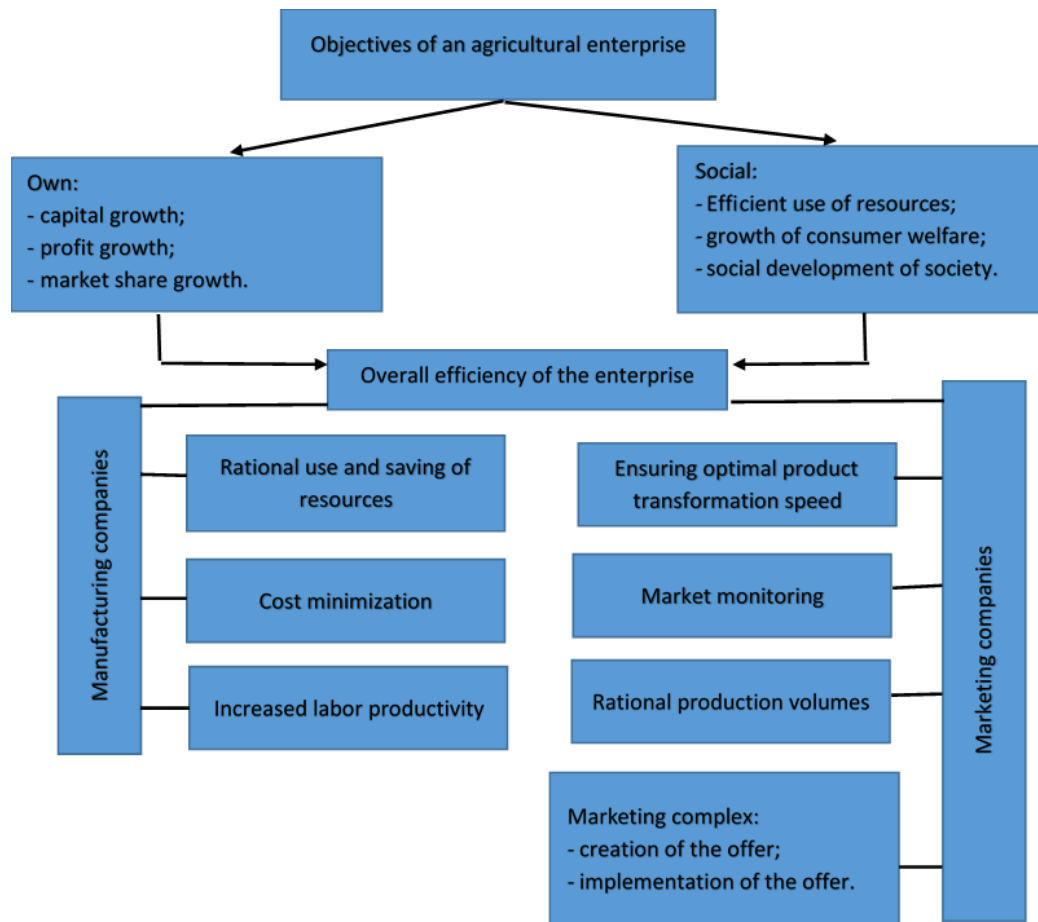


Fig. 1.1 The role of marketing in ensuring the efficiency of production of agricultural enterprises [97]

The main tasks of agricultural marketing include:

- selecting products for market production;
- determining consumer characteristics;
- establishing quality standards for production;
- monitoring compliance with environmental and health standards;
- justifying production volumes and timing;
- determining the need for additional financial resources and finding sources for their receipt;
- requirements for product packaging;
- market research;
- segmenting and selecting target markets;
- developing promotion strategies;

- development of business plans and terms of commercial agreements;
- analysis and control of the effectiveness of marketing activities;
- other important aspects.

Thus, agromarketing is designed to ensure effective management of the processes of production, promotion and sale of agricultural products, which allows enterprises to meet market requirements and maintain competitiveness [90].

Trade marketing in the agricultural sector of Ukraine is a tool aimed at improving the process of sales of products between the producer and the consumer through distribution channels. The main task of trade marketing in this area is to ensure effective interaction between agricultural producers, distributors, retail chains and end consumers. This is achieved by stimulating sales, promoting goods, optimizing logistics and increasing brand awareness of agricultural products.

It is worth noting that agricultural marketing differs significantly from industrial, commercial and banking marketing due to the specifics of agricultural activity, which affects its weaknesses (see Table 1.1).

