

2.7. MARKET POSITION AND FORMATION OF MARKETING ACTIVITIES OF MANUFACTURERS

The position of the enterprise and its products in the market determines the behavior of the enterprise in carrying out its current production and commercial activities. In any case, the effectiveness of the market operator of any level is evaluated by the results of sales of its products and the amount of profit. That is, these indicators illustrate the success of the current marketing policy of the enterprise, sales characteristics of its products and the effectiveness of financial management of the enterprise. Using this approach, we can, in fact, also characterize the competitiveness of the enterprise and its products through a system of baseline performance indicators of current activity, since the main criterion for evaluating the behavior of a market operator in the market is its effectiveness. At the same time, the determining factor in the selection and implementation of the scenarios produced by the manufacturers in the implementation of their marketing strategy is their position in the market.

The issues of product positioning are quite well done, both theoretically and practically. Existing tools for determining the position of a product on the market fully cover the competitive, price, quality and production aspects that characterize the position of the product in the market, its marketing potential and the possibility of further development of commodity policies based on a specific product. Significant developments on these issues can be found in the works of domestic scientists. But mainly the problem of market position is revealed in the foreign works of K. McDaniel, R. Gates, G. Churchill and others.

However, the positioning of the enterprise on the market remains more complex, less defined and much more critical in order to ensure the sustainable development of producers of products, in particular, in the crop sector.

The purpose of the study is to analyze the existing market position of the enterprise - producer of grain products, as well as to work out proposals for a possible change in the market position of producers to a higher level of distribution channels in the grain market.

In the foreign literature on product marketing management there is no single interpretation of the concept of "market position" of an enterprise or product. If foreign authors use the category of the market position of the enterprise sufficiently widely in elaborating the issues of effective marketing activity management^{1 2}, then for domestic researchers it is more peculiar to use the conceptual apparatus of product positioning as a result of market segmentation by commodity-price or consumer criteria.

The most relevant interpretation of our study is to identify the position of the enterprise as a set of existing advantages of innovation, price, production and scale, which can significantly influence in the short term the behavior of other participants in market processes in order to obtain positive results of their activities³.

At the same time, the above authors highlight the positive, negative and neutral position of the company, while being guided by the opportunities to achieve a certain level of efficiency of marketing activities in the short term. Positive position allows the company to freely manage volumes of commodity parties, to vary the price of production, thereby influencing the behavior of the closest competitors and consumers. It foresees the possibility of selling all products at planned or higher than planned prices. A negative position implies a significant dependence of the enterprise on the commercial situation in the market of its products, which arises due to the lack of certain capabilities of industrial, infrastructural or commercial nature and causes the threat of "non-sale" or inefficient sale, and therefore not profit, the planned volume of production. A neutral position is a

¹ McDaniel, C., Gates, R. Marketing Research. Burr Ridge, IL: Irwin. McGraw Hill, 2001, 360 p.

² Churchill, G.A.Jr. (1999): Marketing Research: Methodological Foundations. 7th edition. Ft. Worth, TX: Dryden Press, 780 p.

³ Ivashchenko, O.V. (2012): Cuchacni tendentsiyi rozvytku marketynhu vitchyznyanykh – pidpryemctv – vyrobnykiv zerna [Educational trends in the development of domestic language - entrepreneurship - grain harvesters]. Zbirnyk naukovykh prats' TDATU - Collection of scientific works of TDATU, No 2 (18): pp. 146-153.

situation in which an enterprise, due to the presence of certain innovative or commercial advantages, does not feel the need to provide a significant influence on the behavior of competitors and has the opportunity to guarantee the sale of its products at planned prices and profit ¹.

