

MARKETING SYSTEM AND POSSIBILITIES OF ITS APPLICATION IN AGRICULTURAL ENTERPRISES

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Abstract. *This article presents analytical information about the organization of the concept of marketing in agro-industrial sectors of our country, problems, foreign experience in the organization of the marketing system, as well as ways to improve the application of marketing concepts.*

Keywords: *Market Diversification, Direct Marketing Channels, Sustainable and Organic Production, Digital Marketing and E-commerce, Market Research, Product Innovation, Strategic Partnerships and Collaborations.*

In the context of agricultural enterprises in our country, several challenges may arise in organizing the marketing system. Some of these challenges include:

Limited Access to Market Information: Agricultural enterprises may face difficulties in accessing timely and accurate market information, including pricing trends, demand fluctuations, and competitor activities. This lack of information can hinder their ability to make informed marketing decisions. **Inadequate Infrastructure:** Poor infrastructure, such as inadequate transportation networks, storage facilities, and market access points, can impede the efficient movement of agricultural products from farms to markets. This can result in delays, wastage, and increased costs for agricultural enterprises.

Seasonal Variability: Agricultural production is often subject to seasonal variability, with fluctuations in weather patterns, crop yields, and market demand. Managing marketing activities effectively in response to these seasonal changes can be challenging for agricultural enterprises. **Limited Market Access:** Some agricultural enterprises may face barriers to accessing domestic and international markets due to regulatory restrictions, trade barriers, or lack of market integration. This can limit their ability to expand their customer base and increase sales.

Quality and Standards Compliance: Meeting quality standards and regulatory requirements for agricultural products can be challenging for some enterprises. Ensuring consistent product quality, safety, and compliance with market standards is essential for accessing premium markets and maintaining customer trust. **Price Volatility:** Agricultural markets are often characterized by price volatility, driven by factors such as weather events, supply and demand dynamics, and global market trends. Managing price risk and

effectively pricing products in volatile markets can be a significant challenge for agricultural enterprises.

Limited Marketing Expertise: Many agricultural enterprises may lack marketing expertise and resources, including skilled personnel and dedicated marketing budgets. This can hamper their ability to develop and implement effective marketing strategies and promotional campaigns.

Addressing these challenges requires a holistic approach, including investments in market infrastructure, improved access to market information, capacity building for marketing professionals, and supportive policies and regulations. Additionally, fostering collaboration and partnerships among agricultural stakeholders can help overcome some of the barriers to effective marketing in the agricultural sector.

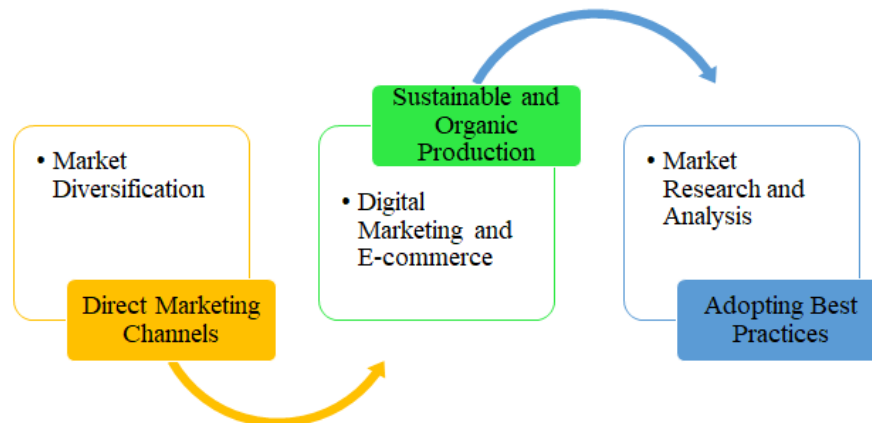
Organizing marketing in agricultural enterprises presents several opportunities to enhance competitiveness, profitability, and sustainability. For effective agribusiness it is necessary to identify the features of marketing of agricultural products and take them into account in the activities of enterprises of agro-industrial complex. Marketing of agricultural products is a type of activity aimed at planning, forecasting, organizing and managing consumer demand for goods, services and products of agricultural production through exchange.

General functions of marketing of agricultural products:

- management function represents the types of activities, namely: operational coordination and regulation, which support marketing systems in the required direction;
- organization function is aimed at creating the integrity and orderliness of the functioning of the marketing service. There is a unification of separate marketing systems into a single whole;
- the planning function determines the general program of work of the marketing service, while taking into account the provision of necessary resources;
- the function of forecasting and goal-setting contributes to the development of the target program or the creation of a tree of goals of marketing activity. Forecast in any activity is important. Especially in marketing it is very difficult to plan the behavior of consumers in changing market conditions;
- the function of analysis is aimed at collecting, processing, studying and systematizing marketing information, determining the causes of non-fulfillment of plans, identifying deviations from the plan and identifying ways to eliminate them, systematization of analytical materials on marketing of agricultural products, identifying ways to improve marketing activities and increase the efficiency of the enterprise as a whole;
- the function "evaluation" allows to summarize the results of all previous functions and helps to determine the correctness of the choice of the marketing activity direction;

- the function "accounting and control" contributes to the process of controlling the implementation of marketing activity processes, as well as the activities of managers and specialists of agricultural enterprises.

Organizing marketing in agricultural enterprises



Market Diversification: Agricultural enterprises can explore new markets and customer segments to diversify their revenue streams. This may involve targeting local markets, regional markets, or even international markets to expand their customer base and increase sales opportunities. **Value-Added Products:** Adding value to agricultural products through processing, packaging, or branding can create new market opportunities and command higher prices. By transforming raw commodities into value-added products such as specialty foods, organic products, or artisanal goods, agricultural enterprises can capture more value along the supply chain.