The features of marketing in the agricultural sector are closely related to the specifics of agricultural production, which is characterized by a variety of products, market participants and forms of management. The specificity of agrimarketing is determined by several factors:

1. Economic results depend on natural conditions. Yield and product quality can vary significantly depending on weather conditions, which makes agribusiness vulnerable to natural factors.

2. Structure of the agricultural market. The market is filled with a large number of homogeneous and interchangeable products, where the market price is formed under the influence of supply and demand, and the position of the manufacturer is determined by the cost of production relative to the market price.

3. Unique characteristics of the product. Agricultural products have specific properties that differ from products in other industries, which affects their promotion strategies.

4. The difference between working and production periods. Production in the agricultural sector is seasonal, which requires special approaches to planning and selling products.

5. Diversity of ownership forms in the agro-industrial complex (AIC). This includes different forms of ownership of land, means of production and the products themselves, which affects the organizational processes of marketing.

Table 1.1

**Classification of the main features and weaknesses of marketing
development in the agricultural sector of the economy [96]**

Specific features	Product specifications	Weaknesses	• Shelf life of the product • Storage conditions of the product • Packaging of the product • Transportation of the product • Efficiency and timeliness of deliveries • Wide assortment
	Mismatch between production cycles, working period and consumption period		• Seasonality of production • Problems with taking into account changes in market conditions • Problems with ensuring the fulfillment of marketing program deadlines
	Low level of education and science		• Lack of methodological developments and practical recommendations • Lack of qualified and experienced specialists in the field of agricultural marketing
	Dependence on natural factors		• Risks of shortage or loss of goods due to natural conditions • Dependence of the assortment on natural conditions • Failure to take into account land as a factor of production in pricing
	Lack of centralized incentives (state coordination)		• Lack of marketing organization at the meso- and macro-levels • Low ability of agricultural enterprises to cooperate • Disparity between prices for agricultural and industrial products
	Underdeveloped marketing infrastructure		• A significant number of intermediaries in the producer-consumer chain • Imperfect activity of agricultural exchanges, trading houses, etc.
	Imperfection of information support		• Low level of Internet usage • Correspondence of statistical information to its real state • Lack of reputable marketing research firms • Lack of marketing activity indicators

6. Diversity of organizational forms of management. AIC covers both large corporations and small farms, which changes approaches to marketing activities.

7. Higher sensitivity and adaptability of the agro-marketing system. Compared with other areas, marketing in the agricultural sector is of particular importance for the management of production processes due to its high sensitivity to external conditions [99].

Natural and economic processes in the agricultural business are integrated into the work of the enterprise, creating specific conditions for production and organization of marketing. This means that enterprises must take into account the seasonality of production, climatic changes, the influence of external economic factors, such as prices for raw materials, fuel and fertilizers, as well as international market trends (Table 1.2.) [97].

Table 1.2

Features of agricultural marketing [92]

Feature	Forms of manifestation
The agricultural sector produces essential products	Food products require timely production in the required quantity and assortment, taking into account the age, gender, national traditions, and health status of consumers, to satisfy their needs and interests; the product can quickly deteriorate, so it requires prompt delivery, appropriate packaging and transportation, and service and aesthetic maintenance; it creates price inelasticity of demand and disparity in prices for industrial and agricultural products.
The main means of production in agriculture is land.	The effectiveness and efficiency of production depends on the quality and location of land plots. The variety of forms of ownership in the agricultural sector for land, means of production, and sold goods
The productivity and efficiency of production depends on the quality and location of land plots.	Agricultural production depends on natural and climatic conditions

Continuation of table 1.2

The working period of production in agriculture does not coincide with the production period	Crop production is received once or twice a year, and the working period lasts a year, so the task of marketers is to forecast consumer demand, determine trends in its satisfaction, and market conditions.
--	--

The main tasks of agricultural marketing are the concentration, evaluation, processing, storage, packaging and distribution of products. Concentration includes the collection of finished products and the formation of commodity lots for the market. Classification of agricultural products allows you to divide goods by quality, size and other characteristics, which helps to set standards. Processing converts raw materials into finished products. Storage ensures the safety of products until they are used by the consumer. Distribution completes the process, ensuring the delivery of goods to end consumers [94].

Thus, agricultural marketing covers all stages of the movement of goods from the farm to the consumer.

There is still no single term for this type of marketing, but most scientists use the concept of "agricultural marketing" or "agromarketing". The main functions of this process are the concentration, evaluation, processing, storage, packaging and distribution of products in various markets in modern conditions [100].

Trade marketing in the agricultural sector of Ukraine is an integral part of the overall marketing strategy aimed at increasing the efficiency of agricultural product sales through interaction with distribution partners, retail chains and other market participants. The main goal of trade marketing is to create conditions for optimal sales of agricultural products through trade channels, which includes increasing sales volumes, improving the visibility of goods on the market and supporting sustainable demand.

