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GROWTH OF COMPETITORY POSITIONS OF DAIRY INDUSTRY ENTERPRISES FOR ENHANCING OF MARKETING POTENTIAL

The need to study the marketing potential of the enterprise has become an urgent scientific task, since understanding its main components and the level of its development in the dairy enterprise which determine the future directions of development of its marketing activity and allow to increase competitive positions in the dairy market.

Systematization of scientific views on the problem under study shows that in most cases the marketing potential reflects the existing level of marketing resources of the dairy industry, without considering the possibility of their increase and transformation in different market conditions of the environment.

The concept of marketing potential of dairy processing enterprise as the ability of its marketing system to provide constant competitiveness of milk processing is based on: general quality management and organization of marketing of the enterprise; efficient use of human capital; application of modern marketing tools; rational use of available resources.

It is suggested to represent the marketing potential of a dairy processing plant as an integral characteristic of its components providing marketing activities, namely the sum of organizational, human, material and information resources, raw materials, marketing tools and budget-free marketing. Its deeply researched the basic components of the budget-free marketing of a dairy processing enterprise, among which phishing, new marketing tools; finalization of the sales system; exclusion of risks; the use of co-marketing.

One of the most important factors in the growth of the competitive position of dairy enterprises under the current economic conditions is the strengthening of its marketing potential, as an important tool for economic development, and in the case of insufficient financing, priority is given to budget-free marketing.

Keywords: competitive position; dairy enterprise; marketing potential; budget-free marketing; phishing; new marketing tools; finalization of the sales system; exclusion of risks; co-marketing using.

ЗРОСТАННЯ КОНКУРЕНТНИХ ПОЗИЦІЙ ПІДПРИЄМСТВ МОЛОКОПЕРЕРОБНОЇ ГАЛУЗІ ЗА РАХУНОК ПОСИЛЕННЯ МАРКЕТИНГОВОГО ПОТЕНЦІАЛУ

Необхідність дослідження маркетингового потенціалу підприємства стає актуальною науковою задачею оскільки розуміння його основних складових і рівня їх розвитку у молокопереробного підприємства визначить майбутні напрямки розвитку його маркетингової діяльності, дозволить підвищити конкурентні позиції на ринку молочної продукції.

Систематизація наукових поглядів щодо досліджуваної проблеми показує, що у більшості випадків маркетинговий потенціал відображає існуючий рівень маркетингових ресурсів підприємства молокопереробної галузі, не враховуючи можливості їх збільшення і перетворення за різних ринкових станів середовища.

Уточнено поняття маркетингового потенціалу молокопереробного підприємства як здатність його маркетингової системи забезпечувати постійну конкурентоспроможність переробки молока на основі: якісного управління та організації маркетингу підприємства в цілому; ефективного використання людського капіталу; застосування сучасного маркетингового інструментарію; раціонального використання наявних ресурсів.

Маркетинговий потенціал молокопереробного підприємства запропоновано зобразити як інтегральну характеристику його складових, що забезпечують маркетингову діяльність, а саме сумою організаційних, людських, матеріальних і інформаційних ресурсів, сировини, маркетингового інструментарію та безбюджетного маркетингу. Детально досліджені основні складові безбюджетного маркетингу молокопереробного підприємства, серед яких фішкінг; нові інструменти маркетингу; доопрацювання системи продажів; виключення ризиків; використання ко-маркетингу.

Одним із найвагоміших чинників зростання конкурентних позицій молокопереробних підприємств за сучасних умов господарювання постає посилення його маркетингового потенціалу, як важливого інструменту економічного розвитку, а за умов недостатнього фінансування першочергова роль відводиться безбюджетному маркетингу.

***Ключові слова:** конкурентна позиція; молокопереробне підприємство; маркетинговий потенціал; безбюджетний маркетинг; фішкінг; нові інструменти маркетингу; доопрацювання системи продажів; виключення ризиків; використання ко-маркетингу.*

Formulation of a research problem. With increasing competition in the dairy market in Ukraine due to European integration processes, increasing pressure on international business, and as a result of instability of economic development in the country as a whole and in the dairy industry, in particular, which is one of the leading in the country's food security, increase in the competitive position of dairy producers is an indicator of success in the fight for consumers.

Such strengthening can be achieved as a result of the systematic influence of many factors, the leading among which in the current market conditions are

marketing activities. Today, the vast majority of dairies successfully uses the classic marketing complex. But the development of market relations, the globalization of economic processes and the intensification of competition pose new challenges for producers which need immediate solution. Among them is a special place: one of the most important tools for increasing the competitive position of dairy enterprises is increasing its marketing potential.

