

НОВА ПАРАДИГМА МАРКЕТИНГУ

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IMPROVING THE EFFICIENCY OF ENTERING AN INTERNATIONAL MARKET BY USING THE DIVERSIFICATION STRATEGY

In modern conditions of market's globalization, companies in any country have many ways of entering international markets. International trade allows to expand the usual concept of the market and to reach a new level of perception. Ukrainian adaptation to the new world market conditions requires psychological, organizational and regulatory changes while searching the ways to enter the international market. That is why, most enterprises have difficulties in moving products to markets that later on leads to unforeseen expenses. The vast majority of domestic producers' products is characterized by low quality level that does not meet international standards, as well as high production costs, which ultimately leads to the low competitiveness level in foreign markets.

Competitiveness is a major criterion for efficiency of entering into the international market. Ukraine is a young country, therefore, domestic producers do not have a lot of experience in order to be able to compete with international companies that have achieved success in the world of fierce competition, high saturation of the commodity markets, exceeding their supply over demand. Ukrainian products do not meet the basic criteria of international standards, so only 1% of Ukrainian goods and services are recognized as globally competitive. [1, p. 21]

In the global competitiveness Index report (2013–2014 Global Competitiveness Index, GCI) Ukraine dropped by 11 positions, becoming 84 out of 148 countries. Among the negative factors of influence on Ukraine's position in the ranking include: access to investment resources (16.7%), corruption (15.5%) and tax administration (11%) [2].

Diversification is a form of growth marketing strategy for a company. It seeks to increase profitability through greater sales volume obtained from new products and new markets. This process is complex, costly and designed for large companies. To use diversification as a way of entering the international market, you need to develop a detailed and well-thought-out strategy. Since the strategy of diversification involves the allocation of capital to the company, it is necessary to study all possible positive and negative impacts of the strategy implementation in the business [3, p. 5].

That is why, the main ways of improving Ukrainian products competitiveness on the international market are:

Improvement of standardization as the main tool for fixing and securing a given level of quality at the enterprises. As part of this – the introduction of quality management modern systems (the organization of mechanism to improve product

quality, etc). The high quality of domestic products will help to create the high image of Ukraine on international markets, and improve connections with other countries.

Creation of the stable conditions for innovation activity; the introduction of the newest technologies, modern products of new technologies, the support of talented developers. Ukraine at this stage is a supplier of technology and intelligence on the global market. But instead of capitalizing on, the contrary, it incurs losses.

A fast response to the changing market conditions: the Ukrainian enterprises should quickly formulate a rational and effective answers for these changes, that requires a study of market needs.

In the context of European integration, it is necessary to prevent disparities between internal market prices and world market prices for goods and services, and the introduction of modern tools of domestic market protection and upholding of national producers interest.

To sum up, diversification is a relatively new phenomenon for the Ukrainian economy. However, this strategy helps to reduce the market risk. That is why, it is important to see opportunities for business development, which provides diversification and to assess whether an enterprise use these opportunities sufficiently in order to strengthen their market positions.

References:

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«ЗЕЛЕНИЙ» БРЕНД: СПЕЦИФІКА ВІЗУАЛЬНОЇ КОНЦЕПЦІЇ ЕКОЛОГІЧНОГО ПРОДУКТУ

Екологічний брендинг сьогодні – це не лише одна з багатьох тенденцій, а вже практично ідеологія «нового» маркетингу. Правильний продукт, який само собою передбачає наявність стандартного набору корисних та привабливих функцій, повинен також містити певне екологічне послання. В ідеалі – це захист навколишнього середовища, проте більш поширено – принаймні не нанесення жодної шкоди. Під екологічним маркетингом розуміється функція управління, яка організовує і спрямовує діяльність підприємства, пов'язану з оцінкою і перетворенням потреб споживачів в екологічно орієнтований попит, тобто попит на товари і послуги, що сприяють збереженню якісного та