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(ПОЯСНЮВАЛЬНА ЗАПИСКА)

ВИПУСКНИЦІ ОСВІТНЬОГО СТУПЕНЯ
“МАГІСТР”

Тема: Розроблення стратегії Інтернет-маркетингу ТОВ «МАРТІН ТРЕЙД»
в умовах міжнародного конкурентного середовища

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TASK

to perform qualification work by student

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1. Topic of thesis: Development of Internet marketing strategy of LLC “Martin Trade” in the conditions of international competitive environment

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2. Deadline of thesis: from "05" October 2020 to "31" December 2020

3. Initial data for thesis: Accounting reports of LLC “Martin Trade”: balance (form №1), Report on financial results (form №2); statute of LLC “Martin Trade”, scientific works, Internet resources.

4. The content of the explanatory note (list of issues to be developed):

Required: to examine the essence of Internet marketing; to identify methods for assessing marketing potential of an enterprise; to analyze the directions of Internet marketing in competitive environment; to determine general characteristics of LLC “Martin Trade”, identify company’s competitive advantages; to analyze the enterprise’ main activities, its business results; to identify the Internet marketing directions for LLC “Martin Trade”; to explore Internet marketing strategies and make proposals about their improving; to give proposals providing Internet marketing of LLC “Martin Trade” in international competitive environment.

The list of mandatory graphic material:

Theoretical part: tables – 2, fig. – 3

Analytical and research part: tables – 13, fig. – 11,

Project and advisory part: tables – 4, fig. – 10

SCHEDULE

№	Stages of qualification work	Deadline of stages	Comment
1.	Collection and analysis of necessary information about LLC “Martin Trade” according to the topic of the qualification work	05.10.2020 - 10.10.2020	Done
2.	Study and analysis of Internet marketing strategies classification, process of Internet marketing of enterprise and methods of strategy efficiency evaluation	10.10.2020- 15.10.2020	Done
3.	Design of the references used in the analysis of Internet marketing and methods of strategy efficiency evaluation	to 25.10.2020	Done
4.	Preparation and execution of analytical and research part of the qualification work	to 29.10.2020	Done
5.	Preparation and presentation of the theoretical part	to 01.11.2020	Done
6.	Developing proposals for a new Internet marketing strategy of LLC “Martin Trade” and economic justification of recommendations	to 05.11.2020	Done
7.	Design of recommendatory part of the qualification work	to 25.11.2020	Done
8.	The final design of the qualification work (contents, introduction, conclusions, appendices, etc.)	to 01.12.2020	Done
9.	Report and presentation preparation	to 05.12.2020	Done
10.	The signing of the necessary documents in the established order, preparing to defend the qualification work and preliminary qualification work defense on graduating department meeting	to 10.12.2020	Done

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ABSTRACT

As a result of the qualification work research, proposals were provided to ensure the Internet marketing strategy of Martin Trade LLC, taking into account international experience and increasing market share by improving marketing activities, operational management and organizational culture of the enterprise. It is also proposed to implement an innovative system to effectively promote the company among existing customers and attract new ones.

The introduction determines the relevance of the chosen topic of the qualification work, object, subject, purpose and objectives of the study.

In the first part the essence of marketing strategies of Internet development at the enterprise, features of directions of marketing development in the conditions of competition are considered, the basic methods of an estimation of marketing development of the company are investigated.

In the second part the organizational and economic characteristics of Martin Trade LLC are considered and its financial condition and sales dynamics are analyzed, weaknesses and threats are investigated, the marketing mix of the enterprise is characterized, the quality of services provided by Martin Trade LLC is analyzed.

The third part identifies possible ways to expand the marketing activities of Martin Trade LLC on the Internet. The economic substantiation of the recommendations on ensuring the marketing development of Martin Trade LLC in the B2B segment on the Internet and the possible results of improving the company's activities and the introduction of innovative methods of gaining new customers via the Internet was provided.

The conclusions indicate the main results of the study and provide specific suggestions for the implementation of the qualification work.

Keywords: Internet marketing, Internet marketing strategies, targeting, marketing efficiency, media plan.

АНОТАЦІЯ

У результаті дипломного дослідження надані пропозиції щодо забезпечення стратегії Інтернет маркетингу ТОВ «Мартін Трейд» з урахуванням міжнародного досвіду та збільшення частки на ринку шляхом покращення маркетингової діяльності, операційного менеджменту та організаційної культури підприємства. Також запропоновано впровадження інноваційної системи для ефективного просування компанії серед існуючих клієнтів та залучення нових.

У вступі визначається актуальність обраної теми кваліфікаційної роботи, об'єкт, предмет, мета та задачі дослідження.

У першому розділі розглянуто сутність маркетингових стратегій Інтернет розвитку на підприємстві, особливості напрямків маркетингового розвитку в умовах конкуренції, досліджені основні методи оцінки маркетингового розвитку компанії.

У другому розділі розглянуто організаційно-економічну характеристику ТОВ «Мартін Трейд» та проаналізовано його фінансовий стан і динаміку продажів, досліджено слабкості та загрози, здійснена характеристика маркетинг міксу підприємства, також проведено аналіз якості надання послуг, визначено конкурентні переваги ТОВ «Мартін Трейд».

У третьому розділі визначено можливі шляхи розширення маркетингової діяльності ТОВ «Мартін Трейд» в Інтернеті. Здійснено економічне обґрунтування рекомендацій щодо забезпечення маркетингового розвитку ТОВ «Мартін Трейд» в B2B сегменті в Інтернеті та можливих результатів від удосконалення діяльності компанії і впровадження інноваційних методів завоювання нових клієнтів через Інтернет.