It should be noted that the above approach is elaborated for the state with highly developed infrastructure of virtually all object markets, the specificity of functioning of agricultural enterprises, which is significantly different from that inherent in domestic producers of agricultural, in particular grain products ². However, the use of this approach is also relevant in the context of solving our research objectives. Significant complication of the application of the approach proposed by foreign authors to positioning an enterprise specializing in the production of grain products, which, in fact, requires its deformation, are differences in the structure and mechanism of functioning of the systems of distribution of products in the domestic market. The fact is that in foreign practice the distribution of agricultural raw materials prevails, almost exclusively through the exchange trading system. In this case, the formation of consignments, the solution of logistical problems, etc. are solved at the expense of certain groups of market operators, and the accessibility of their services is achieved through a high degree of concentration of capital in the agricultural sector, which is ensured through the wide use of horizontal integration and cooperation. In turn, the domestic agrarian market is characterized by a sufficiently low degree of concentration of capital in the sphere of production, as well as the predominance of the system of direct links over the exchange trading of agricultural raw materials, which undoubtedly necessitates the need to adapt the approach to determine the market position of the enterprise to the specifics of the functioning of the productive market .

Production and technological:

- level of production resource support;
- the level of development of technology and technology;
- application of intensive and innovative technical and technological solutions, etc.

Infrastructure:

- crop storage possibilities;
- the level of solution of transport and logistics problems;
- access to trade and purchasing companies in other regions, etc.

Commercial:

- long-term relationships with regular customers;
- opportunities to buy from competitors;
- opportunities to influence the price due to quality, etc.

In our opinion, it is appropriate, taking into account the national specificity, to identify three groups of factors for the formation of the market position of the grain producer ³.

First, it is a group of factors of production and technological character, because the level of technology and technology at the enterprise, the resource support of its production activity, the application of innovative solutions in the sphere of production at the enterprise directly depend on the costs of the enterprise to create a unit of production. Moreover, the higher the level of technology, technology and culture of production in the enterprise, the more attention it pays to the application of innovative solutions, the greater the competitiveness of its products and strengthens its market position, first of all, by winning in price and cost.

The second group is the factors of infrastructural nature, which include, first of all, the solution of logistical problems, namely, storage of the crop in order to reduce seasonal price fluctuations, transportation, in order to prevent losses, as well as to ensure the physical functioning of the links with consumers. the basis of successful marketing activities.

¹ Mandych O.V. (2017): Stratehiyi konkurentospromozhnoho rozvytku ahrarnykh pidpryemstv [Strategies for competitive development of agrarian enterprises]. Ekonomichnyy visnyk Zaporiz'koyi derzhavnoyi inzhenernoyi akademiyi - Economic Bulletin of the Zaporizhzhya State Engineering Academy, No 1 (07): pp. 116-120.

² Churchill, G.A.Jr. (1999): Marketing Research: Methodological Foundations. 7th edition. Ft. Worth, TX: Dryden Press, 780 p.

³ McDaniel, C., Gates, R. Marketing Research. Burr Ridge, IL: Irwin. McGraw Hill, 2001, 360 p.

Finally, the third group is the commercial factors, which, in fact, determine the formalization of the system of distribution of products applied in the market, and therefore the financial results of the activity.

We share the approach of foreign researchers, which comes down to classifying the market position of an enterprise as positive, negative and neutral, depending on the capabilities and the need to influence the behavior of competitors¹. At the same time, as a criterion for the effectiveness of the position, we propose to use the indicators of profit from current activities, and to ensure a reliable determination of the position of the company to consider them in the dynamics in the context of individual types of products, taking into account the system of measures aimed at the development of individual product lines. This approach, in our opinion, is fully consistent with the current realities of the functioning of the domestic agroindustrial complex, in particular, its grain subcomplex.

At the present stage of development of the domestic agrarian market, a positive, negative or neutral position of an enterprise is determined, first of all, by its location in the structure of the distribution channel of production. The current structure of distribution channels in the domestic market for agricultural products².