Analysis of recent research and publications. Theoretical and methodological principles of competition and competitiveness of enterprises are covered in the fundamental works of domestic and foreign researchers in particular: G. Azoev, I. Ansoff, A. Andriychuk, L. Balabanova, I. Blanka, S. Bru, A. Demetyf, B. Karlof , R. Campbell, M. Malik, A. Marshall, D. Mill, N. Moiseeva, F. Knight, M. Porter, D. Ricardo, J. Robinson, P. Samuelson, A. Smith, R. Fathutdinova, P. Heine, O. Shpychak, J. Schumpeter, A. Yudanov and others.

Significant contribution to the study of marketing potential of enterprises made: V. Akifiev, V. Bagreev, V. Baranchev, V. Bozhko, V. Goncharuk, L. Gulyaeva, V. Kuntsevich, E. Lavrenova, T. Lebed, R. Marushkov , L. Moroz, V. Onishchenko, E. Sunday, V. Hanzhin, L. Shakhovskaya and others.

From now there is a certain theoretical basis for the method of determining marketing potential, evaluating it, providing a mechanism for its functioning, etc. At the same time, further development and refinement of theoretical and methodological aspects of the essence of marketing potential of enterprises, determination of sectoral peculiarities of its formation, functioning and strengthening in the conditions of milk processing, determination of the influence of marketing potential on the growth of competitive position of enterprises need. All this led to the need for a separate scientific study.

The purpose of the article is to substantiate theoretical and methodological provisions and to develop scientific and practical recommendations for increasing the competitive position of dairy industry enterprises by increasing marketing potential.

Outline of the main research material. Stable competitive position of the enterprise is the main condition for its success. In order to react to the dynamics of the market and to take a stable place in it, each company must really evaluate its competitive position. Therefore, first of all, it is necessary to monitor the behavior of competitors, to assess the possible competitors and the place of the enterprise in the industry.

Competitive position is a complex and multifaceted category, the interpretation of which is not uniquely measured. Thus B. Karloff reckons that "a competitive position is a position that an enterprise holds in its industry in accordance with the results of its activities and its advantages and disadvantages compared to others" [1, p. 59]. But the vast majority of scientists agree that this complex and multifaceted economic category shows the position of an individual enterprise in the relevant segment or market sector relative to its competitors.

Competitive positioning is considered necessary to: determine the level of competitiveness of the enterprise; demonstration of the competitive environment of the enterprise's own competitive advantages; outlining the objectives of competition policy; determination of directions of further increase of competitive potential and increase of efficiency of competitiveness management with the purpose of consolidation of stable competitive position [2, p. 51].

R.A. Fathutdin's characteristics of the economic category "competitive position" include: long-term efforts of the company to gain competitive advantage and different from competitors; dependence on the nature, efficiency and sustainability of competitive advantages; comparison of the enterprise with its competitors by certain parameters of activity; acquiring a specific form only in a certain period of time compared to a certain set of competitors, reflecting the situation that has actually taken place in the market; identification of competitive position [3].

To determine the impact of the driving forces on the competitive position of the company models of Porter and BCG is often used. To determine the main competitors ABC analysis and competition polygon, SPACE matrix, SWOT

analysis, Opportunity Evaluation Matrix, LOST method, situational analysis, expert evaluation method, analytical, portfolio, evaluation, calculation methods are widely used. These strategic analysis tools are the basis for determining the competitive position of an enterprise in order to develop a strategy for its further development.

The leading position in the formation and maintenance of a strong competitive position of the enterprise belongs to its marketing potential, which means the potential to maintain or increase strategic competitiveness. Marketing potential is determined by a set of parameters characterizing the ability (potential) and ability of an enterprise to function effectively in the market, to maintain or increase its market share, to have sufficient profitability, financial stability in the future.

The marketing potential of a dairy processing plant is an integral part of its overall potential, which is responsible for ensuring the continued competitiveness of the dairy product in the dairy market. Its level of development depends on the efficiency of the production, financial, information and other potentials of the enterprise. Improving the processes of marketing management, while focusing on the factors that determine the advance development of the marketing potential of the dairy industry, it is possible to increase the efficiency of its entire economic activity.

The marketing potential of a dairy enterprise is the ability of its marketing system to ensure the constant competitiveness of milk processing on the basis of quality management and organization of enterprise marketing; efficient use of human capital; application of modern marketing tools; rational use of available resources.

We propose to represent the marketing potential of a dairy processing plant as an integral characteristic of its components that provide marketing activities, namely the sum of organizational, human, material and information resources, raw materials, marketing tools and budget-free marketing.

