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FORMATION AND ASSESSMENT OF THE MARKETING POTENTIAL OF AN AGRICULTURAL ENTERPRISE

ФОРМУВАННЯ ТА ОЦІНКА МАРКЕТИНГОВОГО ПОТЕНЦІАЛУ АГРАРНОГО ПІДПРИЄМСТВА

Kurbatska Larysa, Rekman Maria, Starokon David
Dnipro State Agrarian and Economic University

Курбацька Лариса Миколаївна

кандидат економічних наук, доцент,
Дніпровський державний аграрно-економічний університет
ORCID: <https://orcid.org/0000-0003-2567-3060>

Рекман Марія Олександрівна

магістр економічних наук,
Дніпровський державний аграрно-економічний університет
ORCID: <https://orcid.org/0009-0009-5134-5491>

Староконь Давид Владиславович

магістр економічних наук
Дніпровський державний аграрно-економічний університет
ORCID: <https://orcid.org/0009-0008-1581-3561>

The article examines the formation and evaluation of the marketing potential of an agrarian enterprise in the conditions of the nowadays market. The agricultural sector faces challenges that require management strategies adaptation. The importance of digitization is emphasized as a means to improve the effectiveness of marketing campaigns. The article also shows the need to implement environmental practices that can improve the company's reputation. It was determined the sustainable development of agricultural enterprises is possible only under the condition of cooperation with partners. Recommendations are offered for optimizing business models to improve marketing results. The prospects for the development of agrarian business in the context of globalization and integration are highlighted. In conclusion, it provides valuable insights for agricultural enterprises seeking to increase their marketing potential.

Keywords: agricultural enterprise, marketing potential, adaptation of management strategies.

Стаття розглядає формування та оцінку маркетингового потенціалу аграрного підприємства в умовах сучасного ринку. Аграрний сектор стикається з численними викликами, які вимагають адаптації управлінських стратегій. Підкреслюється важливість цифровізація та використання аналітики даних як засобу покращення ефективності маркетингових кампаній, точнішого таргетування цільових аудиторій та оптимізації бюджетів. У статті також наголошується на необхідності впровадження принципів сталого розвитку та екологічних практик, які можуть поліпшити репутацію компанії та сприяти формуванню позитивного іміджу в очах споживачів. Було визначено, що сталий розвиток та реалізація повного маркетингового потенціалу аграрних підприємств можливі лише за умови активної співпраці з партнерами, науковими установами, консалтинговими компаніями та державними органами. Така співпраця дозволить розробляти та впроваджувати інноваційні рішення, обмінюватися передовим досвідом та залучати необхідні ресурси для розвитку маркетингової діяльності. Пропонуються рекомендації щодо оптимізації бізнес-моделей та адаптації управлінських стратегій до змін ринкового середовища для покращення маркетингових результатів аграрних підприємств. Висвітлюються перспективи розвитку аграрного бізнесу в контексті глобалізації та інтеграції. Наголошується на необхідності врахування глобальних тенденцій, зокрема зростаючого попиту на екологічно чисту продукцію, впровадження технологій точного землеробства та розвитку електронної комерції. Надаються цінні висновки та рекомендації для аграрних підприємств, які прагнуть збільшити свій маркетинговий потенціал.

Зокрема, наголошується на необхідності комплексного підходу, який поєднує цифрові рішення, екологічні ініціативи, співпрацю з партнерами та адаптацію до глобальних тенденцій. Лише за умови реалізації такого підходу аграрні підприємства зможуть повною мірою розкрити свій маркетинговий потенціал, досягти сталого зростання та забезпечити довгострокову конкурентоспроможність на динамічному ринку.

Ключові слова: аграрне підприємство, маркетинговий потенціал, адаптація управлінських стратегій.

Problem statement. The agricultural sector is one of the key components of any country's economy, as it ensures food security and contributes to the development of rural areas. In today's conditions of globalization and rapid changes in the market, agricultural enterprises face numerous challenges that require them to adapt and implement the latest management strategies. The formation and assessment of the marketing potential of an agricultural enterprise are becoming extremely important for ensuring competitiveness and sustainable development. In this context, marketing potential is defined as the ability of an enterprise to effectively use its resources to meet consumer needs and achieve business goals. Important aspects of this process are the introduction of innovative technologies, the development of partnership relations and adaptation to changing market conditions. Assessment of marketing potential allows agricultural enterprises not only to identify their strengths and weaknesses, but also to develop strategies to improve performance.

