

CONDITIONS FOR THE FORMATION OF THE MARKETING ENVIRONMENT OF THE ENTERPRISE

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Abstract. The article is devoted to the conditions of formation of the marketing microenvironment of an enterprise operating in the agrarian market of Ukraine. The components of marketing microenvironment are considered and their characteristics are given.

Keywords: marketing environment, marketing microenvironment, suppliers, intermediaries, competitors, consumers, contact audiences.

I. Introduction

Any enterprise operates in an environment that influences it in some way. Such an impact is difficult to overestimate because its effects can be positive (and need to be developed and protected) and negative (they must be taken into account and tried to overcome). That is why the conditions of forming a marketing environment need to be investigated and responded to.

II. Formulation of the problem

The marketing environment is divided into macro and microenvironment, so the conditions of formation will be different for them. Marketing microenvironment is of interest to us because it is formed by factors that are controlled by the enterprise and can be influenced in some way.

The micro-environment consists of suppliers, intermediaries, competitors, consumers and contact audiences. The condition of these components must be kept under constant control of the enterprise as it is interested in their development and prosperity.

Suppliers control the flow of various types of resources, raw materials and materials to the enterprise. Intermediaries assist in the distribution of the company's products among stakeholders. These include resellers, specialist firms in the

organization of movement of goods, agencies for marketing services and credit and financial institutions. Competitors can be direct and offer the same products to the same consumers. There are product competitors who sell the same products to different consumers. Indirect competitors offer different products to the same customers. Competitors are closely monitored, as their actions may harm the company.

Consumers play a special role among the constituents of the micro-environment. This is due to the fact that their taste and other benefits are of particular importance to the company: they will buy only the products they like. Therefore, the attitude of consumers to a product, brand or business is taken into account when developing a marketing strategy and marketing complex. Contact audiences ensure the connection of the company with representatives of banks, insurance companies, the media, and the public.

III. Results

Consider the conditions of formation of a marketing microenvironment on the example of a private joint stock company "Zhashkiv Elevator", which operates in the agrarian market of Ukraine.

The Zhashkiv Elevator Company is a certified grain warehouse which, in accordance with the current legislation, provides services for the acceptance, drying, cleaning, storage, shipment of grain to enterprises of all forms of ownership. In addition, it provides services for laboratory inspection of grain quality, rail transport services for the supply and weighing of wagons. The company owns 7 elevators in Dnipropetrovsk, Zaporizhia, Cherkasy, Kherson and Zhytomyr regions with a total capacity of simultaneous storage of 170,000 tons.

Grain storage accounts for the largest share in the range of services provided – 50,87%, acceptance and shipment rank second (31,12%). Other services account for the smallest share – 3,43%.

The main suppliers of raw materials for Zhashkiv elevator are farmers from Central, Northern and Western Ukraine. Raw materials supplied to the enterprise are: brewery barley, fodder barley, corn and wheat and food and feed. These raw

materials are taken at the enterprise, checked in the laboratory for humidity, pests and the like, dried and loaded into the elevator, where the grain is stored to the supplier's needs. The main suppliers of raw materials for Zhashkiv elevator are small farming enterprises, private enterprise "Roksolana", LLC Syngenta Ukraine, LLC "Renaissance" and others. Also, recently among the suppliers of raw materials, the share of farmers from Western Ukraine has increased – due to the increase in yields, they have begun to use the services of the enterprise more often. They were also attracted by the following advantages: low prices, availability of their own transport line, quality of services provided and their variety.

The main intermediaries are agro-industrial enterprises engaged in processing, reselling in retail and wholesale trade, manufacturing of various types of products. These are the enterprises of the brewing industry, bakeries, bread factories, agriculture and others. These enterprises can act as suppliers and intermediaries, since the Zhashkiv elevator provides services for receiving, drying and shipment of raw materials, ie any enterprise can buy raw materials, ship them to the investigated enterprise, and after drying pick up raw materials for further production of their own products.

