

ENSURING THE FOREIGN BUSINESS ACTIVITY DEVELOPMENT BASED ON THE FORECASTING APPROACH

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In the article, modern scientific approaches to ensure the development of foreign economic activity of domestic enterprises are researched. The problems of foreign trade activities of national poultry producers are described.

The process of an enterprise's output to foreign markets is researched. The main stages of output are described: formation of the main goals of a company, development of the portfolio strategy, development of the strategy of geographical expansion of markets, determining the strategy of competitive behaviour, determining the strategy of coverage of the market and strategy of positioning. The basic steps in choosing foreign markets are described.

The advantages and disadvantages of the main ways of output to foreign market are analyzed: direct export, organization of production in foreign countries; creating a network of distributors for the promotion and distribution of products in the market;

joint ventures; production under license; purchase existing company – a wholesale distributor and trader of the existing system of promotion and sale. The importance of a rational approach in the development the strategy of foreign economic activity is researched. The main characteristics of the foreign economic activity strategy, such as complexity, focus on external and internal environment, focus on a defined range of factors, hierarchical structure are described.

The role of planning and forecasting in management system are researched.

The main forecasting methods are described: extrapolation methods, modelling, expert evaluations.

The main factors influencing the volume of manufactured products are determined. Based on these factors, the regression model is developed. This model can be used for the forecasting of the future value of manufacturing products in poultry industry.