

## MARKETING TOOLS TO INCREASE EFFICIENCY AND COMPETITIVENESS OF POULTRY PRODUCTION ENTERPRISES

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**Abstract.** Organizational and economic principles of poultry production, which are formed by the system of internal and external factors, have been researched in the article. To diagnose these factors, the system of developed economic indicators has been used. The evaluation and analysis of these indicators make it possible to determine the state of organizational and economic level of poultry production enterprises. The main purpose of this research is to highlight the study outcomes of poultry industry development at Ukrainian enterprises. It is planned to analyse the structural dynamics of poultry number, the impact of factors affecting gross production of poultry products, research on impact of feed on the enterprise economic efficiency and profit increase by reducing the production cost. The relevance of this research is conditioned by further scientific research of development trends and regional features of poultry enterprises efficiency and competitiveness increase and substantiation of strategic perspectives. In the process of solving these tasks, general and special methods have been used: abstract and logical – to clarify the essence of main economic categories; analysis and synthesis – to analyse the development and economic efficiency level of poultry enterprises; comparative analysis – to compare different phenomena and processes regarding their impact on economic efficiency of poultry enterprises. Ukraine has been chosen as a research object. The expediency of efficient poultry development is necessitated by the need to tackle the most important socio-economic challenge – food security guaranty – not only for the individual region but also for the country as a whole, as poultry farming is rapidly growing industry. But the problem is the restoration and development of poultry farming with the involvement of a wide range of specialists, the study of

*poultry enterprises economic efficiency, taking into account the features of technological processes in this industry.*

*Results of the study may be useful for the analysis and effective development of poultry industry as part of agricultural sector.*

**Keywords:** *economic efficiency, marketing support, poultry production, production costs, number of poultry, profit*

**Introduction.** Decline in production and decrease in purchasing power of Ukrainian population has led to insufficient need of humans for animal protein. Therefore, in our opinion, the poultry enterprises can satisfy the human need for high protein foods in the short term. Poultry breeding is a fast-growing livestock industry, characterized by high mobility in unstable market conditions. Poultry feed output is much higher than in other livestock industries and, as a result, the cost of poultry meat is the lowest, so poultry products are affordable to consumers with different income levels.

**Literature review and the problem statement.** A great number of national scientists were engaged in the research of basic directions of poultry industry development. R.I. Buriak (2001), O.V. Kucher (2012), S.V. Sendetska, I. I. Cherven (2007), F. A. Yaroshenko (2004), Porter Michael E. (1998), T. Vlasenko (2014) are among them. However, some important aspects of marketing tools to improve poultry enterprises' efficiency and competitiveness are relevant and are still under development and improvement, so it is necessary to continue exploring the specifics and features of enterprises activity in this industry to identify reserves and find ways to improve their efficiency.

Theoretical basis of the study is fundamental issues of the economic theory, scientific works of Ukrainian and foreign scientists on the development of poultry products marketing. The methodological basis of the research is the dialectical method of cognition, modern concepts of organization and management of agricultural products sales increase, general scientific methods, in particular: abstract and logical; historical and economic; statistical and economic; calculation and constructive, experimental; system and structural. The systematic approach is used in the article, which is a comprehensive study of poultry products marketing. The main purpose of the article is to analyse the current state of poultry production, to identify development trends and features of this industry functioning in Ukraine.

**Research results.** At the present stage of the Ukrainian economy development, the problem of ensuring efficient poultry products marketing is of particular importance. It is the development of poultry products marketing in regions, efficient organization of exchange and commodity circulation, optimal territorial organization are the most important factors for stabilizing agricultural production, important prerequisite for saturation of the country's food market, a source of meeting population daily needs for food consumption. The concept of «marketing» has undergone complex evolutionary path in the system of views that determined the directions of entrepreneurial activity at different stages of its development. In the early interpretations of marketing, the role of production and supply of goods was exaggerated and insufficient attention was paid to the distribution channels and

consumer demand. In marketing theory evolution, it is important to distinguish the sales concept and marketing concept. According to the traditional sales concept, the product design process is the first and foremost, and then the production units and production technology. Sales personnel must sell these products. The whole process begins with the market research and sales forecast. Despite the fact that the term appeared more than a hundred years ago, there is no single definition in scientific and economic literature that represents its full description, and is explained by the complexity and versatility of this economic category, its nature understanding and functional activity directions.