The article will consider the key factors affecting the formation of the marketing potential of agricultural enterprises, as well as methods of its assessment. Special attention will be paid to ecological practices and sustainable technologies, which can become important factors of success in the conditions of the modern market. Thus, the article aims to provide valuable recommendations for agricultural enterprises that seek to increase their marketing potential and ensure sustainable development in a dynamic environment [1, p. 56].

Analysis of recent research and publications. The literature on strategic management and development of enterprises presents a wide range of studies that highlight various aspects of the formation of business strategies. One of the main topics is the analysis of factors affecting the competitiveness of enterprises. In particular, the works of such authors as Michael Porter emphasize the importance of competitive forces and strategic positions in the market. In his five forces model, Porter suggests analyzing the competitive environment, which allows businesses to identify key success factors. Research in the field of

risk management also occupies an important place in the literature. Authors such as Douglas Huber emphasize the need for a systematic approach to risk identification and management, which allows businesses to reduce the negative consequences of unforeseen situations. They offer a variety of risk assessment methods and tools that can be useful for developing effective strategies. Technological innovations, as a factor of increasing competitiveness, are also actively studied in the scientific literature.

Corporate social responsibility is another important topic that is actively discussed in the literature. Research by authors such as John Elkington focuses on how ethical practices and environmental initiatives can affect a company's reputation and consumer demand. Thus, the review of the literature shows that the formation of an enterprise's development strategy is a multifaceted process that requires consideration of various factors affecting its success [2]. According to modern trends, enterprises must not only adapt their strategies to the changing market environment, but also actively implement innovations, manage risks and take social responsibility into account in their activities. This will allow them not only to maintain competitiveness, but also to ensure sustainable development in the long term.

Selection of previously unresolved parts of the general problem. The formation and assessment of the marketing potential of agricultural enterprises is a topical issue that requires thorough research in today's market conditions. The agricultural sector faces numerous challenges caused by dynamic changes in the global environment, which requires the adaptation of management strategies and the implementation of innovative approaches. One of the key unresolved problems in this field is the insufficient use of digitalization and data analytics in the marketing activities of agricultural enterprises. The effectiveness of marketing campaigns is often reduced due to the lack of proper analysis and use of data, leading to suboptimal decisions and inefficient resource allocation. Moreover, there is an urgent need for more careful consideration of environmental practices when formulating marketing strategies.

Formulation of the goals of the article (statement of the task). Identify the key unresolved problems related to the formation and assessment of the marketing potential of agricultural enterprises. To substantiate the need for an integrated approach to solving these problems, which would combine the use of digital technologies, principles of sustainable development, adaptation of management strategies to market changes and close cooperation with stakeholders.

Presentation of the main research material. Determining the marketing potential of an enterprise is an important stage in the formation of an effective business strategy. Marketing potential includes a set of resources, opportunities and factors that can be used to achieve marketing goals. The main components of marketing potential may include (Table 1).

Market analysis is a fundamental stage in the formation of an agricultural enterprise's strategy, as it allows a deeper understanding of target segments, the competitive environment, trends in consumer demand and other market factors. Studying these aspects helps the company adapt its offers to the needs of consumers and respond effectively to changes in the market situation [3, p. 47].

The product offer should be characterized by high quality, uniqueness and competitiveness, which allows the agricultural enterprise to stand out among competitors and satisfy the demands of consumers. The effectiveness of the marketing channels through which the company interacts with consumers is critically important for ensuring

product availability and increasing its visibility on the market. This includes both wholesale and retail channels, as well as communication with end consumers. Technological opportunities, in particular the use of modern technologies for data analysis and automation of marketing processes, significantly increase the efficiency of the enterprise, allowing it to remain competitive in a dynamic market environment [4].

A brief overview of the formation of ecological marketing in agricultural enterprises:

– Ecological marketing, also known as green marketing, is an essential strategy for agricultural enterprises aiming to promote sustainability and environmental responsibility. The formation of ecological marketing involves several key components:

– Understanding consumer demand. The first step in forming an ecological marketing strategy is to understand the growing consumer demand for sustainable and eco-friendly products. Researching consumer preferences and behaviors can help agricultural enterprises tailor their offerings to meet these expectations.

– Sustainable product development. Agricultural enterprises should focus on developing products that are environmentally friendly. This includes using organic farming practices, reducing chemical inputs, and ensuring that products are sustainably sourced. Highlighting these practices in marketing materials can attract environmentally conscious consumers.