У висновках зазначені основні підсумки щодо виконаного дослідження і надані конкретні пропозиції щодо реалізації завдань дипломної роботи.

Ключові слова: Інтернет маркетинг, стратегії Інтернет маркетингу, таргетинг, маркетингова ефективність, медіа-план.

АННОТАЦИЯ

В результате дипломного исследования представлены предложения по обеспечению стратегического развития ООО «Мартин Трейд» с учетом международного опыта и увеличение доли на рынке путем улучшения маркетинговой деятельности, операционного менеджмента и организационной культуры предприятия. Также предложено внедрение инновационной системы для эффективного продвижения компании среди существующих клиентов и привлечения новых.

Во введении определяется актуальность избранной темы квалификационной работы, объект, предмет, цель и задачи исследования.

В первой главе рассмотрена сущность маркетинговых стратегий Интернет развития на предприятии, особенности направлений маркетингового развития в условиях конкуренции, исследованы основные методы оценки маркетингового развития компании.

Во втором разделе рассмотрена организационно-экономическая характеристика ООО «Мартин Трейд» и проанализировано финансовое состояние и динамика продаж компании, исследованы слабости и угрозы, осуществлена характеристика маркетинг микса предприятия, также проведен анализ качества предоставления услуг, определены конкурентные преимущества ООО «Мартин Трейд».

В третьем разделе определены возможные пути расширения маркетинговой деятельности ООО «Мартин Трейд» в Интернете. Осуществлено экономическое обоснование рекомендаций по обеспечению маркетингового развития ООО «Мартин Трейд» в B2B сегменте в Интернете и возможных результатов совершенствования деятельности компании и внедрение инновационных методов завоевания новых клиентов через Интернет.

В выводах указаны основные итоги по выполненному исследованию и даны конкретные предложения по реализации задач квалификационной работы.

Ключевые слова: Интернет маркетинг, стратегии Интернет маркетинга, таргетинг, маркетинговая эффективность, медиа-план.

LIST OF SIGNS, ACRONYMS AND TERMS

B2B – business to business

CPL – Cost per click

CP – commercial proposal

HR – Human Resources

KPI – key performance indicators

LLC – Limited Liability Company

OI – operating income

ROMI – Return on marketing investment

ROE – return on equity

UAH – hryvna, Ukrainian currency

VAT – value-added tax

Bln. – billions

Fig. – figure

Inc. – incorporated

Mln. – millions

Ths. – thousands

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INTRODUCTION

Almost every modern company is aimed at growing its value by expanding the business world widely. Globalization often allows growth that it is consistent with marketing strategy, opening up larger markets for a focused strategy. Marketing strategy creates a vision and direction for the whole organization. It is important that all people within a company have clear goals and are following the direction (mission) of the organization. Internet marketing strategy allows the company to survive in competitive environment and keep following company's mission, creating added value for the customers.

Relevance of the study. In recent years, the world economy has been developing at a very fast pace. It becomes more difficult for businesses to respond on market changes and create sustainable competitive advantage. A long-term marketing strategic planning allows the companies to be proactive in their growth, rather than simply react to market conditions. It guides business to better performance and long-term success. Competition is at the core of the success or failure of firms. Competitive Internet marketing strategy is about being different. A sustainable competitive advantage requires value-creating products, processes, and services that cannot be matched by competitors now. Thus, competitive marketing strategy aims to establish a profitable and sustainable position against the forces that determine industry competition.

The spread of COVID-19 presents a public health challenge to businesses in many industries and leads to increase in demand for products of personal and environmental hygiene. It's important for any business not only to support clients, but create a decision for satisfying consumers' needs.

The issues of Internet marketing development were studied by many scholars, in particular: V. Baikov, A. Varvish, K. Wertheim, F. Virin, V. Vysotska, L. Wunderman, R. Gavrish, T. Danko, D. Eymore, S. Ilyashenko, S. Kadulin, O. Kitova, R. Kostyaev, M. Kotin, I. Litovchenko, O. Pankovetsky, O. Petrik, V. Pilipchuk, V. Pleskach, Y. Popova, I. Uspensky, J. Fenwick, E. Romat, B. Halligan, V. Kholmogorov, J. Shah, Y.

Shipulin, T.M. Yankovets, D.V. Yatsyuk and others. Appropriate Internet marketing strategies are extremely relevant for the survival and successful performance of modern enterprises operating in the foreign market.

The object of the study is represented by theoretical and methodical aspects of Internet marketing of the enterprise.

The subject of the study are directions of Internet marketing strategy development and implementation by LLC “Martin Trade”.

The main aim of the qualification work is to identify Internet marketing directions of LLC “Martin Trade”.

Basic tasks to be performed within the thesis aim are as following:

- to examine the essence of Internet marketing;
- to identify methods for assessing marketing potential of an enterprise;
- to analyze the directions of Internet marketing in competitive environment;
- to determine general characteristics of LLC “Martin Trade”, identify company’s competitive advantages;
- to analyze the enterprise’ main activities, its business results and marketing mix;
- to identify the Internet marketing directions for LLC “Martin Trade”;
- to explore Internet marketing strategies and make proposals about their improving;
- to give justified proposals providing Internet marketing of LLC “Martin Trade” in international competitive environment.

During the preparation of the work, the following research methods were used: methods of deduction and induction, comparative analysis (for comparing the economic activity of the enterprise activity in Ukraine), statistical method, generalization and sample research.

The information base of the study are laws, scientific works and research results of Ukrainian and foreign researchers concerning Internet marketing strategies, statistical data, financial reporting and information on Internet marketing activities of LLC “Martin Trade”.