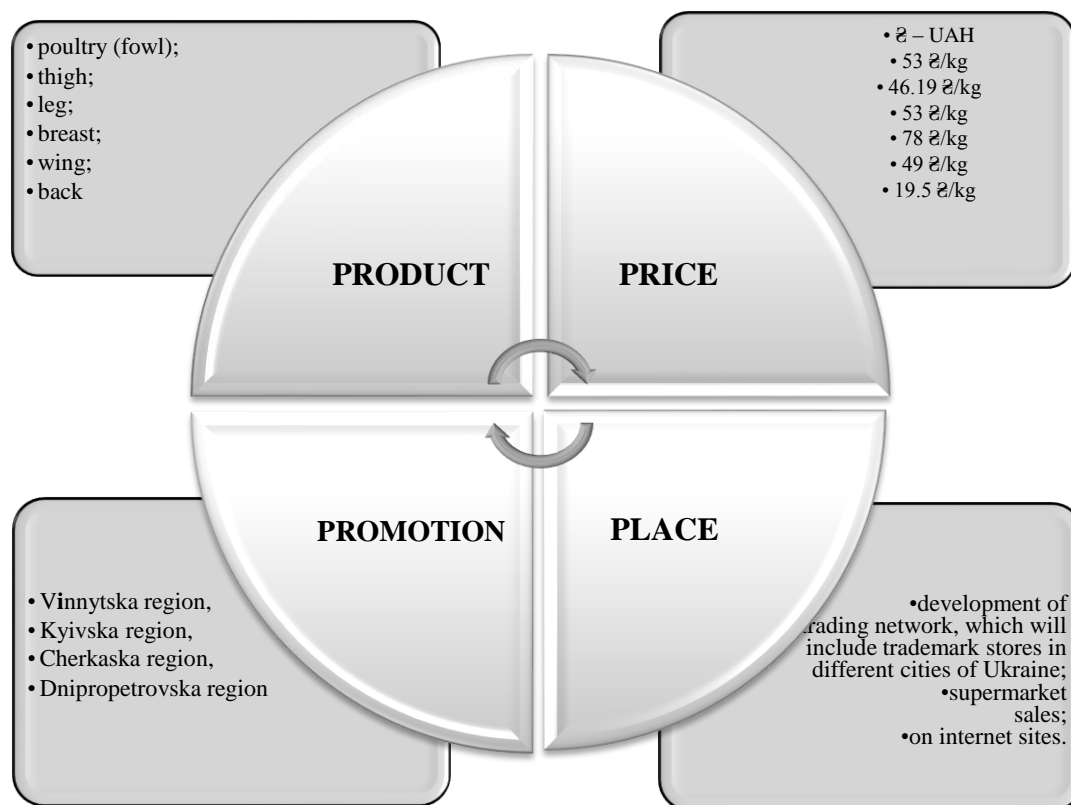
In the economic literature there is different interpretation of the term «marketing» [2; 3; 7; 5; 11]. In some cases, the term «marketing» is associated with the term «market». So let's try to clarify the term «marketing» from the point of view of our research. There are also different approaches not only to the marketing essence interpretation in agro-industrial complex, but also to the term use for determining the essence of this category.

Therefore, marketing refers to the organizational and economic activity of agricultural poultry enterprises in the commodity market, aimed at the study and maximum satisfaction of demand for poultry products, creating conditions for their own production and profit development. This definition implies both a comprehensive study of market and an active influence on the demand for poultry products by means of consumer priorities system.

In scientific works there is practically no essence disclosure of certain types of agricultural marketing. Specific features of different types of products by consumer characteristics, social significance, storage and sales conditions, production and consumption goals, conditions for commodity markets functioning make it desirable to reflect the essence of individual components of agrarian marketing: meat and meat products marketing, grain marketing, vegetable marketing, marketing of logistics and repair services, etc.

That is why we have formulated the definition of «poultry products marketing» as a complex system of competitive activity for poultry production, its processing and sales, aimed at satisfying consumer demand in order to make profit and improve the poultry enterprises efficiency.

The quality of the marketing plan, namely the 4P marketing mix, depends on the economic efficiency of the enterprise during a certain period and its prospects for the future (Fig. 1).