Therefore, the functional dependence of the marketing potential of the dairy processing plant on its components can be represented as follows:

$$MP = F (P_o + PF + PM + P_i + P_s + PM_i + PBM), (1)$$

where MP is the marketing potential of a dairy enterprise;

P_o - organizational potential;

PF - the potential of human resources (personnel);

PM - the potential of material resources;

P_i - potential of information resources;

P_s - raw material potential;

PMI - the potential of marketing tools;

PBM is the potential of budget-free marketing.

We believe that for the dairy industry, due to the importance of having high quality dairy raw materials for the smooth and efficient operation of the production process, the potential of dairy raw materials needs has to be highlighted separately. In the current conditions of management in Ukraine, the problem of dairy raw materials remains extremely important for the dairy industry, as the process of rapid decline in the number of cows continues and the crisis in the agro-industrial complex deepens.

It is estimated that there are around 5,000 marketing tools and only use more than 1%. Among the above components, the least known, and perhaps most modern, is the so-called cost-free marketing which are not found in traditional marketing researchers, and which is popular with practitioners, first of all, marketers. Therefore, let us dwell more precisely on this component of marketing potential by the example of dairy enterprises.

Budget-free marketing is needed in times of recession, crisis, underfunding, startup positions, or just saving habits. Its essence has to carry out marketing activities without a budget or at minimal cost. Hence the importance of budget-free marketing for the current conditions in Ukraine plays very important role.

The main components of the budget-free marketing of a dairy enterprise are:

- phishing;

- new marketing tools;
- refinement of the sales system;
- elimination of risks;
- use of co-marketing.

Quick-wins – from English quickly gained effect) - a small inexpensive technique that can increase the value of your offer in the eyes of the customer and distinguish your company from competitors (for example: increase the size of the cart for supermarket products, open slightly before competitors, and close slightly later). For a dairy company, it is advisable to make a "chip tree" on which there are "branches": promotion chips, sales chips, pricing chips and more. You can hold a competition among employees: "Offer a chip - get a bonus". If the chip works a super prize can be offered. To arrange a month of "chips" in order to collect the maximum number of new tools and techniques with prizes for those who will offer more "chips" and a better "chip".

Leading dairy companies make extensive using of well-known marketing tools and are constantly looking for new ones. For example, almost all Ukrainian dairies use Internet marketing and have their own sites. Their quality is very different and even with the lowest quality, their presence is already a positive thing. We cannot ignore the site of PJSC “Житомирський молокозавод” (ТМ “Рудь”)- a well-known ice cream producer in Ukraine, as one of the best in our opinion. This site not only coordinates of the manufacturer, but also constantly active advertising of products, competitions and other various measures for consumers, questionnaire, established feedback with buyers of this trademark, announcements of the following actions and actions. On the whole, it is a living, constantly operating organism for positioning a successful, competitive ice cream company in Ukraine and well-known in many countries of the world.

Some dairy producers are beginning to use mobile marketing (spreading marketing information to mobile subscribers) and why not put into practice viral marketing, which involves the process of creating and placing media virus - video, photos, even just advertising text. Viral marketing uses the habit of sharing

information with others. The point of viral marketing is that users broadcast a message containing the information they want, voluntarily because they are interested. Noteworthy is blogging - blogging. These may be images, videos, audio, but most blogs are based on text.

Most well-known milk processing companies periodically hold various holidays for their products. For example, PJSC «Житомирський маслозавод» traditionally organizes an ice cream festival from 8 to 45 times a year in different parts of the country. It should be noted that such events are not a means of budget-free marketing, but on the contrary, they require considerable expense, especially when organized outside the city of Zhytomyr. Therefore, their number has decreased more than 5 times in the last years. One of the unconventional tools of BTL technologies and budget-free marketing, which is to create a real life situation in which the advertiser shows the benefits to the product to the potential consumer, stimulates the positive emotions and encourages the consumers to buy it is a cheap replacement of the holidays. placement. The basic principle of life placement is to create a life situation, that is, the consumer does not have to guess that the situation is not true. Advertising involves quite custom media, such as: human body, statues, monuments, sky, asphalt and more. Advantages: use of new ways of promoting products that have not been used before; unobtrusive, because it involves creating a theatrical act in which the consumer receives information about the product and feels like it is in real life; the use of attention-grabbing techniques in which consumers have a sense of interest and curiosity about a particular product; versatility, because life placement can be used for any product or service; low cost, which is a big plus for companies that have a limited advertising budget.

Recently it is so popular WOM technology - technology of "viral" dissemination of information due to the effect of "sundress radio". When witnessing some strange events (unique installations, unexplained actions of a group of passers-by, funny theatrical actions, etc.), people tell about them to friends, relatives, acquaintances; photos and videos are spontaneously distributed in the Internet.

