

Main aspects of international marketing activities of export companies

The subject of the research is the theoretical and practical aspects of determining the international marketing activities of export enterprises.

The aim of the research is to determine the essence of the organization of marketing activities of exporting enterprises and find effective ways to overcome the problems of marketing support for export enterprises in Ukraine.

Research methods. When writing the article, a system of scientific research methods was used, namely: analysis and synthesis; complex analysis; comparative and economic analysis.

Results of the investigation. As a result of writing the article, it was determined that the strengthening of the globalization of world economic processes, as well as the growth of competition in the domestic market of Ukraine, makes it necessary for Ukrainian enterprises to search for new markets. It has been proven that international marketing is defined as the marketing of goods and services beyond national borders or as marketing carried out by an international company. It has been determined that entering foreign markets with products that only partially meet their requirements generates much higher losses and unproductive costs than conducting preliminary marketing research on these markets.

Scope of the results. Economics, marketing, management, advertising, international marketing, entrepreneurship.

Conclusions. Because of writing the article, it was found that entering a foreign market puts a company in a situation completely different from that which may be familiar to it from its experience in the national market. The development of nationally oriented marketing into an international one requires that the study of a specific product market, its segmentation and the development of a marketing mix extend to the behavior of the company not only in trade and after-sales service, but also on the investment activity of the company, taking into account consumers of foreign markets. Promoting their products to international markets, and then strengthening their positions on them, enterprises need to competently respond to market fluctuations in world markets.

Key words: international marketing activity, exporting enterprises, sales markets, foreign economic activity, Ukrainian economy.

Основні аспекти міжнародної маркетингової діяльності експортних підприємств

Предметом дослідження є теоретичні та практичні аспекти визначення міжнародної маркетингової діяльності експортних підприємств.

Метою дослідження є визначення сутності організації маркетингової діяльності підприємств-експортерів та пошук ефективних шляхів подолання проблем маркетингового супроводження експортних підприємств України.

Методи дослідження. При написанні статті було використано систему методів наукового дослідження, а саме: аналіз і синтез; комплексний аналіз; порівняльний і економічний аналіз.

Результати роботи. В результаті написання статті було визначено, що посилення глобалізації світових економічних процесів, а також зростання конкуренції на внутрішньому ринку України зумовлює необхідність пошуку українськими підприємствами нових ринків збуту. Доведено, що між-

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народний маркетинг визначають як маркетинг товарів та послуг за межами національних кордонів або як маркетинг, що реалізується міжнародною компанією. Визначено, що вихід на зовнішні ринки з виробами, які лише частково задовольняють його вимогам або навіть не відповідають їм, породжує набагато вищі втрати і непродуктивні витрати, ніж проведення попередніх маркетингових досліджень даних ринків.

Галузь застосування результатів. Економіка, маркетинг, управління, реклама, міжнародний маркетинг, підприємництво.

Висновки. В результаті написання статті було встановлено, що вихід на зарубіжний ринок ставить підприємство в ситуацію, що відмінна від тієї, яка може бути їй знайома з досвіду роботи на національному ринку. Переростання національно орієнтованого маркетингу в міжнародний вимагає, щоб вивчення конкретного товарного ринку, його сегментація і розробка комплексу маркетингу поширювалися на особливості поведінки фірми не тільки в торгівлі і післяпродажному обслуговуванні, але і на інвестиційну діяльність підприємства з урахуванням інтересів споживачів зарубіжних ринків. Просуваючи свої товари на міжнародні ринки, а потім посилюючи на них свої позиції, підприємства відчують потребу в тому, щоб грамотно реагувати на кон'юнктурні коливання на світових ринках.

Ключові слова: міжнародна маркетингова діяльність, підприємства–експортери, ринки збуту, зовнішньоекономічна діяльність, економіка України.

Formulation of the problem. In the current conditions of globalization of the world economy, an important direction for Ukraine is integration into world economic relations, in particular, participation in international trade. The strengthening of the globalization of world economic processes, in which Ukraine is also involved, as well as the growth of competition in the domestic market of Ukraine necessitates the search for new sales markets by Ukrainian enterprises [1–5]. In the conditions of intensifying competition in most world markets, only state support for domestic manufacturers is not enough, marketing support for the process of entering the international market by the enterprises themselves is also very important. Modern research in this field is based on a sufficiently detailed theoretical concept, a clear system of data collection and interpretation of foreign economic activity [8; 9; 10].

Domestic studies devoted to the improvement of marketing activities in the process of entering foreign markets at the level of enterprises are not sufficiently developed, which is expressed in the absence of quantitative assessments of the relationship between the characteristics of enterprises, the degree of their involvement in international activities, marketing strategy and the results of international activities. As a result, the recommendations for improving the international activities of Ukrainian enterprises appear insufficiently substantiated. Therefore, for the vast majority of Ukrainian enterprises, the results of a study of

the effectiveness of their export activity are relevant, which would help determine what affects its improvement [18; 19; 20].