Research novelty is represented in proposals on Internet marketing strategy by LLC “Martin Trade” providing development of the product through creating personal brand of the owner and promoting the company’s product in the Internet and social media by targeting and advertising online in B2B sector.

The *practical significance* of the thesis is to identify ways for the successful Internet marketing development of enterprises, as well as main directions of increasing efficiency of LLC “Martin Trade” activity in the long-term period.

PART 1. THEORETICAL ASPECTS OF ENTERPRISE INTERNET-MARKETING STRATEGY DEVELOPMENT AND IMPLEMENTATION

1.1. The concept and place of the strategy of international marketing of the enterprise in modern business conditions

A new stage in the development of the world economic economy are globalization processes, which are gaining momentum every year, and are a kind of "catalyst" for the formation of new phenomena and actions on a national and international scale. At the same time, one of the most critical problems for domestic enterprises is the effective penetration of the foreign market, which, in turn, is impossible without the formation of an effective strategy for international development of the company. Thus, in modern conditions of tense environment, the most effective and relevant means of combating growing competition is the strategy of international marketing activities of the enterprise [49].

The company's international marketing strategy is a long-term action plan aimed at achieving the company's mission while focusing on potential foreign consumers, intermediaries and suppliers, taking into account the diversity of their preferences and geographical location [31].

The formation of an international marketing strategy of any business entity promotes the effective development of competitive business in a turbulent marketing environment of the international market.

Before revealing the essence of the concept of "international marketing strategy" the company need to get acquainted with the characteristics of marketing strategy in general. In the scientific literature there are a large number of approaches to the interpretation of the essence of these concepts. Table 1.1 systematizes and lists all the most extensive definitions of the concepts of "marketing strategy" and "international marketing strategy".

Table 1.1

Basic approaches to defining the essence of concepts “Marketing strategy” and
“international marketing strategy”

№	Marketing strategy	
	Author	Definition
1	F. Kotler	Rational, logical construction, guided by which the organizational unit expects to solve its marketing problems. It includes specific strategies for target markets, marketing mix and level of marketing costs.
2	E.A. Utkin	An integral part of all strategic management of the enterprise is a plan of its business activity. The main task is to support and develop the production process, the intellectual potential of the company's employees, increase the range and quality of manufactured goods, develop new markets, increase sales and, ultimately, increase efficiency.
3	J.J. Lamben	An integral element of a strategic marketing plan; a set of means to achieve marketing goals from the elements of the marketing complex (marketing mix).
4	N.V. Kudenko	The direction (vector) of the firm's actions to create its target market positions.
5	M.V. Korzh	An element of the marketing concept of forecasting, organization and management of all aspects and directions of international business activity in the field of production, turnover and consumption of finished products.
6	G.L. Bagiev, V.M. Tarasevich, H. Ann	The system of interconnected, long-term, significant and realized at the level of the whole company goals and objectives, formalized in the form of a marketing program, which is subordinated to the company's mission, consistent with the international marketing environment and resources.
7	T.V. Spivakovska	A way for a company to realize its own potential for success in the external environment.
8	O.L. Kanishchenko	The formation of an international marketing strategy is a complex process that contains elements of uncertainty and risk. The main problem is to correctly choose the main alternatives, to understand and take into account the most important factors and conditions that influence this choice.

* Compiled on the basis of [8; 42; 47; 49-51; 91; 98]

Thus, having analyzed the above interpretations, it should be noted that the strategy of international marketing of the enterprise in the foreign market is somewhat different from the plan of marketing actions of the company at the local level.

To be competitive at the market, the company has to create competitive strategy as for online communication, and offline as well. For creating a good strategy, there is a need to know which department is responsible for what (Fig. 1.1).