The main suppliers forming the supply of agricultural products on the domestic market of the country are the enterprises-producers of food and agricultural products, enterprises-importers and personal peasant households of the population. In our analysis of the functioning of the systems of distribution of products, agricultural enterprises, food and processing enterprises, as well as personal farms, in our opinion, should be attributed to the sphere of production, and to all other market participants who do not use the products that are the object of distribution, for direct consumption, to the sphere of circulation. In other words, the latter are shaping the marketing infrastructure of the commodity market.

The priority of the category of supplier related to the sphere of production in the markets is determined by the object of market activity, the volume and intensity of commercial demand for it, the ratio between domestic production and imports. The priority of the supplier category is determined by the most common combination of distribution channels when dealing with a particular product on the market³.

In particular, as the studies show, the structure of distribution channels in the grain market includes intermediaries of three levels: the first level intermediaries perform a certain list of logistical and marketing services in rather unfavorable conditions for primary producers, as a rule, these market operators own the capital of the grain storage industry; the second tier of distribution channel members are large resellers serving the domestic market and performing large-scale purchases for exporters, their suppliers being first resellers and often large producers; The third level consists of exporting enterprises, grain reserve companies and large processing enterprises, their target consumer audience is either outside the Ukrainian grain market or in the markets of deeper grain processing products.

Direct marketing is not a widespread distribution channel in this market, primarily because agricultural enterprises are unable to form large batches of standard grain products and therefore producers cannot compete with even the first-tier intermediaries, ie effectively change their position in the structure of the product distribution channel.

Thus, the most rational way to change the market position of the grain producer is to create conditions for the formation of commodity parties in volumes of interest at higher levels of

¹ Kvyatko, T. M. (2017): Henezys naukovykh osnovnykh teoriy konkurentsiyi [Genesis of the scientific principles of competition theory]. Visnyk KHNTUSG : ekonomichni nauky - Bulletin of KHNTUSG. Economic science, no 182, pp. 154-162.

² Ivashchenko, O.V. (2012): Cuchacni tendentsiyi rozvytku marketynhu vitchyznyanykh – pidpryyemctv – vyrobnykiv zerna [Educational trends in the development of domestic language - entrepreneurship - grain harvesters]. Zbirnyk naukovykh prats' TDATU - Collection of scientific works of TDATU, No 2 (18): pp. 146-153.

³ Mandych, O. V. (2014): Osnovni faktory formuvannya rynkovoyi pozytsiyi vyrobnykiv zerna [Main factors of formation of market position of grain producers]. Visnyk KHNTUSG : ekonomichni nauky - Bulletin of KHNTUSG. Economic science. no 149, pp. 224-229.

marketing infrastructure of the domestic grain market.

Further development of marketing activities of the enterprise consists in elaboration of schemes of functioning at the specified level of the structure of the distribution channel of production, namely approbation and development of schemes of purchase and sale of lots of agricultural products from agricultural producers presented on the local market of agricultural products, without involvement of integration tools. That is, in order to operate at a higher level of marketing infrastructure, an enterprise must act not only as a supplier of agricultural products of its own production, but also as the first intermediary in the structure of the distribution channel of agricultural products, which purchases products from direct producers and its sale to intermediaries and consumers levels of the distribution channel structure.

The implementation of such a mechanism for the construction of marketing activities of the enterprise requires the consistent implementation of several stages of organizational and managerial intervention in the production and commercial activity of the enterprise, related to the implementation of appropriate shifts in commercial activity, organization of business management of the enterprise, creating conditions for timely and adequate response to changes in the market the enterprise environment, developing relevant contacts with future contractors and developing existing contacts with tavnykamy target audience of consumers and suppliers of products. The proposed measures are aimed at the transition of competitive relations into partnership and cooperation relations, in case the company operates at a higher level of the structure of the agricultural distribution channel.

The market position of an enterprise is defined as the set of available advantages of innovation, price, production and scale nature, which allow to influence significantly in the short-term period the behavior of other participants of market processes in order to obtain positive results of its activity.