**Fig. 1. «4P» model as a comprehensive solution to improve the efficiency of Ukrainian enterprises**

*Source: compiled by the authors*

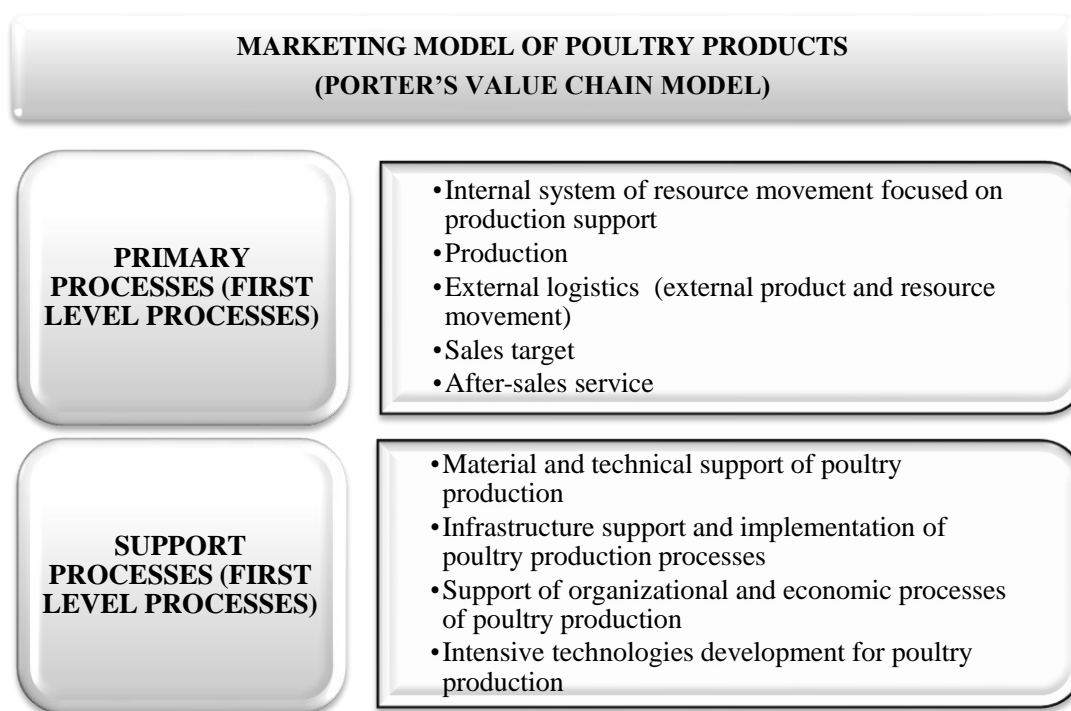
Commodity policy: the results of goods audit (type of goods (daily, special, passive demand, pre-selection), life cycle stage, description of the product according to multilevel model, which determines the financial indicators, volumes and dynamics of sales in the previous period); product range; decision on the advisability of trademark use; determining the required level of product quality.

Pricing policy: to describe the chosen pricing strategy (market launch, specialization in specific segment) and justify its choice; to describe the pricing method, to calculate product / service cost;

Sales policy: to evaluate logistics; to make list of sales goals; to specify the planned distribution intensity and channels of distribution.

Promotion policy: to set promotion goals and objectives; to outline the main characteristics of the target audience for your products; to describe the main promotion methods (which you are going to apply to promote your products) and outline the main points of the promotion program.

The marketing scheme for poultry products can be represented based on Porter's concept. The developed model is presented in Fig. 2.



**Fig. 2. Marketing model for poultry products**

*Source: compiled by the authors based on Porter's concept [6]*

Poultry products the marketing is influenced by several factors: perishable nature of goods; prices and supply fluctuations; industrial nature of production; availability of alternative types of meat products; production specialization. The specific feature of poultry products is that after the production stage, all products undergo the four use distribution procedure: egg, chilled meat, processing and storage.

Poultry products marketing can take many different options: the producer can sell his goods himself; coming directly to the consumer through branding, public catering establishments and part of the products can enter market through wholesaling and trading networks.

When evaluating the activities of agricultural enterprises in the industry, it should be noted that poultry products efficiency is influenced by both objective and subjective factors. The financial and economic crisis of 2009 caused prices increase for energy, logistical resources and services, which affected the cost of production and sales of poultry products. Another key factor that influenced poultry production efficiency was the technical and technological level of production. Currently applied technologies in poultry industry are also characterized by significant production costs, leading to production costs increase and, consequently, prices for domestic products.

The poultry products market operates in a specific marketing environment. The main feature of domestic chicken meat market is its clear structure. This market is controlled by seven companies: «Myronivskyi Hliboproduct» – 88.2%, Poultry Complex «Dniprovskiy» – 4.4%, AIG «Pan Kurchak» – 2.7%, «Agro-Oven» LLC –

1.9%, «Volodymyr-Volynsky Poultry Farm» – 0, 4%, «Western Trade Resource» LLC (ULAR) – 0.04%, «Agromars «Complex» LLC – 0.03% [9]. In order to provide poultry producers with breeding material, there is an established scheme of interrelations between breeding farms of different levels with each other and with commercial products producers [2].

Poultry farming is perhaps the only branch of livestock industry that demonstrates sustainable development. Poultry meat production is increasing year by year, export volumes are increasing and export geography is expanding. Demand for production is also rising due to the lowest price and decrease in beef and veal (-5.5%) and pork production (-4.3%). Consumption of poultry meat is also increasing every year along with exports. (Table 1).