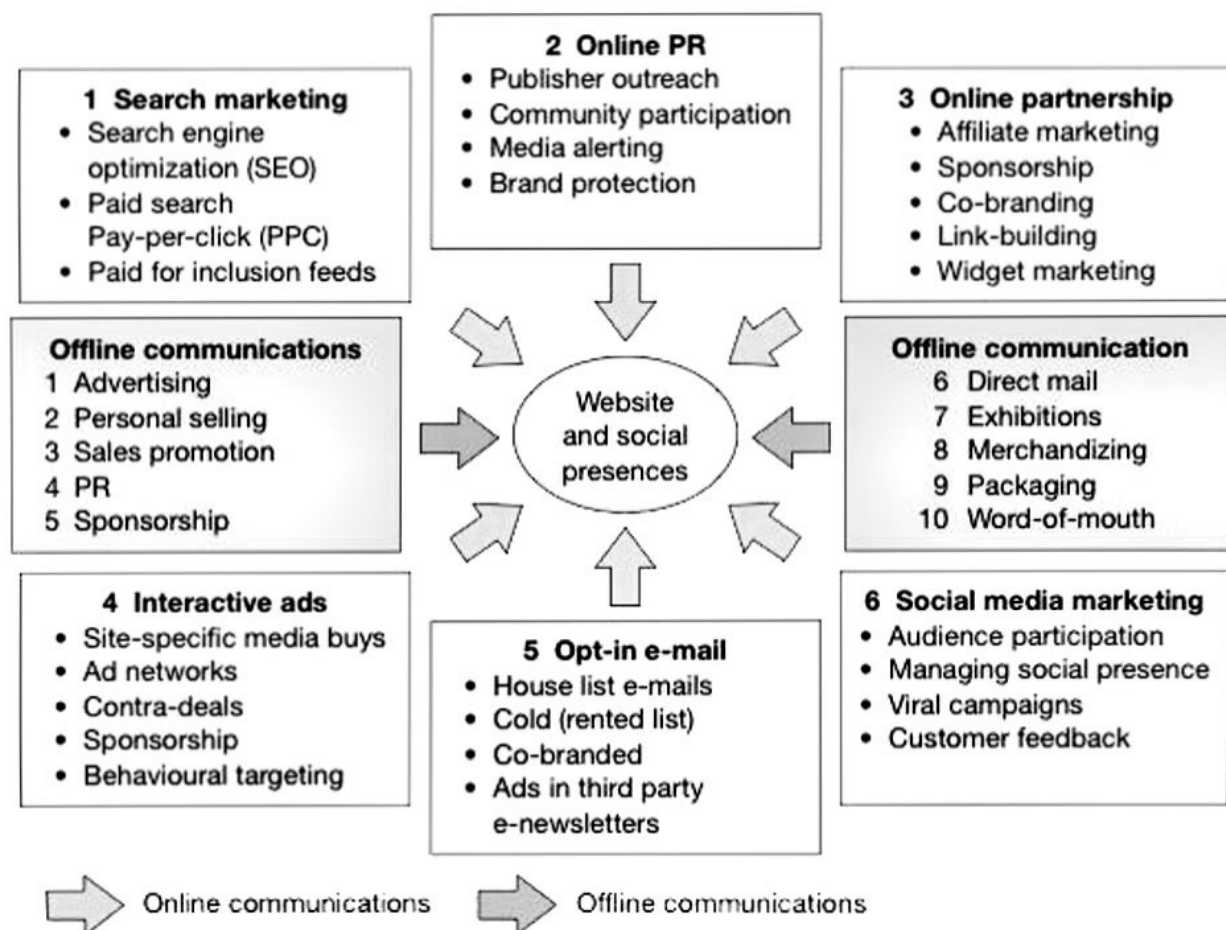


Fig. 1.1. Website and social presences of the company [102]

In general, the strategy of international marketing can be defined as the main long-term plan of marketing activities of the enterprise in the foreign market, which is aimed at selecting target segments of foreign consumers. In addition, it combines all the components of the marketing complex, on the basis of which the company implements in practice its effective international marketing activities, the purpose of which is to achieve marketing goals.

In general, the marketing strategy in foreign economic activity is a system of planning, implementation, control and analysis of activities aimed at a multinational market environment and adaptation to its conditions of the enterprise operating in

more than one country. In this case, in the use of international marketing of the company it is necessary to carry out an in-depth analysis of the market using a wide range of marketing tools [31].

To successfully develop and implement an international marketing strategy, the company must first build its activities abroad in accordance with the real state of the world market, as well as based on specific knowledge about the needs and demands of foreign consumers. It is thanks to various international marketing tools that companies are able to gain such knowledge.

The place and role of international marketing strategy in:

- foreign economic activity of the enterprise are widely disclosed through its main objectives:

- increase sales by entering new markets;
- raising the level of awareness of the local population about enterprise products;
- obtaining maximum profit;
- formation of a positive image and commitment to foreign products of foreign consumers;
- gaining the best positions in target markets by providing competitive advantages [110].

Thus, the basis of any strategy of international marketing are the main goals of enterprise development. In turn, the implementation of this strategy involves preliminary assessment and analysis of foreign consumers, development of pricing policy taking into account the local economic environment, planning the company's products and its promotion on the foreign market, coordination of all functional units of the company and development of alternative actions in specific (sometimes unpredictable) situations.

The basic elements of a digital marketing strategy are represented in Fig. 1.2. They reflect interdependence of goals, levers and enablers.



Fig. 1.2. Elements of a digital marketing strategy [122]

Depending on the goals and means of achieving them, there are several types of international marketing strategies:

- strategy of gaining or expanding market share - is carried out through the release and introduction of new products on the foreign market, as well as through the exit of a competitor, the use of direct and covert methods of competition;

- product differentiation strategy - involves modification and improvement of traditional products of the enterprise through the application of new technical principles that can meet the new needs of foreign consumers and form new areas of product use;

- innovation strategy - involves the development of fundamentally new products that are focused on new needs and have analogues in foreign markets (it is also possible to copy the innovations of competitors);

- cost reduction strategy - requires cost control, easy access to raw materials, mass implementation of economic technologies and equipment, reduction of advertising and R&D costs;

- consumer individualization strategy - is often used by manufacturers of production equipment, which focus on individual customer orders, is the characteristic development of unique projects;

- expectation strategy - involves refraining from promoting products on the foreign market in order to analyze in more detail the actions of competitors and foreign market conditions [31; 102].

At the same time, foreign companies follow different strategies when entering foreign markets. Thus, American companies prefer to introduce new products to expand foreign markets. Japanese companies rely on a strategy of low-cost, high-volume production of a limited range of products. Due to this, their main competitive tool is price. Compared to other strategies of European companies are more defensive in nature, as the latter prefer to enter already developed markets or markets that are closely related to previously developed [107].

Also, the strategy of international marketing can be represented as a set of rules and methods for decision-making at all levels of enterprise management, which determine:

- types of products, as well as the technology of its production;
- relations of the enterprise with its external environment;
- relations within the enterprise;
- competition and sales policy;
- the results of the enterprise at the moment and in the future [39].

Thus, in the course of the study we can conclude that the strategy of international marketing should be understood as a system of actions of the enterprise, in which its internal environment adapts to the conditions of the external market. However, the choice of international marketing strategy may be due to various reasons, for example to increase market potential to expand production and economies of scale, or the need to extend the life cycle of the product, or using comparative advantages of foreign markets in terms of competition and market capacity.

Internet marketing strategy is a set of planned actions to achieve business goals. The step-by-step plan is implemented according to the established schedule with the help of the most suitable online channels to increase the income, increase the visibility of the company and improve the relationship with the audience.