Trade marketing in the agricultural sector covers the following main aspects:

1. *Distribution and logistics*: Trade marketing is aimed at establishing effective product sales channels, ensuring their timely and high-quality supply to the

market. It is important to ensure the presence of agricultural products in all regions and in various retail outlets (supermarkets, farmers' markets, etc.).

2. *Product promotion*: Trade marketing tools include the organization of promotions, promotional campaigns, exhibitions and tastings aimed at popularizing products. This may include placing products on the best shelves of stores, using POS materials, as well as working with consultants and representatives of retail outlets.

3. *Pricing and promotional programs*: In the agricultural sector, flexible price management depending on seasonal fluctuations in demand and supply is important. Trade marketing may include temporary discounts, bonuses for buyers, special conditions for regular customers, “second product with a discount” promotions, etc.

4. *Working with distributors and retailers*: Successful implementation of a trade marketing strategy depends on cooperation with partners in the distribution sector. Agricultural producers need to establish close contacts with retail chains and wholesale buyers to ensure effective distribution and promotion.

5. *Environmental friendliness and social responsibility*: Today, consumers are increasingly choosing products that comply with the principles of sustainable development and environmental responsibility. Trade marketing in the agricultural sector should take these requirements into account, promoting organic products and supporting environmentally friendly production methods.

In the context of the agricultural sector, the content of trade marketing includes:

1. *Creating favorable conditions for distribution*: Agricultural products, especially products of livestock, plant or food industry, have a limited shelf life. Effective trade marketing includes establishing stable supply chains and close cooperation with distributors for timely and high-quality supply of products to store shelves.

2. *Adapting the product to market requirements*: Agricultural enterprises should take into account the needs and requirements of both the domestic and foreign markets. To do this, it is necessary to conduct in-depth research into consumer demand,

in particular, analyze changes in preferences for organic or environmentally friendly products.

3. *Marketing support of the product at retail outlets:* An important component of trade marketing is work with retailers. This may include organizing special promotions, promotional campaigns, providing POS materials to attract the attention of buyers, as well as creating individual offers for retail chains.

4. *Price management and sales promotion:* Due to fluctuations in prices for agricultural products due to seasonality or the influence of global markets, trade marketing provides pricing management. This involves the use of flexible discounts, promotions and the implementation of loyalty programs to stimulate repeat purchases.

5. *Product positioning in the market:* Agricultural enterprises, operating in a highly competitive environment, must correctly position their products. This applies to both organic products that meet environmental requirements and mass segment products. Trade marketing contributes to the creation and promotion of a brand that will be associated with certain values, such as quality, naturalness or accessibility.

The features of trade marketing activities in the agricultural sector are:

1. *Seasonality of production:* many types of agricultural products are seasonal in nature, which significantly affects the planning of marketing activities. Trade marketing in the agricultural sector must take into account seasonal cycles of production and demand, predicting peak sales periods and developing strategies to stimulate demand in the off-season. Agricultural products depend on seasonal cycles, which affects the availability of the product and its promotion strategy. For example, vegetables, fruits or cereals have a limited sales period after harvest. This requires producers to strategically plan promotional campaigns and adapt offers at different times of the year.

2. *Fluctuations in demand and prices:* prices for agricultural products in Ukraine can fluctuate significantly depending on weather conditions, harvests and the situation on the world market. Trade marketing must respond quickly to such changes by adjusting pricing strategies and promotional offers. The Ukrainian agricultural market is subject to various internal and external factors, such as weather conditions,

global market fluctuations and political instability. This leads to significant fluctuations in prices and demand, which requires a flexible and adaptive trade marketing strategy.

3. *Export orientation and international competition*: the agricultural sector requires an effective logistics infrastructure to deliver products to retail outlets. An important task of trade marketing is to control the timely supply of fresh products, especially in conditions of large volumes of seasonal production. Most of Ukrainian agricultural products are exported, so trade marketing must take into account international standards and the specific requirements of individual markets. This includes product certification in accordance with EU standards, establishing trade partnerships at the international level and promoting Ukrainian agricultural products as competitive goods on world markets.

4. *Environmental friendliness and sustainable production*: The growing demand for organic and environmentally friendly products poses new challenges for agricultural enterprises. Companies should implement environmental practices and focus on their social responsibility, which can increase their competitiveness and attractiveness for environmentally conscious consumers.