**Table 1. Balance of poultry meat, thou tons**

<b>Balance of poultry meat, thou tons</b>	<b>2017</b>	<b>2018</b>	<b>2019*</b>
Production	1184,7	1255,8	1328,7
Agricultural enterprises	1014,1	1079,9	1144,2
Population households	170,6	175,9	184,5
Import	120,6	133	135,0
Export	272,9	330,7	400
Consumption fund	1020,5	1000,6	1033,1
Loses	26,1	27,8	29,3

*\* forecast*

*Source: Compiled by the author according to the Data of Automated Balance of Demand and Supply for Meat in Ukraine, FAO / EBRD.*

The cost of chicken meat has almost doubled in the recent years, driven by increased production resources, increased demand and upward price tendency in adjacent meat markets, as well as increased global demand for this type of meat.

In 2018, 5.1% or 11399.0 chickens were farmed in Ukraine. It is more than in the same period in 2017. Exports of meat and meat products in January – September amounted to 328 thou tons (34 thou tons more than last year), imports amounted to 236 thou tons (52 thou tons more). The leading position of domestic exports is poultry meat, which accounts for 82.6% or 271 thou tons in total. In comparison with the last year, poultry meat exports have increased by 18.3%. Ukrainian meat is currently in the greatest demand in the Netherlands, Iraq, Slovakia and Azerbaijan.

As of November 1, 2018, the number of poultry in Ukraine amounted to 235 773.5 thousand heads. The leading regions are: Vinnytska – 34 740.6 thousand heads, Kyivska – 29 791.5 thousand heads, Cherkaska – 26 249.1 thousand heads, Dnipropetrovska – 20 312.6 thousand heads. The number of heads in agricultural enterprises was 122948.6 thousand. The leading regions are: Vinnytska – 25 012.3 thousand heads, Cherkaska – 20 633.2 thousand heads, Kyivska – 20 459.1 thousand heads, Dnipropetrovska – 15 255.3 thousand heads. The number of poultry in population households was 1.12824.9 thousand heads. Regions-leaders are: Vinnytska – 9 728.3 thousand heads, Kyivska – 9 332.4 thousand heads, Lvivska – 7 734.5 thousand heads, Zhytomyrskat – 7 416.4 thousand heads.

According to the European Commission, only two Ukrainian producers are allowed to export poultry meat to the EU in 2019. Thus, the export license for poultry

meat to the EU is granted to three companies of the agricultural holding «Myronivskyi Hliboproduct» (Trademark Nasha Riaba) – «Myronivska» Poultry Farm», «Poultry Farm «Sniatynska Nova» and «Vinnytska» Poultry Farm». «Hubin» Poultry Complex», which is part of «Pan Kurchak» agro-industrial holding group, has the right to supply poultry meat to Europe. «Vinnytska» Poultry Farm», farm «Lehko» and «Myronivska» Poultry Farm», which are the part of MHP agro-holding, are allowed to supply meat products to the European Union.

The structure of poultry farming in Ukraine is as follows: poultry institute, breeding poultry farms, breeding poultry reproducers and commercial poultry farms.

In large and medium-sized agricultural enterprises, 1 205 584 tons of poultry were raised in live weight. The main poultry population in all categories of farms in 2018 was concentrated in the following regions: Vinnytska – 333 269 tons, Cherkaska – 305 919 tons, Dnipropetrovska – 204 596 tons, Kyivska – 130 734 tons, Volynska – 69 659 tons.

According to the State Statistics Committee of Ukraine, 484 425.2 thousand poultry in live weight were slaughtered in January – October 2018. Compared to the last year, this indicator is higher by 3.8% (Table 2.)

**Table 2. Poultry slaughter at agricultural enterprises of Ukraine regions**

	Number of slaughtered poultry, thou heads/		Average live weight for slaughtering, kg/	
	2018	2018 in % till / % 2017	2018	2018 in % till / % 2017
<b>Ukraine</b>	<b>484425,2</b>	<b>103,8</b>	<b>2,4</b>	<b>102,2</b>
Vinnytska	137335,7	107,9	2,4	102,3
Volynska	34079,7	109,8	2,1	92,9
Dnipropetrovska	83898,1	100,4	2,4	99,3
Donetska	1884,7	94,5	2,2	112,9
Zhytomyrska	617,8	91,9	2,1	82,6
Zakarpatska	...3	...3	...3	...3
Zaporizka	2926,6	82,9	2,3	124,2
Ivano-Frankivska	3828,1	553,6	3,3	56,2
Kyivska	46206,6	90,0	2,8	107,1
Kirovohradska	20,2	119,8	0,8	73,2
Luhanska	...3	...3	...3	...3
Lvivska	18271,2	107,5	2,3	102,3
Mykolaivska	458,1	102,4	1,5	96,2
Odeska	109,1	177,8	1,5	96,2
Poltavska	52,9	38,7	3,2	163,5
Rivnenska	6829,4	115,4	2,4	102,6
Sumska	1169,9	96,6	5,2	125,4
Ternopilska	2342,6	112,7	2,5	110,5
Kharkivska	7475,4	78,0	2,6	105,8
Khersonska	1155,6	173,0	1,6	111,3
Khmelnyska	6278,6	146,9	1,8	86,0
Cherkaska	128379,7	103,4	2,4	104,2
Chernivetska	880,2	107,0	11,6	109,4
Chernihivska	70,7	177,7	2,2	144,0

