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**MANAGEMENT AT AGRICULTURAL ENTERPRISES MARKETING
ACTIVITY**

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This paper outlines the problems of managing sales management of agricultural enterprises, the most urgent problem is marketing, channel analysis on agricultural production Cherkasy region. To improve marketing activities must first diagnose the condition and to identify the effective functioning of the existing distribution system, described the basic methods of marketing agricultural policy formation. It was determined that not enough attention is paid to matching organizational structure perfect management system sales and no adapted to local conditions, methods of management processes for products of agricultural enterprises. Sales Policy farms requires continuous improvement management sales management, increase its efficiency and enterprise competitiveness, which is largely due to the organization of marketing activities.

Focusing on the economy of Ukraine's integration into the global software market space requires structural changes in the economic potential of the entities and adequate policies aimed at improving the effectiveness of their marketing activities.

In the face of fierce market competition, enterprises and organizations have to evolve, not to stay behind progress and business [8, p. 67]. Today, business entities are intended to combine the manufacturing capabilities with the wishes of potential customers. From the effective management of marketing activity dependent production program of the company and the results of its business. Measures to improve the functioning of enterprises is futile when there are no clear management sales management techniques that helped to lead the competition. Sales activities of major agricultural groups done inefficiently. This issue is devoted to his scientific work O.M. Azaryan, L. Balabanov, S. Twin, A.V. Voychak, S.S. Garkavenko, E.P. Golubkov, E. Romat, V.I. Kramarenko, A. Majboroda, T.A. Primak, A. Starostin, P. Sheremet.

Ukraine's transition to a market economy has put forward a huge number of problems, practical solution which is difficult because of the lack of relevant theoretical and practical developments. Is currently inefficient field sales management on agricultural production. In studies of the problems of management sales management Ukrainian agricultural enterprises insufficient attention is paid to matching organizational structures of strategic plans of the organization, as there is no clear method of managing the sales process of the finished product [1].

The analysis of sales management occurs at the stage of policy development companies – namely, the selection of an effective system of channels and distribution methods defined specifically in relation to markets. Therefore, the development of marketing policy needs to determine the optimal directions necessary to ensure the effectiveness of the sales of products [7].

For the formation of a marketing policy as a component of enterprise information management needs marketing activity. Sales management of agricultural

enterprises require timely adaptation of marketing to change the competitive environment [5, p. 49].

The current economic environment requires the use of an active farm market economy that demands new approaches to managing the sales of their products.

The realities of a market economy have identified a huge number of problems, practical solution which is difficult because of the lack of relevant theoretical developments. One of these problems, the most pressing at the present stage, there is the problem of marketing.

In order to improve the sales activities of agricultural enterprises must first diagnose their condition and to identify the effective functioning of the existing distribution system. In this case, we define the basic methods of marketing policy:

- marketing diversification of identifying target market segments and regions of the sale;
- an effective system of feedback from customers, mechanisms complaints and claims of customers;
- explore the tastes and preferences of target customers and the maximum degree of consideration in the process of production;
- a mechanism of personal interest workers in effective marketing sales.

Distribution policy of agricultural enterprises in Ukraine at present involves the search for new sales channels, requires continuous improvement management sales management, improve its efficiency. You should also point out the need to improve the competitiveness of enterprises, largely due to the organization of marketing activities.

The aim of the paper is to identify problems managing marketing activity farms, feed analysis on agricultural production Cherkasy region.

Research Methodology. When writing an article used as a method of analysis and comparison of research – the study of the state of marketing of agricultural enterprises. Information base materials served as the State Statistics Service of Ukraine.

Results. Management sales management usually involves: planning of sales, marketing policy, implementation of pricing policy, analyzing sales by various channels and evaluate the results of implementation [6].

Farms going through very difficult times, when the old system product sales is destroyed, and the new has not yet been established, and state efforts to improve this situation is not very effective [1]. Therefore, domestic enterprises need to look for ways to change approaches to process sales.

For the analysis of management sales management of agricultural enterprises need to determine its potential as a sales volume [4]. According to the data table. 1, 2010 – 2012 in Cherkasy region the largest sales volumes observed in the process of selling businesses grains and oilseeds, soybeans, canola, potatoes, sugar beets, fruits and berries.

1. Realization of agricultural production enterprises in Cherkasy region

Product name	Achieved – total, t			2012 y. in % before 2010 y.
	2010 y.	2011 y.	2012 y.	
Cereals	1588498	1969378	2605539	164,0
Oilseeds	382889	351027	600897	156,9
Soybean	68614	77557	142601	2 times more than
Winter rape	66914	43501	117404	175,5
Sugar beet	629014	929851	916519	145,7
Potato	2155	3669	6056	2,8 times more than
Vegetables	34187	47789	46898	137,2
Fruits and berries	2845	1768	5281	185,6
Grapes	3	4	3	100,0
Melons and gourds	266	60	200	75,2
Livestock and poultry (live weight)	369416	389693	379215	102,7
Milk and milk products	202458	209341	247743	122,4
Eggs (thousands).	469965	532151	574777	122,3
Wool (ts)	41	24	17	41,5
Honey (ts)	546	421	380	69,6
Oil	395	366	295	74,7
Sugar	30525	43401	30754	100,8

The analysis of the above data shows that in the period 2010 – 2012 , sales of cereals increased by 64 % and amounted to 2605539 tonnes in 2012, to 56,9 % – oilseeds, twice – soybean, rape increased sales volumes of 75,5 to %, sugar beet – 45,7 %, potatoes – 181 % fruits and berries – 85,6 %, milk and dairy products – by 22,4 %, eggs – 22,3 %. There is a tendency to a decrease in sales of other products.