5. *Cooperation with large chains*: an important feature of the agricultural sector is its dependence on cooperation with large retail chains. Producers need to negotiate with supermarket chains on optimal conditions for the sale of their products. This includes not only placement on shelves, but also the organization of promotions, tastings and special programs to attract the end consumer. The agricultural market of Ukraine is quite competitive, which requires producers to actively participate in the fight for the buyer. This includes the use of innovative marketing tools, brand promotion and attracting consumers through effective promotions.

6. *Digitalization of trade marketing*: The use of modern digital platforms to promote agricultural products is becoming increasingly popular. The implementation of e-commerce solutions, the use of social networks and mobile applications to support sales, as well as the analysis of consumer behavior data help optimize marketing strategies.

7. *The influence of political and regulatory factors:* The political situation and legislative regulation of the agricultural market have a significant impact on trade marketing strategies. Subsidies, subsidies, export quotas and requirements for quality standards are key factors that determine the possibilities of promoting products on domestic and foreign markets [105].

Trade marketing in the agricultural sector of Ukraine has a number of unique features that make it a key tool for successful work in a dynamic market. Success in implementing trade marketing strategies depends on a deep understanding of market conditions, in particular seasonality, price fluctuations, consumer needs and retail requirements. Agricultural enterprises that skillfully use trade marketing tools can not only strengthen their positions in the market, but also increase brand recognition and sales volumes.

Trade marketing in the agricultural sector of Ukraine is an important element of the successful operation of enterprises, which ensures effective interaction between all participants in the supply chain - from the producer to the final consumer. In the conditions of growing competition, seasonal fluctuations and the importance of environmental standards, trade marketing is a key tool for improving sales, promoting brands and ensuring the sustainable development of the agricultural sector [101].

Ukraine has all the conditions for the active introduction of marketing tools into agriculture, as the market is dynamically developing, competition is increasing, forms of management are changing, and structural changes are observed in the economy. The issue of effective use of marketing strategies remains important, since enterprises that focus only on production advantages and ignore marketing aspects risk reducing their overall efficiency.

Each enterprise strives to achieve its goals, such as increasing profits, increasing sales, and entering new markets. For this, it is important to deeply understand consumer needs and product characteristics. Basic information about consumer needs becomes available through the use of marketing tools.

A key element of marketing activities is the marketing mix, the management of which is the main task for success in the egg market. Although the marketing mix

management system is not universal for all enterprises, knowledge of its elements allows companies to choose the optimal management option [90].

Many scientists have been engaged in the systematization of marketing tools. For example, Neil Borden summarized them into 12 elements, creating the first “marketing mix”, which included product planning, pricing, branding, distribution channels, personal selling, advertising, promotion, packaging, display, service, physical characteristics of the product, as well as information retrieval and analysis.

A marketing mix is a set of tools that together form a system capable of achieving set goals in the target market. For each enterprise or specific situation, these elements are selected in order to ensure the best impact on achieving marketing goals [103].

The function of the marketing mix is to form a set of tools that will maximize the efficiency of the enterprise and satisfy customer needs [99].

Using the concept of the marketing mix, researchers have formulated various combinations and classifications that reflect the specifics of individual industries. Most often, these options are created by adding one or more “P” to the classic “4P” [90].

Jerome McCarthy first introduced the modern “4P” model in his 1960 textbook “Basic Marketing: A Managerial Approach.” Since then, these elements have become the standard for describing marketing programs. The “4P” of marketing include: product, price, place, and promotion. They are the main elements for effectively promoting a brand in the market and distinguishing it from competitors.

A detailed consideration of the “4P” elements:

1. *Product*: This is any good or service that satisfies the needs of the consumer. In agriculture, the range of products is wide, which helps to better satisfy the needs of buyers, but quality remains an important condition.

2. *Price*: Determining the value of the product for the target audience is critically important. A pricing strategy requires balancing high and low prices, market analysis, and the right approach to setting prices. In the agricultural sector of Ukraine, pricing does not have a clear concept due to the lack of effective regulatory mechanisms.

3. *Place*: Companies determine where to sell their products and how to get them to market. Distribution channels must ensure that products are available to consumers. In agriculture, sales can be made through processing plants, wholesale channels, or other channels.

4. *Promotion*: This element covers communication policies, including advertising, PR, sales promotion, and personal selling. In agriculture, advertising is often underdeveloped, due to the specifics of the industry and an underestimation of its importance.

In addition to the classic marketing mix, researchers offer additional “P”, such as:

- *Positioning*: image and brand management to form a positive perception among consumers.
- *People*: personal branding of company leaders is becoming an important aspect of modern marketing.
- *Packaging*: the design and appearance of the product have a significant impact on consumer choice.
- *Purple Cow*: the product should be unique and stand out in the market, like a “purple cow”, attracting attention [100].