– Branding. Creating a strong brand identity that emphasizes sustainability is

Table 1

Marketing potential of an agrarian enterprise

Areas of potential analysis	Characteristics
Market analysis	Study of target segments, competitive environment, consumer demand trends and other market factors.
Brand and reputation	Evaluation of brand recognition, its image and consumer trust.
Product offer	The quality, uniqueness and competitiveness of the products or services offered by the company.
Marketing channels	The effectiveness of distribution and communication channels through which the company interacts with consumers.
Financial resources	Availability of financial resources for the implementation of marketing campaigns and initiatives.
Technological capabilities of interaction with customers	Use of modern technologies for data analysis, automation of marketing processes and improvement of interaction with customers.
Team	The qualifications and experience of the marketing team and their ability to adapt to changes in the market environment.

Source: developed by the authors

crucial. Agricultural enterprises should position themselves as leaders in ecological practices, using branding elements that reflect their commitment to the environment. This can include eco-labels, certifications, and clear messaging about sustainable practices.

By focusing on these components, agricultural enterprises can successfully form and implement ecological marketing strategies that not only enhance their market potential but also contribute to a more sustainable future [4, p. 126].

In addition, the qualifications and experience of the marketing team are essential to the successful implementation of the strategy. Their ability to adapt to changes in the market environment ensures flexibility and speed of response to new challenges. Determining marketing potential allows businesses not only to assess their strengths and weaknesses, but also to develop strategies that will help make the most of existing opportunities to achieve market success. Table 2. shows the main components of the marketing potential of an agricultural enterprise.

Table 2 will help agricultural enterprises to assess their marketing potential and identify key areas for development. Market analysis is a critically important stage in the formation of the marketing potential of an agricultural enterprise. Studying target segments, competitors, trends in consumer demand and agronomic factors allows the enterprise to better understand the needs of consumers and adapt its strategies according to changes in the market environment. Brand value and reputation are important in building consumer

trust. High brand recognition and a positive image contribute to increasing customer loyalty and, accordingly, increase the competitiveness of the enterprise.

The product offer should be characterized by quality, uniqueness and competitiveness, which allows the agricultural enterprise to stand out from the competition and meet the demands of consumers. The effectiveness of marketing channels, including wholesale and retail networks, as well as communication with end consumers, is key to ensuring the availability of products and increasing their visibility in the market [5, p. 27].

The availability of financial resources is the basis for the implementation of marketing campaigns and investments in development, which allows the enterprise to introduce new technologies and improve processes. Technological capabilities, in particular the use of modern technologies for agronomic analysis and automation, significantly increase the efficiency of the enterprise, allowing it to remain competitive in a dynamic market environment.

Thus, the integration of all these aspects – market analysis, brand, product offering, marketing channels, financial resources and technological capabilities – is necessary for the successful development of an agricultural enterprise and ensuring its sustainability in the market.

Formation of the marketing potential of an agricultural enterprise is an important stage in ensuring its competitiveness and successful functioning on the market. In today's conditions,

Table 2

Components of the marketing potential of an agrarian enterprise

Component	Component Description
Market analysis	Study of target segments, competitors, trends in consumer demand and agronomic factors.
Brand and reputation	Evaluation of brand recognition, its image and consumer trust in agricultural enterprise products.
Product offering	Quality, uniqueness and competitiveness of agricultural products or services.
Marketing channels	Efficiency of distribution channels (wholesale and retail) and communication with end consumers.
Financial resources	Availability of financial resources for implementation of marketing campaigns, investment in development.
Technological capabilities	Use of modern technologies for agronomic analysis, process automation and marketing.
Team and expertise	The qualifications and experience of the marketing team and their ability to adapt to change.

Source: developed by the authors

when the agricultural sector faces numerous challenges, such as climate change, fluctuations in raw material prices and growing competition, enterprises must actively work on developing their marketing potential. A strong brand can become a powerful tool for attracting consumers and building trust in products. Agricultural enterprises should actively work on creating a positive image using various communication channels, such as social networks, advertising campaigns and participation in exhibitions [6, p. 15].

The product offering is also a key element of marketing potential. The quality, uniqueness and competitiveness of agricultural products are crucial for the success of the enterprise. Innovations in production, introduction of new technologies and adherence to quality standards can significantly increase the value of the offer for consumers. Equally important are the marketing channels through which the company interacts with consumers. Effective distribution channels, such as wholesale and retail networks, as well as online platforms, can significantly expand the market for products. Agricultural enterprises must actively explore and implement new communication channels to ensure their availability their products for end consumers. This may include the use of e-commerce, social media and mobile applications to improve customer experience. Financial resources also play an important role in the formation of marketing potential. The availability of sufficient financial resources allows agricultural enterprises to implement marketing campaigns, invest in new technologies and develop infrastructure. It is important that businesses have a clear understanding of their financial capabilities and plan their marketing spend in line with their strategic goals.