Online Strategy = Business + Purpose + Marketing + Internet

An online strategy is built according to a marketing strategy, and a marketing strategy is built according to the goals and objectives of the business [55]. Internet marketing strategy has to be spread in the company lifetime cycle. Fig. 1.3 shows the right concepts to manage exactly perfect strategy.

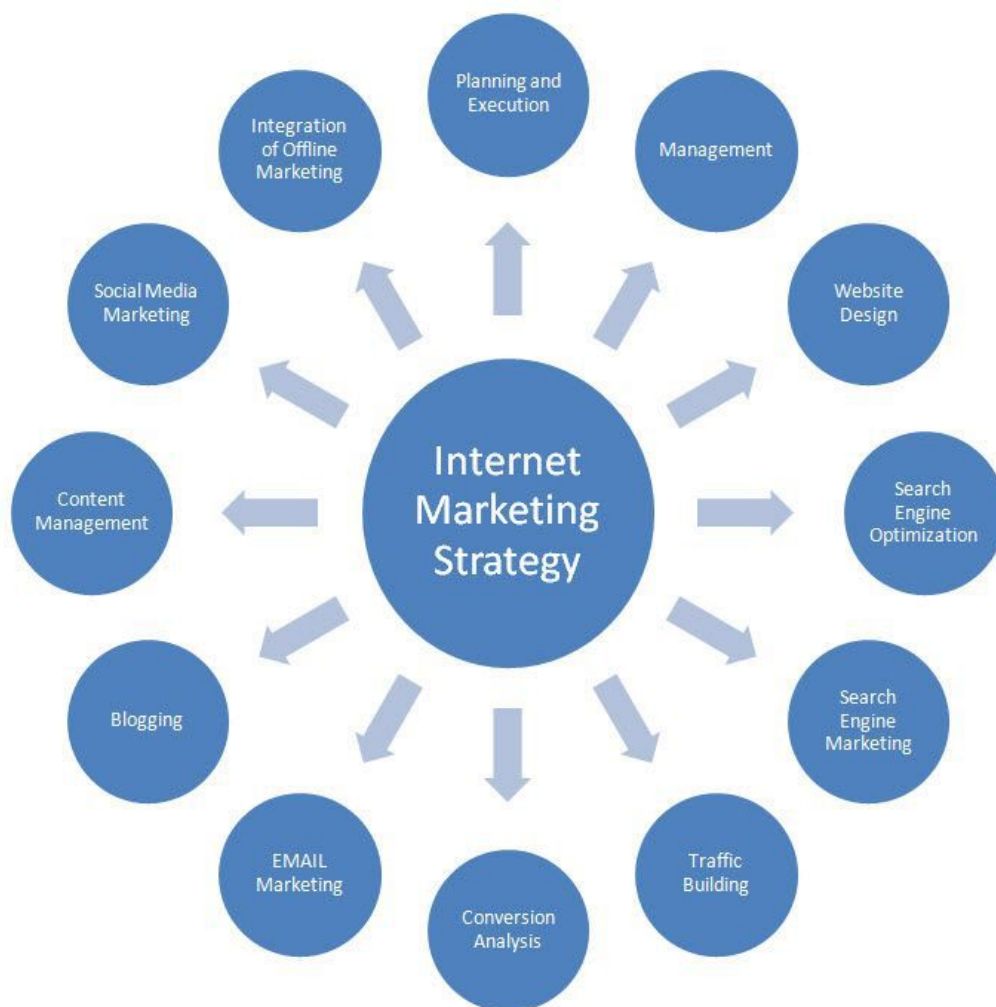


Fig. 1.3. Internet marketing strategies [55]

The tasks of online business can be formulated in different ways, but the goal remains the same - sales and profits.

Examples of online business tasks: increasing website traffic, raising conversions or the average check, increasing audience loyalty, gathering fans,

launching a new product, "moving" online, raising retail sales - these are all tasks that lead to one goal - sales.

To achieve the goal, businesses need to answer the main question: how to increase sales and profits?

Sales are customers' money. Hence, the task can be formulated as follows: find customers and sell them the enterprise product (product or service). How to do it, describes the marketing strategy. How to do it online is an online strategy.

It is important to remember that any goal becomes achievable if it does not sound like an abstract representation of the future, but has specific figures and terms. Online strategy is no exception.

The strategy provides for longevity. It is customary to use the strategic planning horizon from one to five years. At least six months. Anything shorter can be considered a tactical plan [44].

Strategy development helps to focus the company's resources on specific actions, which allows the company to move more effectively in the market. Let's see how it works:

- Helps to get more information. At the beginning of developing a plan, think about all aspects of the enterprise business. Carefully analyze the enterprise target audience, competitors, trends and related niches to create a refined and, most importantly, effective Internet marketing strategy. Developing a plan is a great opportunity to learn more about the enterprise business.

- Provides real data. During the analysis of the Internet marketing strategy and after its implementation, the company get comprehensive information about what works to promote the business, and what - no. This information also helps to identify new opportunities for the company's growth.

- Structures the enterprise actions. Developing a step-by-step plan avoids chaos and blind assumptions. The strategy helps to understand how best to combine different marketing channels to realize the potential of the company.

- Helps increase ROI. A carefully thought-out Internet marketing strategy increases the return on investment. Structured actions minimize errors. The plan

helps to identify weaknesses, anticipate possible problems and react quickly if they arise. As a result, the company will save time, money and the enterprise efforts to increase margins.

- Improves the relationship with the audience. Internet marketing strategy gives a fresh look at communication with leads and customers at all stages of the buyer's path. When making a business plan, focus on the enterprise audience [55; 80]. Develop new ways to communicate and find opportunities to increase the value of relationship.