Thus, the choice of a marketing mix for agricultural enterprises is individual and depends on the goals of the company and its marketing budget. Effective use of the marketing mix contributes to success in the market and satisfaction of consumer needs.

The egg market in Ukraine is an important component of the agro-industrial complex, characterized by significant production potential and active participation in foreign trade. According to the State Statistics Service, in 2023, egg production amounted to 15.5 billion pieces, the bulk of which is provided by industrial poultry farms using modern housing and feeding technologies. There is growing interest in alternative methods, such as free-range, in line with global trends in poultry farming.

The average egg consumption in Ukraine is about 280–300 pieces per person per year, which meets the recommendations of nutritionists and indicates stable demand. Consumers are increasingly paying attention to the quality of products and poultry

keeping conditions, which stimulates producers to implement more humane and environmentally friendly methods.

Ukraine is an important exporter of eggs and egg products. In 2021, egg exports amounted to 1.8 billion pieces, the main markets were the Middle East and the EU. Egg imports are insignificant and mainly concern incubation eggs for livestock renewal.

Current trends in the egg market in Ukraine include:

- Growing demand for organic and environmentally friendly products, which encourages producers to implement appropriate quality standards.
- Expanding export opportunities due to new markets and increasing the competitiveness of Ukrainian products.
- Introducing modern technologies into production to increase efficiency.

Competition between producers is increasing due to high requirements for product quality and adaptation to international standards (e.g., EU requirements). Larger companies are investing in new technologies that allow them to increase productivity, reduce production costs, and maintain competitive positions in foreign markets [102].

In recent years, consumers in Ukraine have become more demanding about the quality of food products. This applies not only to the freshness of products, but also to production conditions. There is a growing demand for eggs from hens kept in more humane conditions, in particular, free-range or organic eggs. Some consumers also prefer environmentally friendly products without the use of antibiotics or growth hormones.

Large producers are actively introducing new technologies into egg production. This includes automation of feeding, egg collection, sorting and packaging processes, which allows reducing production costs and improving product quality. It is worth noting investments in product safety control systems, which allows meeting strict European and international standards.

The global trend towards reducing the negative impact on the environment has also affected the egg market. Producers are focusing on reducing CO₂ emissions, using

environmentally friendly feed, reducing waste and switching to more sustainable poultry farming methods. Organic and farm-raised eggs are becoming increasingly popular among consumers both in Ukraine and abroad.

Ukraine continues to be one of the largest egg exporters in the world. However, producers face high competition on the international market, as well as requirements for product quality and safety. In addition, political and economic instability, exchange rate fluctuations can affect the competitiveness of Ukrainian products abroad [98].

One of the challenges is adapting to EU standards on humane poultry farming, as the European Union is gradually abandoning the purchase of eggs produced in intensive farming systems (battery cages).

Egg prices in Ukraine show dependence on seasonal factors. Traditionally, prices increase on the eve of festive periods, such as Easter and New Year holidays. There are also fluctuations associated with the cost of feed, which significantly affects the cost of production. At the same time, the development of the premium product segment (organic, farm eggs) allows producers to form higher margins for such products.

The armed conflict in eastern Ukraine and the associated economic crises have affected the agro-industrial complex, including egg production. Many enterprises have experienced difficulties with logistics, feed supplies and exporting products. However, major market players are taking measures to adapt to new conditions, using export opportunities to new markets and increasing the share of value-added products.

Despite the difficulties, the egg market in Ukraine has significant potential for further development. Growing demand for higher-quality and environmentally friendly products, expanding export opportunities and introducing new technologies contribute to the development of the industry. Investments in the modernization of production and improvement of quality standards are also an important factor in increasing the competitiveness of Ukrainian eggs on the international market.

Thus, the Ukrainian egg market is demonstrating dynamic development and has all the prerequisites for further growth, despite internal and external challenges [102].

At the same time, the industry faces challenges such as the need to adapt to international quality standards, fluctuations in feed and energy prices, as well as the impact of epizootic situations on poultry.

In general, the egg market in Ukraine is demonstrating positive development dynamics, retaining significant potential for growth and strengthening positions in the domestic and external markets.

The formation of a marketing complex at an egg production enterprise is a multifaceted process that encompasses key elements of a marketing strategy aimed at meeting consumer needs, increasing competitiveness and increasing the company's market share. This approach takes into account the needs of the market, consumers, current trends and the competitive environment. The marketing mix traditionally includes four key elements: product, price, place and promotion (4P). However, in modern conditions, environmental friendliness, digital innovations and social responsibility are often added to them, which allows you to fully meet the requirements of the modern market.

