

EXPORTING ENTERPRISES AND THEIR ROLE IN THE POST-WAR STRUCTURE OF UKRAINE

In the current conditions of globalization of the world economy, an important direction for Ukraine is integration into world economic relations, in particular, participation in international trade. The strengthening of the globalization of world economic processes, in which Ukraine is also involved, as well as the growth of competition in the domestic market of Ukraine necessitates the search for new sales markets by Ukrainian enterprises. The development of exports is a necessary condition for the development of any branch of the economy. This is especially characteristic of Ukraine in the post-war recovery period [1; 2].

Today, the structure of Ukrainian exports consists of a very unfavorable combination of production factors with a predominance of raw materials and unskilled labor, the share of environmentally unfavorable industries (ferrous and non-ferrous metallurgy, chemical industry) is steadily growing. Largely, this situation is related to the stimulation of the raw material structure of Ukrainian exports by developed countries, as well as insufficient state support for manufacturing enterprises.

But it is also quite obvious that in the conditions of intensifying competition in most world markets, only state support for domestic manufacturers is not enough. In our opinion, marketing support of the process of entering the international market by the enterprises themselves is also very important. A significant part of domestic researchers traditionally pays more attention to the analysis of the effectiveness of state support for the process of entry of enterprises to foreign markets. Modern research in this field is based on a sufficiently detailed theoretical concept, a clear system of data collection and interpretation of foreign economic activity [1; 2].

Domestic studies devoted to the improvement of marketing activities in the process of entering foreign markets at the enterprise level appear to be poorly developed. The main problem is a purely descriptive approach, which is expressed in the absence of quantitative assessments of the relationship between the characteristics of enterprises, the degree of their involvement in international activities, marketing strategy and the results of international activities. As a result, the recommendations for improving the international activities of Ukrainian enterprises appear insufficiently substantiated. Most of the works lack empirical data collected at enterprises, because of which the researchers' recommendations are of a theoretical nature [3; 5].

Based on the analysis of factors of the market environment, as well as secondary information, it can be concluded that in most cases, the main strategy of

Ukrainian enterprises to enter the foreign market is exporting. Therefore, for the vast majority of Ukrainian enterprises, the results of a study of the effectiveness of their export activity are relevant, which would help determine what affects its increase [2].

The following scientists and scientists considered the process of marketing management and its influence on the efficiency of the enterprise in many works on management and marketing: Aisyna R.G., Antonenko O.M., Trevogo O.I., Kostyukevich R.M., Golubkov E.P., Kanishchenko O., Kotler F., Balobanova L.V., Tsygankova T.M. etc. In the works of both foreign and domestic scientists, the content and mechanism of formation of marketing management at the enterprise are highlighted and outlined [1].

Despite the large number of scientific works, in this field there is no clear mechanism for improving marketing management at the enterprise, there are no specific recommendations for the rational application and solution of urgent problems of marketing management in the foreign economic activity of the enterprise. Of course, international marketing activities do not involve the use of any new marketing functions. Setting marketing tasks, choosing target markets, positioning products, developing a marketing mix and monitoring marketing activities - all these fundamental requirements remain relevant in the company's work abroad. It is obvious that there can be no effective international marketing at a company that does not follow the basic marketing principles in the domestic market. However, it should be remembered that a certain specificity, generated by the peculiarities of the functioning of foreign markets and the conditions of marketing activities on them, gives international marketing features that national companies are obliged to take into account [2]. In general, these are the following.

First of all, for successful marketing activities in foreign markets, it is necessary to make significantly greater and targeted efforts, to more consistently adhere to the principles of marketing, to use marketing techniques, methods, and procedures than is required in the domestic market. As a rule, foreign markets have not only high, but also special requirements for the goods, services, and advertising offered on them. This is related both to the specifics of the demand of the markets of individual countries, and to the level of competition.

Secondly, the study of foreign markets, their opportunities and requirements. This starting point in international marketing is usually much more complex and time-consuming than domestic market research. If we take into account that the world market includes

approximately 180 markets of individual countries and each of them has both common features and certain features, it becomes obvious that more research work needs to be done on each of the selected markets. It would seem that there is no particular difference: studying the structure of demand in Germany or in Ukraine. However, the bottom line is that the need for market information for the selected market of an individual country is incomparably higher, but at the same time, there are more difficulties in obtaining and interpreting it. Therefore, for example, in the United States, Dun&Brandstreet publishes information, which is updated every month, about four million manufacturers of industrial and technical products [5].

In addition, when entering a foreign market, it is necessary to additionally analyze complex objects that are not present in the domestic market: for example, customs regulation, exchange rates, balances of international settlements, etc. Finally, in international marketing activities, one cannot ignore the political risks associated with entering the markets of individual countries chosen by the national company as the most attractive for the sale of export products, or other forms of international marketing. Wars, revolutions or acute social conflicts can lead to the destruction of production premises, equipment, damage to stock, and a change of political power is dangerous due to the confiscation of the property of a foreign investor.

Thirdly, for effective activity in foreign markets, it is necessary to creatively and very flexibly use various marketing procedures. There are no standard approaches here. Different marketing techniques should be used taking into account economic fluctuations and the forecast of the development of foreign markets, commercial practices and trade procedures that have developed there, and the characteristics of the surrounding marketing environment. It is especially important to take into account the specifics of the socio-cultural environment. It is obvious that many parameters of the product, which are indifferent to the buyers of one country, can be very important for the consumers of another country. It is enough to note that, for example, French manufacturers of salted fish use eight recipes for preparation of the same product, adapted to the tastes of buyers in each of the European countries [4].

Fourthly, complying with the requirements of foreign markets, more precisely, the requirements of potential foreign buyers, means not only the need to comply with the sales conditions accepted there. The development and commercial production of «market novelty goods», designed to maintain the competitive position of the national company even a few years after entering the foreign market, acquires fundamental importance. World practice shows that entering foreign markets with products that only partially satisfy its requirements or even do not meet them, generates much higher losses and unproductive costs than conducting preliminary marketing research of these markets. The most extensive studies of this or

that market can cost a firm several hundred thousand dollars, while losses can be fatal. Thus, the failure of the «Ford» company in the case of entering the market with the «American Edsel» car cost 250 million dollars. The failure of the «Radio Corporation of America» with a new series of computers resulted in 500 million dollars. The unprofitable development of the supersonic liner «Concord», although the project was technically quite successful, amounted to 3 billion dollars [3].

Therefore, entering the foreign market puts the company in a situation completely different from the one it may be familiar with from the experience of working in the national market. The evolution of nationally oriented marketing into an international one requires that the study of a specific product market, its segmentation and the development of a marketing complex extend to the specifics of the company's behavior not only in trade and after-sales service, but also to the investment activities of the company, taking into account the interests of consumers of foreign markets. Promoting their goods to «foreign» markets, and then strengthening their positions on them, companies feel the need to competently respond to cyclical fluctuations in world markets. At the same time, neglecting international marketing can lead to very negative consequences not only in terms of loss of favorable marketing opportunities, but also in terms of real loss in competition with foreign companies in the domestic market.

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