*Source: calculated by the author on basis of data [8]*

In January – December 2017, 15577.7 million eggs were produced by all-category farms, including agricultural enterprises – 8417.1 million, households – 7160.6 million, which is more than last year, respectively, by 477.3; 349.5 and 127.8 million.

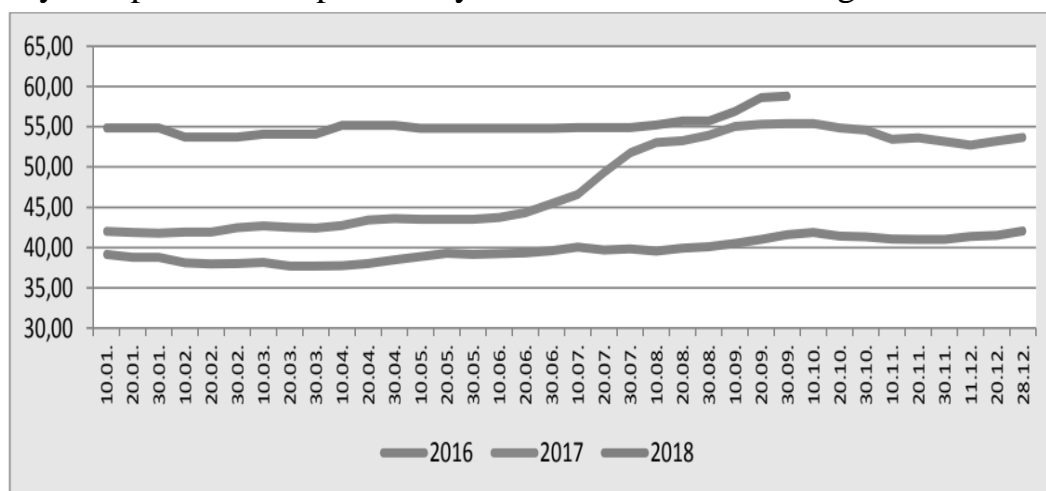
In January – December 2017, poultry meat in Ukraine regions was provided practically at the expense of Vinnytska, Cherkaska, Dnipropetrovska and Kyivska regions, which grew 332.5, respectively, 310,6; 227.6 and 149.7 thousand tons of poultry live weight, or 81% of the total indicator in Ukraine (1253.9 thousand tons).

With regard to enterprise pricing policy, the main lever of its stable profitable activity in the market conditions, it is necessary to analyze the ways of pricing for poultry products nowadays and to propose economically advantageous and reasonable pricing method. Price in the market of manufactured products is formed under supply and demand influence, quality and environmental characteristics, production costs and sales of poultry products, as well as taxes and market fees, because the price is monetary value expression and value of goods to buyers.

It should be noted that under market conditions, sales prices for almost all types of agricultural products undergo significant changes. Their levels are quite volatile. In general, it should be noted that the increase in prices for poultry products in modern conditions is mainly due to inflationary processes. However, unreasonable downturn or price increase lead to loss of essential functions – measure of value and a means of commodity turnover. The price must strike a balance not only in the market, but also between the production costs and enterprise economic capabilities. Proper pricing is a necessary component of enterprise marketing [3, p. 3–9].

The price level must obligatory depend on the product quality. At the same time, it is, to some extent, determined by the commercial success of the enterprise. The pricing policy of the enterprise can be aimed either at maintaining the already achieved level of profitability or at maximizing it. A prerequisite for effective enterprise pricing policy is to take into account not only domestic prices for agricultural products, but also world market prices.