1. Product. The main focus is on the quality of the product, its variety and unique characteristics that may interest consumers. For an egg production company, it is important to offer a wide range, which may include:

- Standard chicken eggs;
- Eggs with increased nutrient content (organic, enriched with omega-3);
- Eggs from free-range hens;
- Egg processing products (powdered eggs, egg mixtures) [107].

An important aspect is quality control, product certification and its environmental friendliness, which corresponds to modern trends in the healthy food market.

For an egg production company, product quality should be the focus of attention. The main product is eggs, but for the successful formation of a marketing mix it is important to offer not only standard products, but also a wide range:

- **Assortment policy:** the company can offer different types of eggs: organic eggs, eggs from free-range hens, eggs with a high content of nutrients (for example, omega-3), eggs of different sizes. This allows you to cover different consumer segments.

- **Brand image:** the product should be associated with high quality, freshness and environmental responsibility, which is especially important for consumers who are focused on healthy eating and sustainable development.

- **Packaging:** it is worth paying attention to environmentally friendly and attractive packaging. For example, the use of biodegradable packaging can improve the perception of the product by consumers who care about the environment.

2. Price. The pricing strategy should take into account production costs, the market situation and the price elasticity of demand. For enterprises that produce eggs, the following approaches are possible:

- **Setting different prices for different product segments.** Different types of products (regular eggs, organic, enriched with nutrients) should have different price categories. This will allow you to cover both the mass market and the premium segment.

- **Discounts on bulk purchases, special promotions for supermarket chains and restaurants.** Regular promotional offers, discounts or special conditions for bulk buyers, such as restaurants or large retail chains, will help stimulate sales and attract new customers.

- **The company should adapt prices to the level of competition, while maintaining a balance between quality and cost of products, which is an important factor in the FMCG segment.**

- **To maintain consumer confidence, it is worth avoiding sharp changes in prices.**

3. Place. The issue of distribution is important for ensuring the availability of products on the market. An egg production company should develop various sales channels. The company must establish an effective system of supply and distribution of products:

- **Trade through large retail chains:** cooperation with supermarkets and specialized stores to reach a wide audience. Cooperation with large retail chains

(supermarkets, grocery stores) to reach a wide audience. It is important to ensure the availability of products on shelves in all regions of the country

- Wholesale: supply of products to restaurants, cafes, catering establishments and other enterprises;
- Online sales: introduction of delivery through your own website or e-commerce platforms. Development of your own online store or cooperation with e-commerce platforms such as Rozetka or Prom.ua. The online sales segment is growing rapidly, so it is important to ensure the possibility of delivering products directly to the consumer.
- Local markets: participation in local farmers' markets, where you can offer products directly to consumers. This strengthens the connection with the end buyer and increases brand loyalty.

4. Promotion It is important to develop effective product promotion strategies that will increase brand awareness and attract new consumers. The main promotion tools can include:

- Advertising: using traditional and digital channels to advertise eggs (TV, social networks, websites). Place advertisements on television, social networks, print and digital media. In particular, advertising on YouTube or Facebook can be effective in reaching different audiences.
- Promotions and discounts: organizing promotions, for example, “second egg free” or seasonal discounts. conducting promotions to stimulate sales. For example, you can organize promotions such as “buy one, get the second free”, which will increase sales.
- Merchandising: bright packaging, advantageous placement of products on store shelves, use of POS materials. Favorable placement of goods on store shelves, use of bright POS materials (stands, posters, leaflets), as well as participation in exhibitions and events dedicated to agricultural products.
- Sponsorship and participation in exhibitions: support of local events or participation in thematic exhibitions to promote products and the brand.
- Social networks and content marketing: active communication with the target audience through social networks (Facebook, Instagram, TikTok) with a focus on a

healthy lifestyle, environmental friendliness and product quality. Video content about production, in particular about environmentally friendly farming methods, can increase interest in products.

5. *Environmental friendliness and certification.* The growing attention to environmental friendliness and sustainable development dictates the need for product certification in accordance with international standards. For an egg production enterprise, environmental friendliness can become an important competitive advantage:

- Production of organic products or compliance with safety and quality standards will attract conscious consumers.
- Using strategies aimed at reducing environmental impact, such as switching to eco-friendly packaging or implementing “green” technologies in production.

An important aspect is the introduction of new technologies into the production and marketing process, including process automation, the use of product quality tracking technologies and the introduction of new working methods. This may include the use of CRM systems for customer relationship management, Big Data analysis for demand forecasting and individualization of offers for consumers [103].