1.2. The system of development and application of Internet marketing strategy of the enterprise

Internet marketing has now evolved into a whole set of tools and strategies with different goals and very tangible results. Let's look at the different types of online marketing and their benefits.

1. Search Engine Optimization (SEO). A very common term that we all hear, but many do not fully understand, is SEO. Search engine optimization includes technical SEO, built-in SEO, standalone SEO and local SEO. This is online marketing aimed at increasing the ranking of a site or web page in unpaid (so-called "organic") search results. In other words, all the lists that appear in the search after the first paid ads. This is the most important element of online marketing, because that's how people shop nowadays and without SEO, it becomes very difficult to be found. It is not enough to invest money in the development of a cool site, this site must be promoted online [83].

Leads need to quickly and easily find what they are looking for in all search engines when entering any number of different search terms.

Among the methods used in SEO practice, we find:

- Use of compelling headlines and meta descriptions
- Intellectual employment primary, secondary and related keywords

- URLs available for viewing
- Sufficient amount of textual content
- Improving site speed
- Availability of "live" reviews and comments on the site
- Quality backlinks [87].

2. Social media. Social networks Facebook, Twitter and Instagram, etc., have been operating for over 10 years and are only growing. But it's not just for fun and memories.

Of all the tools of online marketing, social media management is indispensable as a tool that establishes and develops interactive relationships with the target market. With so many platforms and multimedia options, businesses can really get into the public eye and show them things that were previously impossible. With the help of social networks, a certain acquaintance and trust can be built and the client can not only learn and trust the organization, but also become a representative of this brand.

Social networks have become so influential that some companies only have a Facebook page, but no website (although we do not recommend this). But before the company create a company profile or page, decide exactly how social networks will be useful for the enterprise organization, and how much time the company can spend on updating them. Not keeping the content fresh with regular posts and an interactive approach would be suicidal [83].

By answering the questions below, the company can determine which platforms to use and how to use them.

- How to use social media to promote the enterprise brand?
- Will customer service be provided there?
- Are regular news and announcements enough to support the interest of the audience?
- Does the enterprise target market use social media often enough?

3. Pay Per Click (PPC) Advertising. PPC Management is another great foundation for online marketing, where advertisers pay a small fee each time, they click on their ad. In other words, it's a way to buy traffic to the enterprise site, not

"earn" those visits organically. This is a smart way to increase traffic in a short period of time.

Search engine advertising is a very popular form of Internet marketing. This allows marketers to bid on placement in the "advertising links" of the search engine when a user searches for a keyword related to his business. These ads work well and can bring huge revenue to a business. Ad prices will vary, but the results also depend on the quality of the advertiser's website, so great custom web design is crucial.

4. Remarketing (sometimes called retargeting) is a type of online advertising that helps keep a company's image in the eyes of "bounced traffic" even after it has a left-wing site. Only 2% of visitors visit the first time they visit most sites. Remarketing is a strategy that helps businesses reach 98% of visitors who do not take any action the first time.

How does it work? We place an invisible "pixel" (a small piece of JavaScript code) on the site. This pixel is not visible to visitors and does not adversely affect the site. It then creates an anonymous browser cookie for each new user, and that cookie notifies its marketing service provider when to show the enterprise ad while browsing the entire webpage. Only people who have previously visited the enterprise site will see these ads.

Remarketing is effective because it targets potential customers who have recently shown interest and are already familiar with the brand. Remarketing is a powerful tool for branding and conversion, and it works best when part of a broader online marketing strategy. Used properly, it can provide a higher return on investment than many other digital strategies [83].

5. Content marketing. Another great type of online marketing is when organizations create content for the target market. This is usually written text, such as a blog or company page, but can also be podcasts, photos, videos, info graphics, product announcements, case studies, or official documents. Content marketing is designed to attract visitors to the site, demonstrate experiences, launch a new product/service and view current projects. In addition to generating traffic, they serve

to convince the public that the enterprise company is the best company to work with [87].

However, the quality of what is written is extremely important. People will not read something they are not really interested in, but if the company get their attention with a visual or intelligent word, they can read every sentence. So, the secret of content marketing is not in volume or frequency, but in making it high quality, not only for readability, but also for SEO purposes. Use only professional blogging services for optimal results.

A characteristic feature of international marketing strategies is that they must take into account more factors than national marketing. That is why any strategy of international marketing of the enterprise must take into account the following factors: national legislation, political system of the state, economic policy of the state, national currency systems, cultural, linguistic, household, religious and other customs and traditions [80; 83; 87].

In addition, international marketing strategies have the following properties:

- higher requirements for marketing information, which is complicated by difficulties in timely receipt of reliable marketing information at all levels;
- the ability to choose a foreign market and exit it;
- enhanced control over the budget of international marketing activities;
- increased difficulty in understanding causation;
- the need to take into account the peculiarities of globalization in the segmentation of foreign markets;
- rather high difficulty in developing and maintaining market share due to more intense competition;
- multi-vector marketing goals in relation to specific foreign markets;
- the need to ensure high flexibility of the marketing management system through the use of the principle of adaptability of marketing decisions;
- the need to study and take into account factors not only domestic and foreign markets, but also the global environment of the world economic system as a whole [80].

When an enterprise moves from the domestic to the international market, there are certain differences in the process of implementing international marketing activities. Thus, given the large number of markets, the uncontrolled elements of the international marketing environment are more complex and multidimensional. This means that company managers must acquire new skills and abilities to develop new and improve tools and technologies that they have used in marketing in domestic markets [87].

