

## **Manufacturing and Trading Company “Lucas”: the taste of quality**

Yulia Udalova, Maria Molozhon

*National University of Food Technologies*

**Introduction.** “Lucas” is a young group of dynamically developing company specializing in the production of confectionery products. Brand Lukas is in a list of the best trademarks in Ukraine. Manufacturing and trading company “Lucas” was founded as a family business in Kremenchug (Ukraine) in 1995. At the time, the primary type of activity is the sale of confectionery products. Nowadays among the primary aims of the company is the consolidation of its leading position and taking over 20% of the market of confectionery products in Ukraine in the near future. Therefore, the strategies applied to achieve that as well as the already visible results pose a great relevance for analysis.

**Materials and methods.** To conduct this research the number of general and special methods was applied, namely the methods of systematization and analysis of a number of statistical data about the company’s functioning in the recent years. As the main strategic feature of manufacturing and trading company "Lucas" presupposes its own well-developed network of offices, it was necessary to analyse the company’s functioning with a view of each region of Ukraine.

**Results and Discussion.** Having analysed the operation of the plant, it is possible to state that today the product’s range of the company includes more than 100 varieties of products, offering consumers the range of choice depending on their preferences. The popularity of the products is presupposed by the fact that they are made in accordance with the national standards as well as developed by the own technologists of the enterprise. The company developed new products, and are available on the market 2-3 new titles a few times a year. The important strategic point of the company is to increase the share of business in the domestic market at the expense of the products presented in the price segment above average. It is notable that the products in the segment below average “Lucas” do not produce, because they rely on an impeccable quality of raw materials. Yet, the practice has shown that might pose certain risks. Lukas repeatedly won top awards at the most prestigious competitions. However, the best indicator of quality is the trust of customers. Production of "Lucas" structure includes three production, which are equipped with professional modern high-tech equipment of the Swiss, Italian and domestic production, allowing producing high quality products. The company employs more than 1,000 people. Company's production capacity is up to 2.5 thousand tons per month. Sales of products in the territory of Ukraine is carried out exclusively own team. Delivery of production is carried out on foreign markets: Transnistria, Moldova, Romania, Georgia, Tajikistan, Kyrgyzstan, Turkmenistan and the Baltic countries.

**Conclusions.** The analysis of the Lukas enterprise demonstrates that the present approach to the management has enabled to create a successful and multifaceted company only in 21 years that includes two own production sites with a total area of about 17 hectares, modern warehouses with automatic temperature control system, own transport and logistics company "L-Trans", network of shops "Lucas", confectionery fresh pastries and sweets "Puff "and a burger café "Kruason".