

## 15. Factors of External Environment and Their Influence on Activities of Distilleries in Ukraine

Daria Vitvytska, Olga Nikitenko

*National University of Food Technologies, Kyiv, Ukraine*

**Introduction.** An enterprise is an open system, the development of which depends on the external environment (it is also called the general environment, the medium of indirect influence or a set of uncontrolled factors). In modern conditions, any organization should not only be accustomed to the external environment by adapting its internal structure and behavior on the market, but also actively forming external conditions of its activity, constantly exposing threats and potential opportunities in the external environment.

**Materials and methods.** In the process of research, the following methods were used: logical generalization and scientific abstraction. The theoretical basis of the research is the scientific work of domestic and foreign scientists.

**Results.** Alcohol production ensures economic security and technological independence of the country. It can be noted that alcohol is one of the budget-generating products.

One of the main causes of managerial failures in the activities of the Ukrainian enterprises, including the distilleries, is their low ability to react promptly within the limits of available resource potential on changes taking place on the market.

Instability of the market environment caused by the consequences of the economic crisis leads to the need to use the latest methods of management, the implementation of a comprehensive analysis of the impact of factors of external and internal environment on the enterprise. Under these conditions, the main criteria for assessing the quality of management by economic entities at the micro level are: the ability of an enterprise to recognize the threats to its existence in a changing market environment; the ability of the enterprise to realize the ideas of anti-crisis management ability to identify new market opportunities, as well as to benefit from the identified opportunities.

Analysis of the environment of the alcohol industry:
Influence of environmental factors on enterprise activity
Degree of success / failure of the alcohol company in achieving its goals
Compliance with the strategy of adaptation to the environment

**Fig. 1. Components of the analysis of the external environment of the alcohol industry. Source: projection by the author**

**Conclusion.** In order to avoid the negative impact of this environment on the activity of the alcohol companies of Ukraine, certain measures need to be implemented, namely:

- to have a clear idea of the factors of micro and macro environment, united under the notion of the external environment. Separate the factors of greatest influence and constantly monitor them;

- to collect information from various sources on the factors of external influence;

- in the absence of a marketing department, the administration or employees can independently carry out research, and if necessary use the services of marketing agencies.