Prospects for the development of the Ukrainian egg market taking into account foreign experience

The prospects for the development of the egg market in Ukraine are quite positive, given the existing potential, as well as global experience. The prospects for the development of trade marketing in the Ukrainian egg market require the adaptation of advanced international practices and the implementation of innovative strategies. Here are some key areas that can contribute to the effective development of trade marketing in this area:

Ukraine should study the experience of leading companies in countries with a developed egg market, such as the USA, Germany or the Netherlands, which have implemented effective trade marketing strategies. This may include the use of new technologies that help increase the efficiency of distribution and product promotion.

In international practice, detailed segmentation of the consumer market is important. Ukrainian producers should use similar methods to identify target consumer groups and adapt their offers to their needs.

Ukraine is traditionally one of the leading egg producers in the world. However, market growth largely depends on the ability of producers to expand export opportunities. For this, an important aspect is:

- Improving product quality and its compliance with international standards (for example, certification according to ISO or GlobalG.A.P. standards).
- Diversifying sales markets, which will avoid dependence on individual countries. For example, demand for Ukrainian eggs is growing in the Middle East and North Africa.

The use of modern digital platforms, such as social networks and online stores, allows you to effectively promote products and attract new consumers. Creating interactive content (webinars, video recipes) can interest a younger audience.

Development of mobile applications for consumers that will allow you to receive information about promotions, new products and recipes using eggs. World experience shows that the introduction of innovations in egg production can significantly increase the efficiency of the industry:

- Automation of processes on poultry farms allows you to reduce production costs and improve product quality.
- Egg preservation technologies and more efficient logistics methods ensure their longer shelf life and long-distance transportation.

The growing attention to the environmental aspects of consumption requires producers to implement sustainable production practices. This may include switching to organic chicken farming methods, reducing emissions and using environmentally friendly packaging.

Participation in social programs and initiatives that promote a healthy lifestyle can increase consumer confidence in the brand. The trend towards healthy eating stimulates demand for organic and environmentally friendly eggs. This can be a promising direction for Ukrainian producers, especially if they adopt European

experience. For example, in EU countries, more and more attention is paid not only to product quality, but also to the conditions of poultry keeping, the environmental friendliness of production.

There is a growing demand in the world for products produced in compliance with high ethical standards. For example, in many EU countries, restrictions are being introduced on the use of cage systems for keeping chickens. Ukrainian producers can review their methods taking into account these trends in order to be competitive in international markets.

The successful development of the egg market in Ukraine depends on active state support. This may include subsidies for the modernization of poultry farms, support for export operations, as well as harmonization of Ukrainian legislation with the requirements of importing countries.

The egg market in Ukraine has significant potential for development, especially when considering foreign experience and innovative approaches. The introduction of new technologies, adaptation to global trends in healthy eating, and raising product quality standards will help Ukrainian producers remain competitive in both domestic and foreign markets.

For a more in-depth consideration of the prospects for the egg market in Ukraine, it is advisable to expand the analysis by taking into account additional factors, as well as specific examples from international experience.

It is important for Ukrainian producers to focus on strategic planning for the development of the industry. Successful examples of cooperation between small and medium-sized producers in Europe, such as cooperatives in the Netherlands or Germany, show that joint efforts can reduce production costs and increase competitiveness. Such cooperatives can jointly invest in modern technologies and marketing, which will allow them to compete with large corporations.

One of the key challenges for the egg market is the fluctuation of prices for poultry feed and energy resources. World experience shows that production stability can be ensured through diversification of feed sources, use of local resources, and the transition to renewable energy sources. For example, in the USA and Europe, more and

more poultry farms are switching to solar energy, which allows them to reduce dependence on electricity prices.

The introduction of digital technologies is one of the main drivers of increasing production efficiency. An important aspect is the use of Big Data for the analysis of production processes, monitoring of bird health, as well as for logistics and supply management. European farms successfully apply smart farm management systems, which allow to receive data on productivity, feed consumption and livestock condition in real time.

Foreign experience, especially in the European Union, shows that environmental responsibility is becoming an important factor of competitiveness. Sustainable development programs provide for the reduction of CO₂ emissions, the use of environmentally friendly packaging, reduction of water consumption and waste minimization. For example, in Denmark, closed-loop production technology is being actively implemented, where poultry farms use organic waste to produce fertilizers, which reduces environmental impact.