Accordingly, in the process of forming the strategy of international marketing of the enterprise it is advisable to take into account the parameters and factors of all levels of international relations, because the development of a new foreign market should explore not only market characteristics but also the state of the national economy, customs regulation, balances of international settlements and much more.

Also, it should be noted that international marketing strategies are formed in a competitive environment of foreign markets, so the company as a supplement to its own international marketing strategy and in order to ensure competitive advantage should form an international competitive strategy that could provide a competitive advantage in costs related to the production and sale of goods, meeting the needs of only a certain group of consumers (i.e. a specific market segment), meeting the various needs of consumers (through a wide range of goods) [99].

When deciding on the development of a new foreign market, the company should first assess the feasibility of entering a particular target foreign market and the potential effectiveness of the operation (activity) in it. It is also necessary to consider both the possible benefits that the company may receive in the course of its international activities, and the negative consequences [99].

It should be noted that the main problem in the formation of an effective strategy of international marketing is an imperfect understanding of the nature and objectives of planning management processes. As a rule, the reason for this is mainly the use of mostly indirect forms of export activity by domestic business entities, as a result of which most of the marketing functions are transferred to intermediaries. This

is due to insufficient experience in the use of planned tools of international marketing in the field of foreign economic activity.

Under the formation of international marketing strategy companies understand the process of developing an international marketing strategy in the initial stages of internationalization of the enterprise with the establishment of appropriate organizational measures for its practical implementation, as well as the implementation of certain methods and models [49].

The development of international marketing strategy for the company is a process, the essence of which is to plan international marketing activities and involves the existence of certain logic and appropriate stages in the implementation of marketing activities [97].

It should be noted that the process of developing a strategy for international marketing of the enterprise should begin with the formulation of strategic goals and possible objectives of the enterprise. Therefore, before entering the international market, the company must decide not only on marketing tasks, but also organizational, production and financial.

Next, the assessment of the strategic guidelines of the enterprise using SWOT-analysis. The study analyzes the strengths and weaknesses of the company, external opportunities and threats to its activities, as well as formulates possible factors of international competitiveness of the enterprise.

The next stage of the procedure of developing an international marketing strategy of the enterprise involves the analysis of factors of the international marketing environment using PEST-analysis. However, when implementing this technique in practice, it should be remembered that in addition to the four main groups of factors (political, economic, social and technological), it is actually advisable to analyze a wider range of factors. Trends in demographic, cultural, legal, natural and other areas should not be ignored, as they all to some extent influence the choice of international marketing strategy of the enterprise.

Mastering the foreign market, and then strengthening its position in it, the company is in dire need of a clear understanding of the mechanism of behavior of

foreign buyers and intermediaries, the actions of competitors and local government organizations and more. Therefore, it is due to this understanding that the company's ability to adapt to the foreign market is formed, which, in turn, is a guarantee of further effective activity in it.

The logical continuation of this procedure after receiving information and understanding the marketing potential of the enterprise and the market situation is to plan and directly develop an international marketing strategy based on the marketing mix. Operating in foreign markets, the company is forced to make decisions on the use of product, pricing, sales and communication strategies with the greatest adaptation to local conditions and maximum efficiency [91].

After that, the developed strategy of international marketing of the enterprise is implemented in practice. Then the results of work are monitored and evaluated. In case of detection of certain failures or inaccuracies of the developed strategy adjustment of the international marketing activity is carried out. At the same time, based on the results of the evaluation of the effectiveness of international marketing activities, the strategy of international marketing of the enterprise is being improved.

It should be noted that these stages have an impact on the formation of the strategy of international marketing of the enterprise in all areas of product competitiveness in a global market [80].

Thus, the procedure for forming the strategy of international marketing of the enterprise involves a set of generalized stages at which appropriate decisions are made:

- assessment of the current activity of the enterprise in the domestic market in comparison with the activity of the main competitors;
- assessment of the position and trends of the foreign market (ie, availability, potential, stability, receptivity and opportunities for growth);
- analysis of marketing opportunities and risks for the company;
- selection of promising foreign markets for the company;

- the choice of the method of presence in the target foreign markets (may be a joint venture, delegation of authority without investment, sales branch with elements of investment or a subsidiary);
- study of competition in foreign markets;
- development and formation of marketing strategy in relation to target foreign markets;
- evaluation of performance with further adjustment and improvement of international marketing strategy of the enterprise [91; 97].

Thus, the strategy of international marketing in general can be defined as a scheme of future activities of the enterprise in order to achieve a certain, usually commercial goal, provided that there are certain opportunities and in a certain period of time.

Interactive marketing is carried out with the help of interactive computer services that provide online services online. Operational marketing uses systems that provide two-way electronic communication between seller and buyer. The connection of the buyer's computer (or Web-based TV) to various services is provided by a modem and telephone lines. There are two types of interactive marketing channels - commercial operational information services and the Internet.

Commercial operational and information services provide their subscribers with information and marketing services in real time, for a certain monthly fee. These commercial operational and information services provide their subscribers with the necessary information (news, libraries, education, travel, sports, inquiries), provide them with entertainment (games, etc.), commercial services, organize dialogue between subscribers. phenomena, forums, chat rooms) and provide e-mail services. By clicking the home computer button a few times, subscribers to these services can order a variety of products and services from the appropriate catalogs [44].

In addition, they can conduct various banking operations in their local banks, engage in investment activities through various brokerage offices, book tickets, book hotel rooms, book cars, take part in computer games, participate in various quizzes and competitions, receive information on consumer ratings of various goods and

services, learn about the results of sports competitions and get acquainted with sports statistics, weather forecasts and exchange e-mails with other subscribers of the service.