The use of modern technologies for agronomic analysis, automation of processes and marketing can significantly increase the efficiency of the enterprise. Investments in the latest technologies, such as data management systems, analytical tools and innovative information processing solutions, can help agricultural enterprises remain competitive in the market.

In addition, an important aspect is adaptation to changes in legislation and regulatory requirements that may affect the activities of agricultural enterprises. Continuous monitoring of changes in legislation and active participation in policy formation can help businesses avoid

risks and take advantage of new opportunities.

It is also necessary to take into account the ecological aspects of agribusiness. Modern consumers are increasingly paying attention to the environmental friendliness of products, so agricultural enterprises must implement sustainable practices that not only reduce the negative impact on the environment, but also increase consumer confidence. An important component of marketing potential is also cooperation with other market participants, such as suppliers, distributors and scientific institutions. Joint projects, exchange of experience and technologies can significantly increase the competitiveness of the enterprise [7, p. 189].

In conclusion, the formation of the marketing potential of an agricultural enterprise is a multifaceted process that requires a strategic approach and integration of various aspects of activity. From in-depth market analysis to the implementation of innovative technologies, from brand development to environmental responsibility, all these elements are critical to achieving success in the agricultural sector. By investing in the development of their marketing potential, agricultural enterprises can not only adapt to challenges, but also become leaders in their field, ensuring stable development and prosperity.

Conclusions. In the modern agrarian sector, where competition is becoming more and more fierce, the formation and assessment of the marketing potential of agrarian enterprises becomes especially relevant. In the course of the study, it was found that marketing potential is a complex concept that includes not only financial indicators, but also factors related to innovation, consumer satisfaction and market strategies.

First, the importance of profitability and market share cannot be underestimated. They are the main indicators of the success of an agricultural enterprise, because without a stable financial position it is impossible to implement any marketing strategies. However, as practice shows, success in this area also depends on the company's ability to adapt to changing market conditions and implement new technologies.

Secondly, consumer satisfaction is a key factor that determines the competitiveness of agricultural enterprises. Studying the needs and expectations of consumers makes it possible to form offers that meet the requirements of the market, which, in turn, contributes to increasing customer loyalty.

Third, the analysis of the company's strengths and weaknesses revealed that many agricultural companies have the potential for growth, but need a strategic approach to development. The introduction of new technologies, the development of partnerships and active participation in international markets can significantly increase their marketing potential. In addition, external factors, such as government policy, economic and environmental conditions, also have a significant impact on the marketing potential of agricultural enterprises.

In the contemporary landscape of business, ecological marketing emerges as a pivotal strategy that intertwines sustainability with consumer engagement. As the global community grapples with pressing environmental challenges, the demand for responsible and eco-friendly products has surged. This shift in consumer behavior underscores the necessity for businesses to adopt sustainability as a core value. By doing so, companies not only contribute to environmental preservation but also resonate with a growing demographic of consumers who prioritize ethical consumption.

The essence of ecological marketing lies in its ability to foster awareness and engagement among consumers. As individuals become increasingly informed about the environmental impact of their choices, they seek brands that reflect their values. This presents a unique opportunity for businesses to connect with their audience on a deeper level, highlighting the benefits of sustainable practices and creating a narrative that aligns with consumer aspirations. In this context, ecological marketing serves as a bridge, linking responsible production with consumer loyalty.

Moreover, the implementation of ecological marketing strategies can yield a significant competitive advantage. In a marketplace saturated with options, businesses that prioritize sustainability can distinguish themselves, attracting environmentally conscious consumers. This differentiation not only enhances brand loyalty but also positions companies as leaders in the movement towards a more sustainable economy. Innovation becomes a natural byproduct of this approach, as businesses are motivated to develop new products that meet consumer needs while minimizing their ecological footprint.

In conclusion, ecological marketing is not a fleeting trend but a necessary paradigm shift for the long-term viability of businesses. As consumer preferences evolve and environmental challenges persist, companies must remain adaptable, refining their strategies based on feedback and emerging trends. By integrating sustainability into their core operations, businesses can ensure their growth while contributing positively to the planet. Ultimately, ecological marketing represents a harmonious blend of profitability and responsibility, paving the way for a more sustainable future.

Therefore, it is important to take these aspects into account when forming development strategies. In conclusion, the marketing potential of an agricultural enterprise is a dynamic category that requires constant monitoring and adaptation to changing market conditions. To ensure the sustainable development of agricultural enterprises, it is necessary to implement innovative solutions that will contribute to increasing the efficiency of production and sales of products.

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