

MARKETING STRATEGIC ASPECTS IMPROVING THE COMPETITIVENESS OF MEAT PROCESSING ENTERPRISES IN THE LOCAL MARKET OF UKRAINE

Oleksandr FEDORCHUK¹ ORCID ID: 0000-0003-4732-8305
Svetlana BOLILA² ORCID ID: 0000-0002-9689-6774

Abstract: *In the article necessity of introduction of strategic competitiveness management on the basis of marketing approach in activity of meat-processing enterprise for the purpose of formation of steady competitive advantage of the manufacturer and increase of its share in the local market is proved. The purpose of work its research of competitive position of the meat processing enterprise in the local region of Ukraine, estimation of potential of sales, definition of the most profitable and attractive in view of consumers' inquiries and product names, optimization of the producer portfolio under market and consumers' requirements, forecasting of possible vector of brand development and formation of a complex of strategic marketing actions for increase of its competitiveness. The results of the research have revealed some shortcomings, which need to be eliminated, in the issues of marketing support of competitive positions of meat processing enterprise in the local market. A number of marketing measures and tools, which strengthen the marketing activity of the producer in the regional market, provide proper competitiveness of its products and achievement of its strategic goal in the local food market.*

Keywords: *meat processing enterprise, competitiveness, local food market, marketing strategy, marketing complex*

JEL Classification: M31, Q13

¹ PhD in Economics, associate professor of Finance, Accounting and Entrepreneurship department, Kherson State University, Ukraine, Email: 15961980@ukr.net

² PhD in Agricultural science, associate professor of Management and Information Technologies department, Kherson State Agrarian and Economic University, Ukraine, Email: bolelayasu@gmail.com

DOI: 10.29302/oconomica.2021.23.2.3

Pp. 26-33