In order to increase sales of dairy products in its implementation it is advisable to use sensitive marketing, in which visual and audio signals and impressions are used simultaneously with the means of taste, smell and touch. Consumer product information received through various sensory perception channels remains in its long-term memory and is used in the purchasing decision. It is proven that the smell of fresh pastries, for example, which is distributed in the store increases the quality of spontaneous purchases by 24%. Music also affects the mind: if the store sounds nice music, the consumer is in no hurry, happy to delay and buy more.

In our opinion, such a modern marketing tool as Mirror-TV, which is the placement of visual advertising in a mirror installed in public places, also deserves attention. The interactive mirror has gained popularity around the world and greatly enhances the competitiveness of the enterprise.

The next set of activities called identity marketing is to raise awareness and promote your brand or specific product. As an example, we will again use TM "Рудь" - a brand that is well known in our country and more than 30 countries. If you ask an average compatriot what he associates with this brand, we hear: "Ice cream; crunchy glass; a feeling of pleasant taste; monument of ice cream in the form of 3 balls; slogans: "Ice Cream № 1", "Take ice scream – get a million". Of course, this attitude towards a well-known company has not developed by itself, but was the result of considerable work carried out by the whole staff of the oil mill and, first of all, by the marketing department. These are various stocks; Ice cream holidays; charitable activity of the company (support of socially vulnerable groups of the population: orphans, elderly people), improvement of the financial status of health care institutions (purchase of medical equipment); implementation of projects in sports, cultural, educational, spiritual spheres; excursions to the enterprise. In addition the company's logo has remained the same for many years, making it recognizable for generations of dairy consumers. Here they value traditions and constantly work on innovations. But recognizable brand is not yet a reason to stop what has been achieved so that sales continue to grow, the brand

must be everywhere. It includes the attributes, core values, associations that the company or its owner wants to elicit from consumers. It is because of this feature that the consumer perceives the brand as a whole.

One of the components of budget-free marketing is refinement of the sales system. Every employee should sell: "invest in the head" to everyone what the company does; "Put in hand" company information (business cards, product samples, promotional materials, bonus books); "Invest in your feet" (domestic sales, sales "out"). Personal recommendations from acquaintances and friends are the most reliable source of information about products and services. It's important to use networking. The company needs to understand why customers like or dislike buying. PJSC "Житомирський маслозавод" systematically organizes trainings for its employees, for example, they make a list of "100 reasons why customers choose us" and a list of "100 reasons why customers do not choose us".

In order to sell effectively, you need to eliminate all risks and eliminate potential customer objections - another component of lean marketing. The following risks may arise when purchasing dairy products: Functional - the product does not perform as expected (required / advertised); financial - dairy products will be of lower quality; temporary - the risk of spending time in choosing an alternative product (loss of time: the need to complain, to understand, to contact a service center); physical (safety risk) - the risk that dairy products may cause physical harm; social - the risk of causing disapproval of friends or colleagues for the choice made; psychological - the risk that the choice will cause dissatisfaction, self-doubt, feeling of failure, will lead to loss of self-esteem.

And the last element of budget-free marketing is co-marketing or joint marketing - joint management of the creation of services and goods, as well as mechanisms for their implementation in the market, which are a single integrated process with common goals and objectives [5]. Co-marketing goals include to reduce the cost of promotion; increase your customer base; increase the value of your offers. ТМ "Рудь" uses for co-marketing experience, space (packaging, exhibition, retail space, sites), charity.

Conclusions. There is strong need to research the enterprise marketing its important scientific task because understanding its main components and the level of their development in a dairy enterprise will determine the future directions of its marketing activity, will allow to increase competitive positions in the dairy market.

Systematization of scientific views on the problem under study shows that in most cases the marketing potential reflects the existing level of marketing resources of the dairy industry, without considering the possibility of their increase and transformation in different market conditions of the environment.

The concept of marketing potential of dairy processing enterprise as the ability of its marketing system should be provided by constant competitiveness of milk processing on the basis of quality management and organization of enterprise marketing; efficient use of human capital; application of modern marketing tools; rational use of available resources.

It is suggested to represent the marketing potential of a dairy processing plant as an integral characteristic of its components providing marketing activities, namely the sum of organizational, human, material and information resources, raw materials, marketing tools and budget-free marketing.

The basic components of the budget-free marketing of a dairy processing enterprise including phishing; new marketing tools; finalization of the sales system; exclusion of risks; the use of co-marketing have been thoroughly researched.

One of the most important factors in the growth of the competitive position of dairy enterprises under the current economic conditions is the strengthening of its marketing potential, as an important tool for economic development, and in the case of insufficient financing, priority is given to budget-free marketing.

The prospect of further research is to improve the methodology for assessing marketing potential, to determine the development strategies of dairy enterprises.

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