Analysis of research and publications on the problem. The following scientists considered the process of marketing management and its impact on the efficiency of the enterprise in many works: T. V. Androsova, O. V. Kot, V. O. Kozub, L. O. Chernyshova, N. V. Anistratenko, V. H. Rohovyi, N. H. Hurzhii, O. A. Zinchenko, A. E. Arutiunian, S. Ya. Kasian, O. M. Kovinko, O. M. Kovinko, L. P. Serebnytska, L. A. Malich, T. H. Tolpezhnikova, M. I. Balashov, O. M. Taratorin, A. Yu. Mohylova, V. I. Dmytriiev, L. V. Novikova, L. O. Chernyshova, O. H. Penkova, A. O. Kharenko, Ye. M. Kulishenko, N. Pitel, N. Verniuk, Ya. O. Poliakova, M. V. Nadeina, N. V. Proskurnina, D. O. Yeresko, Yu. V. Samoilyk, N. F. Stebliuk, M. M. Kucher, Ye. L. Saihak, R. O. Tolpezhnikov, T. H. Tolpezhnikova and others. Despite the large number of scientific works, in this field there is no clear mechanism for improving marketing management at the enterprise, there are no specific recommendations for the rational application and solution of urgent problems of marketing management in the foreign economic activity of the enterprise.

Presenting main material. The current stage of Ukraine's economy is characterized by the deepening of its integration with the world community, the active entry of domestic enterprises into foreign markets, and the intensification of the development of new forms of international business. In these con-

ditions, interest in studying international marketing objectively grows [7–10]. International marketing is usually defined as the marketing of goods and services across national borders or as marketing carried out by an international company. According to its economic content, international marketing is a market concept of management, which is based on the principles of organizing the production and commercial activities of an international company according to a single program that includes R&D, production, sales, product promotion and after-sales service for foreign buyers, which is formed taking into account the existing and future needs of foreign markets in order to most effectively ensure the long-term interests of the company [13–15].

Another point of view characterizes international marketing as the logic of entrepreneurial thinking, which considers the entire world market as a source of profit on a systematic, planned basis [16–18]. In this case, it is distinguished by a global and profit-oriented approach. First, the company's international marketing activities are related to the implementation of export operations; however, the company is looking for any other opportunities to make a profit. The essence of international marketing is to consider the whole world as a potential market, analyze it and meet its needs [12].

Such an important aspect of the problem as the differences between the categories of «export», «export» and «international marketing», which are quite often mixed up in domestic economic literature, also requires consideration. Export consists in the fact that domestic producers are limited only to the supply of their products to firms of other countries (importers). Suppliers are not concerned about what happens next with their products and how satisfied consumers are with them. Export and international marketing are related as a part and a whole. Export marketing is certainly a narrower category. Export marketing is understood as an attempt to sell products in another country, which differs from sales on the domestic market in terms of sales, business customs, national traditions, currency, and features of the socio-cultural environment. As a rule, the company at the same time transfers its trading practice beyond national borders, making minimal changes to its components. Most of the companies start their international marketing activities with the establishment of export operations. At the same time, the main motivating reason for partici-

pation in exports is the desire to increase sales revenues. Export deliveries can be a means of mitigating excess production capacity within the country. Finally, there are firms that see product export as a sales diversification strategy [11; 17].

However, if the company plans to take deep roots in global markets, one adaptation of marketing methods and procedures, even those that have successfully «worked» in the domestic market, will clearly not be enough. In this case, the firm resorts to international marketing, which involves systematic, planned and active processing of international markets at various stages of product promotion (Figure) [19–20].

The task of international marketing can be formulated as an answer to the following questions [5–10]: 1. To enter the foreign market or not? (This issue is resolved when determining exit goals and threats). 2. Which market to enter? (It is determined which product to go with – with the old or with the new). 3. How to enter the market and how to find a consumer? (Alone or with a partner; as an exporter or importer; independently or with an intermediary; to deliver finished products or semi-finished products). 4. What marketing program must be developed to achieve the goals? 5. What economic, scientific and technical results can be obtained by participating in the international division of labor? 6. How to organize the process of development and implementation of the international marketing program at the enterprise? In the table, 1 shows the main differences between the categories of «export», «export» and «international marketing». In addition, having characterized their essence, their sequence in the transition to global marketing is illustrated.

Of course, international marketing activities do not involve the use of any new marketing functions. Setting marketing tasks, choosing target markets, positioning products, developing a marketing mix and monitoring marketing activities – all these fundamental requirements remain relevant in the company's work abroad. It is obvious that there can be no effective international marketing at a company that does not follow the basic marketing principles in the domestic market. However, it should be emphasized that a certain specificity, generated by the peculiarities of the functioning of foreign markets and the conditions of marketing activities on them, gives international market-



Main characteristic features of international marketing

ing features that national companies are obliged to take into account [6–13].