Direct Marketing Channels: Direct marketing channels such as farmers' markets, farm stands, community-supported agriculture (CSA) programs, and online sales platforms provide opportunities for agricultural enterprises to sell directly to consumers. By bypassing intermediaries, farmers can retain more control over pricing, branding, and customer relationships. **Branding and Storytelling:** Developing a strong brand identity and storytelling narrative can differentiate agricultural products in the market and create emotional connections with consumers. By highlighting the unique qualities, values, and stories behind their products, agricultural enterprises can build brand loyalty and attract discerning consumers.

Sustainable and Organic Production: Growing consumer demand for sustainably produced and organic agricultural products presents opportunities for farmers to adopt eco-friendly practices and certifications. By emphasizing their commitment to environmental stewardship, biodiversity conservation, and ethical farming practices, agricultural enterprises can appeal to environmentally conscious consumers and premium markets. **Partnerships and Collaborations:** Collaborating with other businesses, organizations, or institutions can create synergies and unlock new marketing opportunities. Partnerships with restaurants, retailers, food hubs, chefs, agritourism operators, and educational institutions can help agricultural enterprises access new distribution channels, promotional platforms, and customer networks.

Digital Marketing and E-commerce: Leveraging digital marketing strategies, including social media marketing, content marketing, search engine optimization (SEO), and email marketing, can expand the reach and visibility of agricultural enterprises. Establishing an online presence through e-commerce websites, online marketplaces, and digital platforms enables farmers to reach consumers beyond their local area and generate sales 24/7.

By capitalizing on these opportunities and implementing effective marketing strategies, agricultural enterprises can enhance their market presence, increase sales, and build resilient and sustainable businesses.

Integrating foreign experience into the organization of marketing in agricultural enterprises can offer valuable insights and strategies for success. Here are several ways to leverage foreign experience effectively:

Market Research and Analysis: Study successful marketing practices and consumer trends in foreign agricultural markets. Conduct market research to understand consumer preferences, purchasing behavior, and market dynamics. Analyze data from foreign markets to identify opportunities and tailor marketing strategies to local conditions.

Adopting Best Practices: Identify successful marketing strategies used by agricultural enterprises in foreign countries and adapt them to local contexts. This may include strategies for branding, product positioning, pricing, distribution, and promotion. Learn from the successes and failures of foreign counterparts to refine marketing approaches.

Product Innovation and Differentiation: Explore innovative products and practices used by foreign agricultural enterprises to differentiate their offerings and meet evolving consumer demands. Adopt new technologies, production methods, and product concepts that have proven successful in foreign markets. Emphasize quality, uniqueness, and sustainability to attract consumers.

Strategic Partnerships and Collaborations: Form strategic partnerships and collaborations with foreign agricultural businesses, industry associations, research institutions, and marketing experts. Collaborate on joint ventures, research projects, and marketing campaigns to leverage foreign expertise, networks, and resources.

Export and International Marketing: Learn from successful exporters in foreign markets and develop strategies to expand into international markets. Identify export opportunities, establish distribution channels, and comply with regulatory requirements in target countries. Leverage foreign trade agreements, market access initiatives, and promotional events to increase exports.

Digital Marketing and E-commerce: Embrace digital marketing tools and e-commerce platforms used by foreign agricultural enterprises to reach and engage consumers. Develop an online presence, optimize websites for search engines, and leverage social media channels to promote products and interact with customers. Implement e-commerce solutions to facilitate online sales and distribution.

Continuous Learning and Adaptation: Stay informed about global trends, developments, and innovations in agricultural marketing through continuous learning and

adaptation. Attend industry conferences, workshops, and trade shows to network with international peers, gain insights, and exchange best practices. Be flexible and open to adjusting marketing strategies based on evolving market conditions and feedback.

By leveraging foreign experience and insights, agricultural enterprises can enhance their marketing effectiveness, competitiveness, and long-term success in local and international markets.

Improving the application of marketing concepts in the agricultural sector can significantly enhance the competitiveness and profitability of agricultural enterprises. Here are several ways to achieve this:

Market Orientation: Encourage farmers and agricultural businesses to adopt a market-oriented approach, focusing on understanding and meeting the needs of customers. This involves conducting market research, identifying consumer preferences, and tailoring products and services to meet market demand.

Value-Added Products: Promote the development of value-added agricultural products that command higher prices and offer greater profit margins. Encourage farmers to diversify their product offerings, explore niche markets, and add value through processing, branding, and packaging.

Branding and Promotion: Support farmers and agricultural businesses in building strong brands and effective marketing campaigns. Provide assistance with branding, packaging design, and promotional activities to differentiate products in the market and attract customers.

Market Access: Improve access to markets for farmers by developing market linkages, distribution networks, and supply chains. Facilitate connections between farmers and buyers, retailers, wholesalers, and other market intermediaries to expand market reach and increase sales opportunities.

Information and Training: Provide farmers with access to training and information on marketing concepts, strategies, and best practices. Offer workshops, seminars, and educational resources to build farmers' marketing skills and knowledge.

Technology Adoption: Promote the use of technology to support marketing efforts in agriculture. Encourage the adoption of digital tools and platforms for market research, e-commerce, social media marketing, and online sales channels.

Quality Assurance: Implement quality assurance measures to ensure that agricultural products meet quality and safety standards. Provide support for certification programs, quality control processes, and compliance with regulatory requirements to build consumer trust and confidence.

Policy Support: Advocate for policies and regulations that support agricultural marketing and market development. Lobby for policies that facilitate market access, promote fair trade practices, and provide incentives for innovation and investment in marketing capabilities.

By implementing these strategies, agricultural enterprises can improve their marketing effectiveness, increase market share, and achieve sustainable growth in the agricultural sector.

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