

The Development of the Open Joint Stock Company “Vinnifruit”

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Introduction. “Vinnifruit” was created in 2000 on the basis of a plant for the production of juices and soft drinks, located in Vinnitsa region of Ukraine. The company employs about 1.5 thousand people. The main activities are procurement of agricultural products; the production of natural fruit and vegetable concentrated juices and purees for the food industry; the production of natural juices, nectars, carbonated drinks, mineral and drinking water, baby food and other products; distribution; and retail trade.

Materials and methods. In order to conduct the study, the general scientific and special methods were used, in particular, the method of economic and statistical analysis as well as forecasting. The informational base for the study serves the works of local and foreign scientists together with statistical materials

Results and discussion. Production only in the last two years has increased by 80%. At the moment, the product range of the company includes more than 170 types of products, among which occupies a prominent place juices of the Trade brand “Vinni”. A special pride of the company's products is sold under the trademark "Juices of Ukraine". As evidenced by the name itself, the juices of this brand are made exclusively from Ukrainian raw materials, which are processed from fruits and vegetables at the enterprises of the company. In other words, the company “Vinnifruit” is one of the few in Ukraine, which has established a full (complete) production cycle from the processing of raw materials to production to the end consumer

Conclusions. Therefore, open Joint stock company “Vinnifruit” has all chances to become a leader in the sale of natural juices. The mission of the company is production and sale of quality natural products. So, the quality management system in production meets the requirements of ISO 9001-2001. In addition, implementing a quality system ISO 14001 indicates that environmental safety of the company “Vinnifruit”. The company does everything to ensure that products were available not only in Ukraine, but to the inhabitants of the countries near and far abroad, for which the necessary arrangements are being made for certification, including the certification of kosher.

References:

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