

BASIC WAYS OF MARKETING ACTIVITY IMPROVEMENT OF THE ENTERPRISE OF PUBLIC JOINT STOCK COMPANY «KYIVHLIB»

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In modern market conditions the marketing activity of the enterprise is quite multifaceted and it involves development, implementation, analysis and control of certain marketing measures, such as complex market research, market segmentation, positioning of product on the market. So the enterprise can develop a marketing complex — «4P» model, which main elements are product, price, place of sale, promotion.

Let us consider the basic directions of the marketing activity improvement on the example of PJSC «Kyivhlib».

On the basis of conducted analysis it is possible to suggest such ways of improving the activity of the enterprise: improvement of the pricing policy is reduction of expenses for production, strengthening control over suppliers and intermediaries to reduce the cost of raw materials and products marketing; improvement of commodity policy is improvement of product quality by some organoleptic and aesthetic parameters, improvement of product packaging, improvement of the structure and composition of the product range of enterprise; improvement of distribution network is opening branded stores, introduction of elements of sensory marketing to increase sales volumes; improvement of policy promoting the application of various promotions at points of sale of the enterprise, stimulation of sales, conduction of powerful advertising campaigns.

The enterprise should pay attention to the improvement of such indicators as shape and design of cakes, bakery products (different interesting, unusual shapes that will impress customers; use color psychology in advertising, etc.), improvement of organoleptic characteristics, development of festive packaging products. Also introduction of a new specific production, for example: products with low content of sugar or with its substitutes, diabetic bread, dietetic small loafs of bread, bread made of a mix of rye and wheat flour. Improvement of the product line «Rusks», which is the smallest product line of a company as it has only 2 positions. There are only classic rusks with a high content of raisins and rusks with the addition of mustard oil, which is very little for powerful enterprise. The company has the ability to develop and introduce into the production several kinds of rusks with different flavors, for example, with dried apricots, cranberries, Greek or hazelnuts. This product is unique, so it will allow the PJSC «Kyivhlib» satisfy different preferences of customers, which will provide the recognition of customers, and the enterprise will receive income and take a niche market with this product. That is why the development of activities in this area will increase the competitiveness of the enterprise. Sales of goods system is one of the most significant in the marketing policy of the enterprise. We are able to increase the volume of sales of the company in several ways: increasing volume of sales on the domestic market. This can be done by increasing supplies across regions. Not all regions of Ukraine are fully saturated by products of PJSC «Kyivhlib». In some regions it is represented by only a small number of items. To increase sales it is required to deliver larger amount of products and

bigger variety of them to these regions. Also are needed: participation in children's, cultural, educational and charitable activities as a sponsor, distribution of pastry gift sets, increment of consumers' awareness about products through mass tastings, consumer surveys, conduction of analysis of sales channels, which will be more effective for the enterprise.

At the present stage of development the PJSC «Kyivhlib» is now a competitive enterprise in the market of confectionery and bakery products in Ukraine. But the company needs to carry out a comprehensive market analysis of modern technologies in the market and develop measures for immediate response to fluctuations in market conditions.

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