The market position of the enterprise is formed under the influence of three groups of factors, namely, factors of production, technological, infrastructural and commercial nature. It is advisable to highlight the positive, negative and neutral market position of the company.

Measures to strengthen the market position of the company:

- developing a position at a higher level of the distribution channel;
- increase in the volume of sales of purchased products (intermediary operations);
- development of marketing of agro-technological services;
- increase in sales of products received as payment for services;
- increase in sales of own production;
- increase in sales of enterprise products, etc.

One of the main approaches to the organization of activities is the marketing approach, which is the philosophy of modern enterprise management, the content of which is to determine the supply and demand for specific products, to provide the necessary resources to meet public demand, in a timely delivery of the goods to the consumer, in obtaining the maximum profit.

In the economic literature, there are three different approaches to the organization of marketing of enterprises: planning, networking and approach oriented.

The planned approach is the most recognized. It involves two main stages: conducting market research and formulating marketing plans that can be carried out sequentially or in parallel using formalized and sophisticated methods, or through various analytical tools. The overall purpose of the planning approach is to strike a balance between the internal environment of the organization and the often unfavorable environment that is external to the enterprise. If the firm's environment is stable, then such marketing planning is unnecessary. On the other hand, if the environment is too unfavorable, then marketing planning is not possible. Therefore, marketing planning in this approach is carried out under the following conditions and is based on a number of assumptions:

- marketing research is carried out in accordance with the rules governing the quality of research;

- formal marketing planning puts the success of the enterprise directly dependent on planning, but the existence of this connection is questionable, because the assertion that activation of planning leads to success is not obvious;
- planning is more difficult to carry out in small (small and medium-sized) enterprises because they are more action oriented than planning, have a lower level of responsibility of managers and lack of attention to marketing problems;
- over time, marketing plans become formalized.

According to the network approach, the market is a collection of specific autonomous entities that, when interacting, form long-term relationships with consumers. Common features of network and planning approaches are that they are based on certain assumptions - the creation and development of long-term relationships, short-term relationships in the market in the form of one-off transactions are not subject to consideration. Long-term relationships between producers, resellers and consumers are built on mutual trust, which helps reduce transaction costs and create the basis for resource sharing. When using a network approach, marketing strategy and organization are not the result of planning - they are created as a result of interaction that occurs in the context of long-term relationships.

In an action-oriented approach, planning plays a minor role. Instead, the enterprise should have a high capacity for action, which should be ensured by strategic management with the following features:

- constant monitoring of changes in the environment and the environment;
- development of individual event scenarios for the near future;
- creation of effective financial and management potentials;
- regular formulation of the operational strategy on the situation;
- creating capabilities for rapid response and action.

Regarding the peculiarities of marketing activities in the grain subcomplex, it should be noted that in the grain market at different levels of its operators different approaches to the construction of their marketing prevail. In our view, at the level of product-producing operators, as the first participants in market relations, there is a network approach, which is caused by the considerable discretion of their quantity. At the level of intermediary operators specializing in trading and purchasing activities, the main approach to organizing their marketing activities is a planned approach. Large grain traders vary between an action-oriented approach and a planned approach.

There are different approaches to organizing business marketing, but they are all interconnected. For grain companies, the marketing organization system will consist of 3 subsystems. The first subsystem is the functional support for the organization of marketing activities, which is the connecting link for the other two subsystems - marketing studies of the market environment and marketing actions of the enterprise.

The main ways to ensure the effective formation and implementation of the marketing policy of the grain subcomplex enterprise are: search for the optimal structure of sales of enterprise products; establishing links with members of higher-level distribution channels; elaboration of schemes of direct marketing of products, in particular, processing enterprises, in order to increase the efficiency of its realization; solving the problem of storage of agricultural commodity lots in order to use seasonal price fluctuations; attraction of progressive tools of service of channels of movement of the goods.

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