

Секція 6
МАРКЕТИНГОВІ АСПЕКТИ УПРАВЛІННЯ
ПІДПРИЄМНИЦЬКОЮ ДІЯЛЬНІСТЮ



**INDICATORS OF THE FEASIBILITY OF PRODUCING BARLEY
FOR BREWING USE IN UKRAINE**

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Brewing barley is a specific grain product, the efficiency of which is determined only by sales for its intended purpose. That is, the farmer has a clearly defined sector of sales of malting barley for its intended purpose, outside of which barley is sold as feed grain, at significantly lower prices, and the economic efficiency of its production has another dimension in terms of the ultimate goal of production. Exploring the growing practice, we have encountered a dilemma where farms that have grown brewing barley and are unable to sell it for its intended purpose due to lack of demand or non-compliance with quality requirements of the consumer have been forced to take a loss by selling it as fodder.

The current situation on the market of malting barley in Ukraine requires the scientist to clearly define the algorithm of actions to ensure effective production of malting barley in the European dimension of quality requirements and justification of the threshold of feasibility of agricultural enterprises in this production area. The cultivation of malting barley is, in fact, the end effect of the direction of production, which is completely dependent on demand for quantity, quality and price.

Guaranteed demand for malting barley depends on the economic situation in the country, the state of development of the grain processing - malt industry, the establishment of industrial and commercial relations between market-forming substances - enterprises of malt and agro-industrial industries. Quality is shaped by genetically determined traits of the variety, soil and climate conditions, the perfection of technology and the organisational and managerial skills of the farmer. The price of grain is primarily formed as a balance of supply and demand, depending on the

price situation in the feed barley market and, unfortunately, secondarily on the resource costs of the enterprise.

Realizing that the competitiveness of products is laid at the design stage of production activities and is achieved through factors determining among them the sales channel, price and quality, we offer the agricultural producer in determining the feasibility of production activities for growing barley for brewing to be guided by the following criteria (table 1):

Table 1 – Classification of indicators for determining the feasibility of malting barley grain production

Indicators	Evaluation parameters
Consumer demand in the market and the marketing and logistics capacity of agricultural enterprises	Market capacity and sales directions; market conditions, trends; territorial distance between market-forming substances (supplier and consumer); presence / absence of an agreement or protocol of intent to cooperate; practice/experience of production and commercial relations between market-forming substances (long, episodic, absent); well-established marketing and logistics activities in the agricultural enterprises
Comparative effect	The share of barley in the structure of the production program of the enterprise; technological level and comparative effect of natural and cost indicators for the period of 3-5 years of existing and recommended technologies for growing barley in brewing and fodder areas
Resource provision	Soil and climatic conditions of the growing area; - technical equipment of the agricultural enterprises to ensure compliance with the specifics of the technology of cultivation, refining, storage and transportation of grain; provision of financial resources
Brewing grain quality	Genetic varietal purity; viability; humidity; protein content; grain size

Source: compiled from a consolidated analysis

Within these indicators, the degree of influence of each factor on production efficiency is assessed by expert scoring as a ratio of the sum of the scores given by all experts in the field to the total sum of scores, the feasibility threshold and the integral risk index of production activity in the malting barley growing sector are determined.

Indicators of economic efficiency of an enterprise in the malting barley sector are integrated assessment indicators of the level of its production,

commercial and logistical activity and management skills, which help to identify pain points and risk levels in its activities, determine the main directions and the most effective ways to improve the efficiency of the enterprise in order to make an informed management decision. Practice shows that it is on the basis of the above indicators that a farmer can make the right decision about the advisability of growing malting barley on the farm.

**ADVERTISING IN THE SYSTEM OF INTEGRATED
MARKETING COMMUNICATION METHODS
(РЕКЛАМА В СИСТЕМІ ІНТЕГРОВАНИХ
МЕТОДІВ МАРКЕТИНГОВОЇ КОМУНІКАЦІЇ)**

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In the last years, there could be seen incredible evolution as for new tools of modern marketing. Direct activities bypass any intermediaries and communicate directly with the individual consumer. Direct mail is personalized to the individual consumer, based on whatever a company knows about that person's needs, interests, behaviors, and preferences. Traditional direct marketing activities include mail, catalogs, and telemarketing. The thousands of "junk mail" offers from credit card companies, bankers, and charitable organizations that flood mailboxes every year are artifacts of direct marketing. Today, direct marketing overlaps heavily with digital marketing, as marketers rely on email and, increasingly, mobile communications to reach and interact with consumers.

Direct marketing can offer significant value to consumers by tailoring their experience in the market to things that most align with their needs and interests. If you're going to have a baby (and you don't mind people knowing about it), wouldn't you rather have Target send you special offers on baby products than on men's shoes or home improvement goods? Additionally, direct marketing can be a powerful tool for anticipating and predicting customer needs and behaviors. Over time, as companies use consumer data to understand their target audiences and market dynamics, they can develop more effective campaigns and offers.

Personal selling uses in-person interaction to sell products and services. This type of communication is carried out by sales representatives, who are the personal connection between a buyer and a company or a