We agree with the opinion of V. Dudina that "... an overview of distribution channels for agricultural products makes it possible to determine the level of organization of market infrastructure," identify the role of each channel in the organization of marketing activities [3]. Distribution channels are the ways in which production takes place from the primary producer to the final consumer. Therefore, the formation of an effective mechanism to control the food supply chains in the country will improve the marketing activities of agricultural units.

Below is the structure of distribution channels farm Cherkasy region (Table 2). The farmers did not have a clearly established marketing system that requires research and suggestions for improving the effectiveness of their marketing activities.

1. Structure of channels agricultural production Cherkasy region, percentage

Years	Processing enterprises	Population as wage	Shareholders at the expense rents for land and property shares	In the market, through its own shops, stalls, tents	In other destinations
Total agricultural production					
2010	15,2	0,3	1,4	2,5	80,6
2011	16,2	0,2	1,6	2,3	79,7
2012	14,5	0,1	1,2	1,2	83,0
Plant products					
2010	11,4	0,2	3,1	2,6	82,7
2011	13,0	0,1	3,2	1,5	82,2
2012	11,7	0,2	2,1	1,0	85,0
Livestock products					
2010	18,4	0,2	0,0	2,5	78,9
2011	19,4	0,2	0,0	2,9	77,5
2012	17,7	0,2	0,0	1,5	80,6

According to the above analysis shows that in 2011 the percentage share of sales, including crop production and animal products processing enterprises greater than in 2010 and 2012, namely 16,2 % – total agricultural production, crop production – 13 %, animal products – 19,4 %. Population as wages over the period of crop production received only 0,2 % in 2010 and 2012, livestock products for the period 2010 – 2012 – 0,2 % annually. In addition, the implementation should be made shareholders in respect of rent for land and property shares (shares): Total – 1,6 % in 2011, crop production – 3,2 % in 2011, virtually no animal products was realized. There are no such distribution channels as market their own shops, stalls, tents. During the period 2010 – 2012 he was the greatest of all products sold in 2010, 2,5 %, and the lowest in 2012, 1,2 %, similar to crop production in 2010 – 2,6 % 2012 – 1 %, livestock products sold under 2,5, 2,9 and 1,5 % for the period 2010 – 2012.

It is necessary to point out the lack of identifying market outlets for most products: in other areas most sold products at the end of the studied period – generally 83 % of crop production – 85 %, animal products – 80,6 %. In our opinion, one of the areas of improving food marketing system is the formation of transparent channel sales, stock market development.

It makes sense to also analyze the cost of sales for the higher numbered channels (Table 3).

2. Cost of sales across the board farms Cherkasy region, thous

Areas of implementation	2010 y.	2011 y.	2012 y.	2012 y. in % before 2010 y.
Total	8757248,1	10638682,8	13381730,4	152,8
processing enterprises	1333305,1	1735799,6	1936432,5	145,2
Population as wage	17681,0	17160,4	16866,7	95,4
Shareholders at the expense of rent for land and property shares (shares)	122443,3	165526,0	155289,8	126,8
In the market, through its own stores, stalls, tents	222483,2	240027,1	166755,7	75,0
In other destinations	7061335,5	8480169,7	11106385,7	157,3

From Table. 3 shows that at the end of the studied period, an increase of the value of products sold to processing companies, by 45,2 % compared to the 2010 analysis shows that the largest cost of production, as in previous years, is not identified sales channels: 2012 was 11106385,7 thousand. (this is 57,3 % more than in 2010). It should be noted that other areas – is unexplored channels. Clearly, this is a consequence nedopratsyuvan by management or marketing activity is not faithful implementation of government measures marketing policy. Based on the above analysis of these data we can conclude on the need to develop measures to create and search for effective distribution channels and support their activities, which in the future will allow improving the efficiency of marketing activities and as a result, obtain a higher level of income.

Conclusions. Thus, the analysis of sales activities highlighted a number of shortcomings in the farm Cherkasy region. From perfect management marketing activity dependent results of business activities of enterprises and their production program. It was determined that not enough attention is paid to matching organizational structure perfect management system sales, no adapted to local conditions, methods of management processes for products of agricultural enterprises. In addition, the farms are not an efficient marketing policy, which requires careful design . It is also necessary to improve the system of management in supply chains for agricultural products in accordance with international standards.

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