Analyzing the monitoring of average consumer prices for poultry in regions and Ukraine in general, it can be noted that in 2018, prices have increased significantly compared to the previous years. This is shown in Figure 3



**Fig. 3 Monthly monitoring of average consumer prices for poultry during**



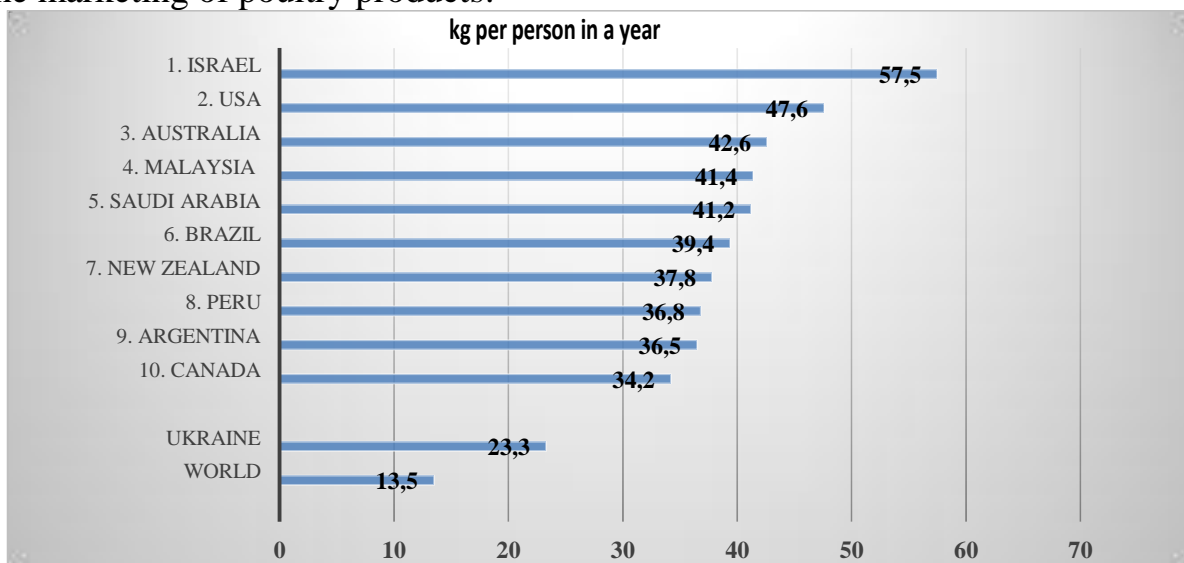
**2016 – 2018**

*Source: calculated by the author on basis of data [8]*

Therefore, despite poultry production increase, there is a downward trend in the decline of poultry number in small businesses and households. The reason for this decline is the market monopolization by individual producers and import of poultry products at low prices. The legislative and regulatory framework of Ukraine governing the activities of poultry enterprises is inconsistent with current international standards, the requirements of the World Trade Organization (WTO) and potential importing countries, in particular the EU countries, often adopted solely for the benefit of large producers, monopolists and the country's needs as a whole [7].

Household and farming sector reforming is extremely relevant nowadays, since the relations harmony in poultry market in Ukraine, in accordance with European quality standards and EU conditions, requires ban implementation on free trade in foodstuffs without appropriate quality certificates. Without such reforms, there will be a redistribution of supply in favor of businesses and a reduction of poultry heads in households. Considering the fact that almost all poultry used in enterprises is of foreign crosses, a decrease in poultry number in households will lead to a decrease in the biological diversity of the domestic gene fund. This is especially true for ducks and geese. Therefore, the development of household and poultry farm sector is relevant. Every poultry enterprise needs to identify a specific target segment that is best suited to their goals and objectives, and concentrate their marketing activities on these target segments, then develop their unique proportion of marketing strategies to leverage the benefits of their resources, attract their target customers better than their competitors do.

Monopoly enterprises are pursuing strategies to displace small producers by price dumping. Not having sufficient financial resources to modernize production, small producers are unable to compete with large monopolists. The result of such competition is the bankruptcy of enterprises. Several countries have a great influence on the marketing of poultry products.



**Fig.4. Comparative analysis of poultry meat consumption in Ukraine and other**

## **countries**

*Source: compiled by the authors*

According to research analysts, in Ukraine, compared with Russia and Poland, the closest strategic partners, there is the highest percentage of citizens whose incomes are less than \$ 1.000. In the United States – 43.5% per year, while in Russia this figure is 1.7 times lower and is 24%, and in Poland it is 5 times lower, accounting for 8.3% of the country total adult population. The percentage of citizens, earning between \$ 1.000 and \$ 10.000 per year, is 51.4% in Ukraine and Russia, in Poland – 36.4%. The figure of adults whose income is ranging from \$ 10.000 to \$ 100.000 per year are important in this distribution. Their share in Ukraine is the lowest, accounting for only 5% of the total adult population, while in Russia it is almost 5 times higher (23.5%), and in Poland it is 10 times higher (50.4%) than the national figure [4].

