

Globino Meat Processing Plant: Focus on Quality

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Introduction. Globino is a young group of dynamically developing enterprises, including a meat-packing plant as its leading subdivision. The history of Globinsky meat plant started in 1998 and throughout all these twelve years of meat processing, the plant took a full-fledged step towards the evolution of meat production – from small slaughterhouse to large-scale processing enterprises. Nowadays among the primary aims of the company is the consolidation of its leading position and taking over 15% of the market of meat 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 globinsky meat plant presupposes its own well-developed network of offices, it was necessary to analyze the company's functioning with a view of each region of Ukraine.

Results and Discussion. Having analyzed the operation of the plant, it is possible to state that today the product's range of the company includes more than 200 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 greatest number of products is accounted for sausages – up to 30%, the production of semi-smoked and boiled-smoked sausages makes 19%, smoked and dried sausages – 9%, meat delicacies – 12%, production of stock products – 10%, semi-finished products – 1%. 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 globinsky meat plant does not produce, because they rely on an impeccable quality of raw materials and, accordingly, of the sausages. Yet, the practice has shown that might pose certain risks.

Globino repeatedly won top awards at the most prestigious competitions. However, the best indicator of quality is the trust of customers. The uniqueness of Globino is determined by the relationship of each of the units that together form a complete closed cycle of production – from growing the raw materials to the final consumer. This cycle allows you to control all steps of production and sales. Net sales have many advantages and the company Globino was one of the first to organize such a distribution system, connecting the producer with the consumer without transshipment bases. In the system of sales over 500 people are employed. This scheme is an additional guarantee of product's quality. Apart from that the development of raw materials base is a key priority for the company. The plant has its own raw material base, which provides 70% of the company's needs for raw meat. By the end of this year, the total number of own livestock of pigs is expected to increase to 70 thousand and by 2017 – up to 120 thousand heads. Some additional steps have already been made to organize the production of cattle meat.

Conclusions. The analysis of the Globino enterprise demonstrates that the present approach to the management has enabled to create a successful and multifaceted company only in 12 years that includes meat-packing plant, a creamery, a brick factory, a pig farm, meat and dairy complex as well as the company's building itself.