It is important for Ukrainian producers to focus on international certifications, such as GlobalG.A.P., which guarantee that products meet high safety and quality standards. This opens up access to new markets, such as the European Union countries, where quality standards are very high. For example, Poland, which has actively integrated into the European market, has achieved significant export growth thanks to the introduction of such standards.

Ukrainian producers should pay more attention to creating brands and marketing strategies focused on exports. Foreign experience, for example in France or Italy, shows that consumers prefer products with a strong brand image, especially if aspects such as "naturalness", "local production", "ethical treatment of animals" are emphasized. This can significantly increase the added value of the product.

Attracting foreign investors and international financial institutions, such as the European Bank for Reconstruction and Development (EBRD) or the World Bank, can help finance the modernization of the industry. Foreign experience shows that cooperation with international financial institutions provides access to long-term

financing at low interest rates, which contributes to the modernization of equipment and technologies. For example, in Hungary and the Czech Republic, significant investments in the poultry industry were made precisely with the support of international financial organizations.

Increasing partnerships with retailers can include creating joint promotions and loyalty programs that will stimulate sales.

Organizing in-store tastings and special promotions where consumers can get to know the products firsthand can significantly influence purchasing decisions.

Implementing educational programs about the benefits of eggs in the diet, as well as their nutritional value. Such campaigns can be carried out through television programs, social media, and participation in events on the topic of healthy eating.

Inviting famous chefs and food bloggers to create recipes and recommendations for using eggs can increase the popularity of the products.

Conducting an in-depth analysis of consumer behavior, preferences, and trends will help manufacturers adapt their products to market requirements. This can include research through online surveys, focus groups, and analysis of sales data.

The prospects for the development of trade marketing in the Ukrainian egg market are significant, especially taking into account foreign experience. Adaptation of international practices, implementation of innovative strategies, emphasis on environmental friendliness and sustainability, as well as active cooperation with retailers and consumers can significantly increase the competitiveness of Ukrainian egg producers. This, in turn, will ensure stable sales growth and will positively affect the development of the industry as a whole. For the development of the egg market in Ukraine, it is important to take into account not only traditional factors, but also foreign experience. Investments in innovation, environmental responsibility, marketing and international standards will enable Ukrainian producers to become competitive in the global market. Ukraine has every chance of becoming one of the key players in the international egg market, provided that foreign approaches are correctly used and production is modernized [108].

The egg market in Ukraine, as in other countries, is highly competitive and dynamic, therefore effective marketing activities, in particular trade marketing, play a key role in ensuring the sustainable development of the enterprise.

So, in conclusion, we can say that trade marketing is an important component of the overall marketing strategy of the enterprise. It is focused on promoting products through distributors, wholesale and retail channels in order to stimulate sales. A feature of trade marketing in the egg industry is the need to take into account the short shelf life of products, which requires prompt work with distribution channels.

In the conditions of dynamic development of the Ukrainian egg market, trade marketing plays a key role in forming competitive advantages of producers and distributors. Effective implementation of trade marketing strategies can significantly affect sales volumes, improve the position of brands in the market and increase consumer loyalty.

The egg market in Ukraine is characterized by a high level of competition, low product margins and sensitivity to price fluctuations. Research shows that companies that actively implement trade marketing strategies achieve higher results by stimulating sales through partner channels, creating strong relationships with retail chains and increasing brand awareness among end consumers.

Among the most effective trade marketing tools in the egg market are the following:

- sales promotion (discounts, promotions for retailers);
- merchandising (correct product placement on shelves, advertising materials);
- bonus programs for wholesalers;
- promotions;
- analysis of sales and efficiency of sales channels to adapt marketing efforts to changing market conditions.

One of the main trends observed in the market is the growth of competition between egg producers, which necessitates the active use of trade marketing tools. Among them, optimization of cooperation with retailers, expansion of product presence

in retail outlets, improvement of digital strategies, as well as emphasis on environmental friendliness and social responsibility stand out.

The need to adapt to changing consumer needs and market trends requires enterprises to be flexible in the development and implementation of trade marketing campaigns. An important aspect is the integration of traditional and modern promotion methods, in particular the active use of digital platforms and social networks, which opens up new opportunities for communication with consumers.

Successful cases of international companies testify to the effectiveness of trade marketing in managing relationships with retailers and consumers. In Ukraine, enterprises that focus on implementing innovative approaches to trade marketing can take leading positions in the egg market, strengthening their competitiveness.

Thus, trade marketing in the Ukrainian egg market is an important tool for ensuring sustainable development and increasing business efficiency. Further research in this area can focus on studying the impact of new technologies and changes in consumer behavior on trade marketing strategies, which will help enterprises adapt to modern market conditions.