Public policy of the world developed countries pays great attention to monitoring the indicators that characterize the social stratification in terms of income and consumption. According to experts, the limit values of social security are: the fund's income ratio – 6 – 7 times, the Gini index – in the range of 0.15 – 0.17. Real distribution, as shown by the results of its analysis in many countries, occurs in such a way that the great part of total income is distributed to the benefit of smaller proportion of families. It is reflected in the graph by the Lorentz curve. The further this curve deviates from the bisector, the greater the degree of inequality in income distribution. In this situation, the distribution graph coincides with the axes of the coordinate system with the vertex. It shows that less than 1% of families receive 100% of their income, while others receive nothing at all. The indicator of the degree of uneven income will be obtained if the area between the bisector and the Lorentz curve is divided by the area of triangle. It is called the Gini coefficient. The greater this coefficient is, the greater the degree of irregularity is. In 2012, this index in Ukraine was 0.35.

In modern economic theory, along with the Lorentz curve and the Gini coefficient, the so-called decile and quintile coefficients are used to analyze unevenness in income distribution. This is the wealth ratio of 10 – 20% of the poorest members of society to the same number of rich. The analysis of these coefficients indicates the decrease in the level of Ukraine population income differentiation.

Possible directions of marketing development of poultry products in Cherkaska region are the following: state regulation, integration and cooperation, infrastructure modernization, goods movement and trade development, along with the range expansion due to innovative technologies for thorough product processing. One of the main directions of marketing activities of poultry enterprises may be the development of its own trading network, which will include trademark stores in different cities of Ukraine.

There are also some weaknesses, insufficient product and technology competitiveness (considerable physical basic equipment deterioration), low work productivity, insufficient level of resource saving; high region dependence on energy prices, population differentiation, low income (the Gini coefficient 0.359 in 2012),

aging and natural population decrease [10].

Classical situational analysis based on SWOT-analysis of strength (strength), weakness (weakness), opportunities (opportunities), and threats (dangers) is used to evaluate the opportunities and threats coming from the external environment at macro and micro levels, as well as internal limitations of the organization and analysis of the region image, which is of particular importance for poultry products marketing (Table 6).

**Table 6. SWOT-analysis of poultry enterprises marketing in Cherkaska region**

<b>Strengths</b>	<b>Weaknesses</b>
Geographical location. Natural conditions and resources. Socio-economic potential.	Insufficient product and technology competitiveness: significant physical basic equipment deterioration and low work productivity. Insufficient level of resource saving: high dependence of the region on energy prices. Population differentiation, low income: aging and natural population decrease.
<b>Opportunities</b>	<b>Threats</b>
Development opportunities by increasing competitiveness and investment attractiveness: enhancing the competitiveness of poultry products through modernization and the development of traditional and new brands. Opportunities to take advantage of the geographical location: obtaining state support for the implementation of large infrastructure projects, efficient use of resources in poultry farming; obtaining synergy effect from the implementation of interregional projects; use of human resources at the expense of surrounding areas.	Geostrategic threats: European integration processes. Threats related to lack of competitiveness of the region agro-industrial complex in new economic conditions: increased competition from other countries, active promotion of poultry products similar to the marketing position of poultry products; risk of enterprise market position, outflow of skilled personnel and loss of technologies and traditions of production. Threat of increasing the demographic burden on poultry workers.

*Source: compiled by the authors*

The most important factors influence in the regional poultry production market development show that strengths and weaknesses are considered internal factors and opportunities and threats are external factors. The external opportunity factors are the following: development opportunities by increasing competitiveness and investment attractiveness (enhancing the competitiveness of meat products based on traditional and new brands modernization and development), opportunities to take advantage of the geographical location (obtaining state support for the implementation of large infrastructure projects) , efficient use of resources in poultry farming (obtaining synergy effect from the implementation of interregional projects (including MHP projects)), the use of human resources at the expense of surrounding areas. In terms of threats, they act as a geostrategic character (e.g., European integration processes), lack of competitiveness of agro-industrial complex in new economic conditions, increased competition from other countries, active promotion of poultry products similar to the marketing position of poultry products, outflow of skilled personnel and loss of technologies and traditions of production. There is also a great risk of

increasing the demographic burden on poultry workers. This method allows collecting, organizing and analyzing information, and it is suitable for the situation determining in analysis, organization, strategies development, etc. [5].

With regard to poultry products distribution channels, the most stable and organized poultry meat sales channels are processing enterprises. They sale 71.3% of all produced goods and only 22% are sold through other channels. The main competitors for enterprise poultry products are urban markets.

For the population of Ukraine, its economy, the effective development of poultry farming is of unique importance. Its uniqueness is that the industry is able to increase production volumes at an accelerated rate in the short term with little or no funding from the country's budget. Increased demand for poultry products is explained by the fact that it is the best substitute for fat and amino acid composition, most meets the requirements for food and their balance and is accessible to all population segments.

Forecasting for further growth in consumption in this segment stimulates the production of fresh poultry meat as one of the most attractive areas for the development of poultry farms for at least the coming years.