Thus, for successful marketing activities in foreign markets, it is necessary to make significantly greater and targeted efforts, to more consistently adhere to the principles of marketing, to use marketing techniques, methods, and procedures than is required in the domestic market. As a rule, foreign markets have not only high, but also special requirements for the goods, services, and advertising offered on them. This is related both to the specifics of the demand of the markets of individual countries, and to the level of competition. The study of foreign markets, their opportunities and requirements is the starting point in international marketing and is usually much more complex and time-consuming than the study of the domestic market. If we take into account that the world market includes more than 180 markets of individual

countries and each of them has both common features and certain features, it becomes obvious that more research work needs to be done on each of the selected markets. It would seem that there is no particular difference: studying the structure of demand in Germany or in Ukraine.

However, the bottom line is that the need for market information for the selected market of an individual country is incomparably higher, but at the same time, there are more difficulties in obtaining and interpreting it. Therefore, for example, in the United States, Dun&Brandstreet publishes information, which is updated every month, about four million manufacturers of industrial and technical products [14–17]. In addition, when entering a foreign market, it is necessary to additionally analyze complex objects that are not present in the domestic market: for example, customs regulation, exchange rates, balances of international

The essence and stages of the transition to international marketing [2–7]

Stage	Types of marketing	Characteristic
I	Traditional export	Sale of goods abroad without further support. The exporter is responsible only until the moment of sale and delivery and, as a rule, is not interested in the further fate of the goods.
II	Export marketing	The exporter systematically analyzes the foreign market, adapts his product to it, and controls the entire path of the product from the supplier to the consumer.
III	International marketing	The exporter deeply and constantly researches the foreign market, uses all marketing tools and various forms of foreign economic relations: scientific and technical exchange; cooperation; joint venture; subsidiaries etc.
IV	Global marketing (in combination with international management)	It involves marketing activities abroad, which covers not only sales, but also all areas of the company's activity (supply, R&D, finance, personnel, etc.). Often takes place within TNCs (transnational corporations).

settlements, etc. Finally, in international marketing activities, one cannot ignore the political risks associated with entering the markets of individual countries chosen by the national company as the most attractive for the sale of export products, or other forms of international marketing. Wars, revolutions or acute social conflicts can lead to the destruction of production premises, equipment, damage to stock, and a change of political power is dangerous due to the confiscation of the property of a foreign investor [18; 20].

In addition, for effective activity in foreign markets, it is necessary to creatively and very flexibly use various marketing procedures. Different marketing techniques should be used taking into account economic fluctuations and the forecast of the development of foreign markets, commercial practices and trade procedures that have developed there, and the characteristics of the surrounding marketing environment. It is especially important to take into account the specifics of the socio-cultural environment. It is obvious that many parameters of the product, which are indifferent to buyers of one country, can be very important for consumers of another country [16–17]. To comply with the requirements of foreign markets, or rather, the requirements of potential foreign buyers, means not only the need to comply with the sales conditions accepted there. The development and commercial production of «market novelty goods», designed to maintain the competitive position of the national company even a few years after entering the foreign market, acquires fundamental importance [4–6]. World practice shows that entering foreign markets with products that only partially satisfy its requirements or even do not meet them, generates much higher losses and unproductive costs than conducting preliminary marketing research of these markets. The most extensive studies of this or that market can cost a firm several hundred thousand dollars, while losses can be fatal [13–17].

Conclusions

Therefore, entering the foreign market puts the company in a situation completely different from the one it may be familiar with from the experience of working in the national market. The evolution of nationally oriented marketing into an international one requires that the study of a specific product market, its segmentation and the devel-

opment of a marketing complex extend to the specifics of the company's behavior not only in trade and after-sales service, but also to the investment activities of the company, taking into account the interests of consumers of foreign markets. Promoting their goods to «foreign» markets, and then strengthening their positions on them, companies feel the need to competently respond to cyclical fluctuations in world markets. Thanks to this understanding, the ability to adapt is born, which acts as a guarantee of the effectiveness and longevity of their presence on the foreign market. At the same time, neglecting international marketing can lead to very negative consequences not only in terms of loss of favorable marketing opportunities, but also in terms of real loss in competition with foreign companies in the domestic market.

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Modeling of the assessment of the financial state of entrepreneurship under conditions of innovative management and economics

Relevance of the research topic. *The formation of a fundamentally new economy, especially in the conditions of a turbulent environment, requires a timely assessment of the financial condition of business entities. In this context, modeling the financial state of entrepreneurship in the conditions of innovative management and economy becomes important.*

Formulation of the problem. *Increased competition and competition for leadership in the business environment require stable financial development and minimizing the risk of bankruptcy. At the same time, most of the methods of assessing business activity existing in the scientific world are outdated or difficult to apply in practice. Thus, there is a need to develop one's own model for assessing the financial state of entrepreneurship in the conditions of innovative management and economics using additive and reliable values.*

Setting goals and objectives of the study – *propose a model for assessing the financial state of entrepreneurship in the conditions of innovative management and economy, as well as adapt it to reliable data.*