

The problems of entering the milk processing enterprises on the foreign markets

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Orientation of Ukrainian economy to market principles of management and aspiration to promote European integration contribute to finding possible ways for entering the Ukrainian dairy products to the foreign markets, improvement of competitiveness of Ukrainian products of the dairy industry and protection of domestic consumers from too expensive imported dairy products of poor quality. That is why there is a necessity to assess the state of the dairy market to determine the right directions for development of the dairy industry and define the problems of milk processing plants while promoting their products on international markets.

An important condition for entering the Ukrainian enterprises to the European market is to ensure the correspondence of quality level to the European standards. Concerning dairy raw materials of Ukraine, its quality differs far from European. There is unconformity of the products' quality with the international standards due to the lack of harmonization of national standards for dairy products with European and international.

Improvement of milk processing plants activity should be aimed at increasing of production of competitive dairy products, improvement of its assortment and quality assurance in order to meet demand for dairy products in domestic and foreign markets; establish mutually beneficial long-term relationships with producers of raw milk. How-

ever, in many cases, domestic enterprises are not able to overcome the entry barriers to foreign markets themselves not only because of the low quality of the goods / services, but rather because of their inability to adapt to the requirements of these markets, especially EU standards.

Assessing the potential opportunities for Ukrainian companies to enter the European market it is difficult to do a clear conclusion. Here can be distinguished at least two problematic aspects: the expansion of new markets on the base of price competition tools; competition at new markets by improving the quality and safety of dairy products.

Problems of exports of domestic dairy products on world markets are associated with the insufficient use of mechanisms of state regulation and the absence of government support, appropriate legislative framework that would allow domestic companies to develop the dairy industry and facilitate their access to international markets.

To improve the situation there are reforms in the budget, tax, investment, financial and credit policy and improvement of the legal framework are proposed that will promote positive changes in the milk market.

Thus, during the output of the domestic dairy enterprises to foreign markets, there should be a thorough analysis performed to define the existing barriers and implement the ways to overcome them.