

THE MARKETING COMPONENT OF ENSURING THE COMPETITIVENESS OF ENTERPRISES PRODUCING SUNFLOWER SEEDS

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The article is devoted to topical issues of the marketing component of the competitiveness of enterprises-producers of sunflower seeds. The features of competitiveness of enterprises-producers of sunflower seeds are distinguished, the components of the marketing aspect of ensuring competitiveness of enterprises-producers of sunflower seed are presented, marketing tools that should be used for the application of measures directed to the formation of competitive advantages of enterprises-producers of sunflower are generalized.

The result of the study made the following findings:

1. The thesis determines the peculiarities of competitiveness of agricultural products' producers, namely, the operation of enter-

prises in the conditions of risk and uncertainty; seasonal nature of production; significant amounts of cargo and farm energy inputs; determining influence of natural conditions.

2. Presented the components of the marketing aspects of the competitiveness of enterprises producing sunflower seeds, namely: market research; optimal pricing; logistics support, promotion policy and sales promotion; level of brand management and service.

3. Overview of marketing tools, which consists of commodity, price, communication policy, and policy distribution and should be used for the application of measures aimed at creating competitive advantages of enterprises producing sunflower.