

MARKETING SUPPORT OF THE PROCESS OF CREATION OF COMPETITIVE VEGETABLE PRODUCTS

Gumeniuk A.V.

Candidate of Economic Sciences,
Associate Professor of the Department of Economics
and Business
Uman branch of Private Educational Establishment
“European university”

Shkolenko O.B.

Candidate of Economic Sciences,
Associate Professor of the Department of Economics
and Business
Uman branch of Private Educational Establishment
“European university”

Increasing the competitiveness of vegetable production necessitates the creation of a marketing service in the business structures, the main task of which is to manage the production and sales activities of the enterprise, which provides identification of consumer needs, the production of products that meet these needs and the provision of services, the promotion of goods to consumers and obtaining on this basis the maximum profit. The basis of marketing – is a comprehensive study, which includes both an assessment of the enterprise and the study of market conditions.

The main aspects of marketing provision for the creation of competitive vegetable products are summarized. Consequently, the competitiveness of a product is an important economic phenomenon and the goal of any successful enterprise. The problem of creating products that will become competitive is still central to producers.

Competitiveness involves economic and financial stability in the enterprise, adapting the product to changes in the external environment, reflects the position of this product relative to competitors. The term “competitiveness” should mean not only production efficiency, but also the ability to adapt to different economic conditions in the mar-

ket. It is important to be able to ensure the competitiveness of the product at the stage of its design. Consumer orientation, quality, economic efficiency – these are exactly the characteristics, which will help create a competitive product. The authors examine the main aspects that ensure the competitiveness of the product, considered the principles to be followed when designing a competitive product.

The model of marketing provision of the process of production of competitive vegetable production is developed, which will improve marketing policy management at enterprises and ensure high quality of manufactured products, which will take a worthy place in international markets.

The structural scheme of marketing support for competitiveness of vegetable production is proposed, as a complex system of research and forecasting of the market, oriented both on satisfaction of requests of consumers, and on profit from its realization. According to this scheme, the basis of competitiveness of vegetable production at the enterprise systematic and targeted impact on marketing activities through planning, organizing, motivating and controlling the achievements of the marketing objectives of the enterprise.