

EXPORT ACTIVITY STRATEGY FOR SUBJECT FOR FOREIGN ECONOMIC ACTIVITY

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The modern development of the world market has a high rate of growth, the increased competition that promotes the efficient development of subjects of foreign economic activity. The main direction of movement of the enterprise to the main goal is to create an effective strategy.

The strategy is the direction of the desired state of social and economic development of the company on the basis of the implementation of internal capacity and maximize the positive orientation of external influence.

The export strategy is a basic program of action, which determines the priority directions of activity of the enterprise on the external market, taking into account the existing enterprise resources and requirements of the external market.

The efficiency of the enterprise strategy affects many factors external and internal environment. The strategy of export activities can be implemented only provided taking into account the requirements of the external environment and internal capacity to ensure compliance between the inner potential and the requirements of the external market.

There are two types of B2B markets (business for business) and B2C (business for the consumer). Ukrainian enterprises for a long time carried out export markets B2b (agricultural, metallurgical, production, chemical, timber, textile, machine-building enterprises). Enterprises of the food, light, wood industry in the form of ready-made food products, test materials and textiles,

footwear, hats, furniture are oriented on the implementation of export strategies in B2C markets. The peculiarities of functioning of both markets are determined by the peculiarities of the implementation of export strategies depending on the type of market.

When developing an export strategy, the necessary condition for its implementation is compliance with the principle of systemicity, coherence and balance between general and functional levels of management. In order to form and implement an export strategy, internal factors must be taken into account.

The export activity strategy should be selected and coordinated with all departments and reflect the main objectives of the enterprise. Forming an effective strategy, the company chooses the direction and rationally using all the basic resources.

Thus, on the basis of the conducted research, it was established that the strategy represents a set of solutions that in the long run will provide the enterprise exit to new markets and will allow to identify possible ways of negative influence and take measures to prevent them. In order to form and implement an export strategy, the company must take into account the factors of the external and internal environment and factors influencing the strategy. An effective export strategy will allow the company to adapt to the external environment and provide the company with competitive advantages in areas where there is the greatest chance of success.