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PECULIARITIES OF FUNCTIONING OF THE VEGETABLE PRODUCTS MARKET

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The modern domestic market of vegetable products is characterized by a relatively low level of infrastructure development and the presence of a range of problems in almost all its parts: from production to its sale to the final consumer in fresh and processed form. This situation causes a high level of losses, insufficient development of the domestic processing industry, the dominance of imported products in some fresh segments and in almost all segments of processed vegetables. Due to the unstable economic situation, the decline in the purchasing power of the population consumption of vegetable products continues to be insufficient, not exceeding 80 % of the norm recently.

As mentioned earlier, domestic vegetable products are uncompetitive in prices with imported products. The low cost of imported products is due not only to the use of «growth accelerators», but also to the fact that imported goods are produced on subsidized farms, which makes it cheaper. As a result, domestic vegetable growers have to be in less favorable competitive conditions. In addition, the market is not protected from imports by the customs mechanism: the import duty on basic vegetables does not exceed 15 %. For comparison, the import duty on poultry and pork is 80 % and 75 % respectively. Thus a more effective customs and tariff policy is needed which would promote the development of production in our country.

The peculiarity of the vegetable market is that more than 80 % of the products are produced in personal subsidiary farms and small agribusinesses. Namely, these categories of producers are the least equipped with modern equipment and storage facilities, have less opportunities to attract financial resources to modernize production, and accordingly are less likely to sell their products profitably.

Underdeveloped logistics leads to significant losses of products at all stages of trade from producer to consumer. These losses reach 40-50% in the process of storage, transportation and processing. Thus, the main losses of vegetable products fall on the stage of processing and processing, storage, transportation, and production during the implementation of mechanized technological processes [2].

The issue of price formation, namely the difference between purchase and retail prices, remains relevant for the domestic market. Price is an important characteristic of vegetable products, which occupies a special place in the marketing system. Its main purpose is to stimulate sales and sales of goods. Open-ground vegetables, as a rule, go from the producer to the resellers - the wholesale link, which adds up to 60% to the value of the farm. The markup includes taxes, storage losses, transportation costs and more. The retail network adds at least another 30%. As a result, «on the shelf» the product is twice as expensive as the farmer who grows these vegetables.

In Ukraine, agricultural enterprises sell a significant share of vegetables to processing enterprises - up to 50%. In 2019, 905.9 thousand tons were sold, which is slightly less than in the previous year (by 5.6%). Urban markets remain the main organized sales channel for households. The supply of vegetables from the places of concentration of their production, especially the early ones (from the southern regions of the country), is carried out mainly by intermediary structures. Whole sale fruit and vegetable markets in Ukraine are still focused primarily on the sale of expensive imported products, while in developed countries it is the system of whole sale of own products, civilized marketing, healthy competition are effective mechanisms of their domestic market [3, p. 6; 4, p. 30].

An important factor hindering the development of domestic vegetable growing is the high dependence of the industry on foreign seeds: the share of imported seeds reaches 70%, it should be noted that most seeds are imported with viruses and various diseases. Today there are no farms in the country that specialize in the propagation of vegetable seeds, at the same time, there are no specialists and equipment, infrastructure, copyright protection of owners of varieties and hybrids and no legal conditions for such a complex business.

To expand industrial vegetable growing, first of all, it is necessary to improve agricultural cultivation techniques to reduce overspending of financial, energy and labor resources [5, p. 87].

Thus we can state the following situation in the market of vegetable products: significantly reduced imports of vegetable products, dynamically changing the geography of supply of imported products, which leads to its rise in price due to long-distance transportation of products. Rising prices

for imported vegetables allow domestic vegetable growers to take a strong position in the competition with imported producers, but significant increases in operating costs do not allow vegetable growers to achieve the high profitability required to expand production because they are disproportionate to domestic purchases. The development of the industry prevents the influx of imported products, which when imported do not pass sufficient quality and safety control. At the same time, the task of the agro-industrial complex today is not only to saturate the domestic market with food, but also to switch to a policy of export-oriented growth of domestic products.

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THEORETICAL ASPECTS OF MARKETING MANAGEMENT OF ENTERPRISES

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In modern conditions, the marketing management system is the basis of enterprise management. Marketing helps a company determine its place in a market where there is fierce competition. Ensuring the competitiveness of products of Ukrainian enterprises involves intensive development of production, as well as requires improvement of methods of organizing

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