The increased consumption of poultry meat is due to the following factors: the safety of chicken meat at the biological level; the chemical structure of white meat is characterized by the optimal combination of low-cholesterol amino acid series; relatively low price in the meat market.

The poultry production in the households does not compete with industrial enterprises, as industrial production prevails in price and product range, taking into account the production scale, minimizing the average costs. And it's impossible to get the same variety of finished homegrown poultry products as you can achieve using industrial chicken. The poultry industry produces 30 – 50 thousand tons per year. Subsequently, when poultry enterprises, due to their production capacity, will be able to reduce the product price twice the cost of homegrown poultry, the poultry production segment will be reduced to 10% or less. Practice and science have proven that the most efficient production is provided at poultry enterprises, which hold 250 – 300 thousand poultry heads [11].

Our analysis of the current state of poultry enterprises in Cherkaska region reveals the basic patterns of poultry products market functioning: state non-interference in the sphere of market sharing and market regulation in general (reduction of public procurement, reduction of budget funding and extremely low level of state regulation); the economic role weakening of medium and small-scale poultry products enterprises while expanding the share of integrated enterprises in the total poultry production, sharp decrease in technical level; the diversification of distribution channels; the elimination of excess intermediary units in sales of poultry products leading to their price increase.

**Conclusions.** Based on the conducted research, it has been found that marketing system structure in poultry industry needs to be improved. An important prerequisite for further effective enterprise development is the allocation of marketing department into a separate unit, which would be responsible for all functions related to marketing activities, as well as coordinate the action of all other

units of the company in accordance with the market and consumer needs. Marketing activities of poultry enterprises are focused mainly on satisfying all potential consumers of their products. The subjective factor plays an important role in the successful promotion of poultry products in food market and in this connection more attention should be paid to aspects of consumer behavior.

Professional marketing management helps modern agricultural enterprises not only «survive» successfully but also create competitive agricultural production. The formation of marketing infrastructure and effective circulation of agricultural products, raw materials and foodstuff is an objective necessity for national agricultural enterprises. This is explained by two groups of factors, the first of which is related to ensuring the country food security, rising the competitiveness of producers and products, and the second – to the world economy globalization, Ukraine integration to the WTO, the development of interstate and interregional relations.

One of the promising directions of market functioning is wholesaling through distribution and logistics centers. The economic feasibility of introducing this type of trade is to create additional convenience for the wholesale buyer by bringing him the necessary information about the product. This form of trading involves the delivery of products to the consumer according to his request by computer system.

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## **МАРКЕТИНГОВІ ЗАСОБИ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ І КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ З ВИРОБНИЦТВА ПРОДУКЦІЇ ПТАХІВНИЦТВА**

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**Анотація.** У статті досліджено організаційно-економічні засади виробництва продукції птахівництва, які формуються системою внутрішніх та зовнішніх чинників. Для діагностики цих чинників використовують систему розроблених економічних показників. Оцінка й аналіз цих показників дають змогу визначити стан організаційно-економічного рівня виробництва продукції птахівництва. Основною метою проведення даного дослідження є висвітлення результатів дослідження розвитку галузі птахівництва на підприємствах України. Планується провести аналіз структурної динаміки поголів'я птиці, та збільшення рівня прибутку внаслідок зменшення показника собівартості продукції. Актуальність цього дослідження зумовлюється проведенням подальших наукових досліджень тенденцій розвитку та регіональних особливостей підвищення ефективності та конкурентоспроможності підприємств із виробництва продукції птахівництва та обґрунтування стратегічних перспектив.

Під час розв'язання поставлених завдань використовувалися загальнонаукові і спеціальні методи: абстрактно-логічний – для уточнення сутності основних економічних категорій; аналізу й синтезу – для аналізу рівня розвитку та економічної ефективності функціонування підприємств птахівництва; порівняльний аналіз – для порівняння різноманітних явищ та процесів щодо їхнього впливу на економічну ефективність підприємств птахівництва. Об'єктом дослідження обрано Україну. Бо доцільність ефективного розвитку птахівництва зумовлена необхідністю розв'язання найважливішої соціально-економічної задачі – гарантування продовольчої безпеки не лише певного регіону, а і країни загалом, адже птахівництво є скоростиглою галуззю. Але проблема полягає у відновленні та розвитку птахівництва з залученням здобутків широкого кола спеціалістів, дослідження питань економічної ефективності виробництва продукції птахівництва з урахуванням особливостей технологічних процесів галузі.

Результати проведеного дослідження можуть бути корисними для аналізу та ефективного розвитку галузі птахівництва як складової аграрного сектору.

**Ключові слова:** економічна ефективність, маркетингове забезпечення, продукція птахівництва, собівартість продукції, поголів'я птиці, прибуток.