The competitors in the local market are: «Astarta Holding», «Sanna Ukraine LLC» and «Chernihivzernoprom LLC». Today, the services of receiving, drying, cleaning, storage, loading of grain to enterprises of all forms of ownership operate in all regions of Ukraine. Among them are five large enterprises that provide these services with approximately 95% of the entire Ukrainian market.

We describe the competitors.

«Astarta» is an agrarian enterprise that has been active on the Ukrainian market since 1993. It is a vertically integrated agro-industrial holding, which provides grain storage, is engaged in soybean processing, sugar production, dairy farming. The holding is in the process of continuous development. He plans to increase its production capacity by purchasing an elevator in the Khmelnytsky region and building an elevator in the Poltava region.

«Sanna Ukraine LLC» is a powerful agro-industrial enterprise with a wide range of products and well-tuned distribution channels. It focuses solely on the existing customer base and does not pay attention to potential customers.

The main advantage of «Chernihivzernoprom LLC» is the low price policy of the company, which distinguishes it against the background of more powerful competitors. The main disadvantages are a weak sales system and a small range of products, which causes the company to lose potential customers. In addition to competitors in the local market, the Zhashkiv elevator has those operating in the foreign market.

JSC «Nibulon» is the largest Ukrainian agricultural producer, investor, exporter. He is involved in animal husbandry, crop production, vegetable oil production, meat processing and more. He owns a shipbuilding and ship repairing plant and a modern cargo fleet. In total, it has 62 vessels. The holding also has manufacturing units in 12 regions of Ukraine.

In addition, competitors in the international market are «Kernel PJSC», «State Food and Grain Corporation of Ukraine», «Agropromservice Holding», «Prometey LLC».

Clients and customers of Zhashkiv elevator services are agricultural enterprises, grain traders and food industry enterprises. For example, barley for beer production is being purchased by two of its largest customers, «Obolon» Company and «Slavutsk Malt Plant». Also, the customers of the company are local bakeries and bakeries, as they annually buy millions of tons of grain to make bread, buns, dryers and other consumer products.

Twenty respondents were interviewed to assess the satisfaction of consumers with the services of the surveyed enterprise. The survey was conducted among independent consumers and regular customers. The questions in the questionnaire were asked in such a way that the consumers would evaluate each individual service criterion of the enterprise. The rating was based on the specific characteristics of services on a scale of 1 to 10 points, where 7 - 10 – the highest score; 6 - 4 – grade point average; 3 - 1 – small. The following indicators were selected as indicators:

price / quality ratio, variety of advertising services, order fulfillment conditions, company image and customer attitude to quality of services.

Studies have shown that consumers rated the services of Zhashkiv elevator as the highest, such as the "Attitude of customers to quality of service" – 9,35 and the ratio of indicators of "price - quality" – 8,90. This means that the company treats each client responsibly and attentively and provides the highest quality services compared to its competitors at the right price. The lowest average score was "Diversity of advertising services" – 8,25 and "Image of the company" – 8,55 points. This indicates that the company must pay attention to the conduct of advertising campaigns and take appropriate measures to enhance the image.

The survey was also conducted among clients who use the services of not only Zhashkiv elevator but also its competitors. The survey was conducted on the same indicators as the clients of the studied enterprise. The survey showed that clients of «Astarta Holding» rated the service attribute as 8,80 and "Company Image" 8,15, which indicates the timeliness and efficiency of the company in providing services. The lower average scores were such as the «price-quality» ratio of 6,85 and the «Variety of services» of 7,30 points.

The survey results of the clients of «Sanna Ukraine LLC» proved that the lowest average score was given by such parameters as "Term of service execution" – 6,30 and "Company image" – 6,40, and the highest ratio "price - quality" – 8,85 and «Diversity of Services» – 8,0. This indicates that the company has great potential. The company can provide not only a large number of different offers, but also in a good value for money.

References

Studies have shown that the Zhashkiv elevator micro-environment is a well-developed system that is well coordinated and promotes the successful operation of the enterprise in the market.