

Development of marketing complex for Ukrainian enterprises of agriculture

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The article is devoted to the identification of the peculiarities of the formation of a marketing complex by companies of the agroindustrial complex of Ukraine. The authors describe the results of qualitative research, during which the main directions for introduction in the enterprises of agroindustrial complex of Ukraine were defined: the creation of brands, building relationships with customers, the use of social networks and promotion of sales, sales of products in packaging, as well as the use of defective products in future production.

The article substantiates the role of the agro-industrial complex (AIC), which is one of the sectors of the economy. According to foreign experience, the long-term success of agricultural enterprises is based on the active use of marketing, and the introduction of modern marketing elements is a common practice of increasing the competitiveness of agrarian business.

Agriculture of Ukraine for a long time remained without due attention of the state and necessary investments, without sufficient personnel recruit-

ment, therefore, for many enterprises of agrarian and industrial complex there is a characteristic lag from the point of view of approaches to management, including introduction of modern marketing practices. There is a logical question about the development of marketing, capable of raising the competitiveness of domestic enterprises agribusiness.

To achieve this goal, it is necessary to analyze the preliminary research of marketing of agroindustrial complexes both Ukrainian and foreign scientists.

This article has the following structure: the first part covers the theoretical approaches to the organization of the marketing complex by the companies of agrarian and industrial complex. The following is a methodology for empirical research and its main results.

The final part of the article includes recommendations for Ukrainian companies, discussion of the results, as well as an assessment of the limitations and opportunities for future research.