When the strategic position of the enterprise is characterized by the combined influence of the strategic climate and strategic potential, it can be determined by the corresponding coordinates in the two-dimensional matrix. SWOT-analysis can be applied for the assessment of internal and external environment of the enterprise. Performing SWOT, the company should consider the enterprise strengths, both from the internal point of view and from the point of view of the enterprise clients. The influence of external circumstances on each organization and individual is very strong. Often, they affect the business directly or indirectly. It is important to know and document each one of them. External factors are, as a rule, those circumstances that the company and the enterprise company cannot control. Assess the enterprise strengths relative to competitors. For example, if all the enterprise competitors make high quality products, then “high quality” is not a strong point, it is a necessity [16; 68]. The matrix for making SWOT-analysis is shown in Table 1.2.

At the same time, it is possible to allocate 4 gradations of the strategic position:

- strong strategic position (strong strategic potential with a neutral or favorable impact on its strategic climate);
- strategic position of unused opportunities (strong strategic potential with unfavorable influence of strategic climate or average strategic potential with favorable influence of strategic climate);
- neutral strategic position (average strategic potential with adverse or neutral influence of strategic climate or weak strategic potential with favorable influence of strategic climate);
- weak strategic position (weak strategic potential with adverse or neutral influence on its strategic climate).

The results of determining and evaluating the strategic position of the company and the prospects for developing its strategic potential can be used to develop strategic alternatives at the corporate level [68].

SWOT-analysis helps to identify not only weaknesses and threats, but also strengths and opportunities.

Table 1.2

SWOT-analysis: identifying strength, weaknesses, opportunities and threats

	<p>Strengths</p> <ul style="list-style-type: none"> - What are the benefits of the enterprise business? - What are the company doing better than everyone else? - What is the enterprise strength, compared to the enterprise customers? - What is the enterprise unique selling proposition (USP)? - How can the company increase the enterprise profits? 	<p>Weaknesses</p> <ul style="list-style-type: none"> - What can the company improve? - What should the company avoid? - What weaknesses do the enterprise customers see? - What factors reduce the enterprise profit? - What do the enterprise competitors do better than the company?
<p>Opportunities</p> <ul style="list-style-type: none"> - What features do the company see? - What interesting trends are observed in the enterprise niche? - What changes in politics, social life, and technology are useful for the company? 	<p>SO Strategies</p> <p>Use strengths to take advantage of opportunities.</p>	<p>WO Strategies</p> <p>Overcoming weaknesses by taking advantage of opportunities.</p>
<p>Threats</p> <ul style="list-style-type: none"> - What obstacles do the company face with? - What are the enterprise competitors doing, what are the company not doing? - Are there quality standards for the enterprise offer that change frequently? - Do the company have any problems? - Can the enterprise weaknesses seriously threaten the enterprise business? 	<p>ST Strategies</p> <p>Use strengths to avoid threats.</p>	<p>WT Strategies</p> <p>Minimize weaknesses and avoid threats.</p>

* Compiled on the basis of [68; 89]

If the company combine it with other models of analysis, then thinking in this framework will give the company the right direction for making decisions. Additionally, it is worth analyzing such areas as political, social, technological, missions of the enterprise company, its strategies and tactics [115].

1.3. Research of features of Internet marketing in B2B

One can buy everything online - from matches to an island in the ocean. The difference between the B2B and B2C markets is enormous. And in the speed of decision-making, and in the amount of the transaction, and in the role of emotions.

The specifics of the markets are obvious, but when it comes to the Internet, questions arise. There are two things that provides fundamental difference between B2C and B2B:

1. The average check. It is clear that in wholesale the standard order amount is much higher. And net income, as a rule, grows in approximately the same proportions.

2. Transformation. For B2C page sales, 5-10% conversion is considered normal. If land lording in wholesale sales turns 1% of visitors into a purchase, that's a great result [32].

It is clear that conversion is a fundamental feature. It is through content marketing that the company can significantly increase it. Use any means available to share useful content related to the enterprise audience, at any cost. This can be a blog, YouTube channel, Instagram account or Facebook group processes related to the development of strategy, involve about 8 specialists of the company:

- strategist,
- Internet marketer,
- account manager,
- optimizer,
- web analyst,
- programmer,
- usability specialist,
- call center operator [101].

Mandatory presence on the part of the client: Marketing Director, marketer, Internet marketing specialist, business owner, Commercial Director.

On average, strategy development takes about 180 hours. The client's temporary costs at this stage are about 40-60 hours.

Interestingly, after the implementation of the strategy and the first advertising campaigns, it may turn out that the strategy needs to be adjusted and focus on other Internet marketing tools.

Without claiming to be the ultimate truth, we have described the approach we take when working with our clients. As time shows and 90% of contracts are renewed annually - it works.

An Internet marketing strategy is a set of hypotheses based on the current situation within the company, the market and forecasts. The more factors the company consider and analyze, the more chances the company have to avoid mistakes on the way to achieving the enterprise goals.

Often a potential customer is "lost" at the stage of a phone call. The goal of Internet promotion was formally achieved - the client was taken out for a personal conversation, a meeting was scheduled. What happens to him afterwards is often unknown.

To evaluate the effectiveness of the Internet, the most effective solution is to link the site analytics system with the company's CRM system. In this case, each application will be qualified, the company will see the result of the transaction for each application. When connecting a call-tracking system, the company will be able to analyze the reasons for failure [101].

There are situations when it is possible to qualify a client only after the first telephone conversation. In this case, the role of the seller increases.

If there is no CRM system or integration with analytics systems for some reason is impossible, small improvements to the site will help. Information is collected on the basis of IP address, domain, data from other systems (for example, VLSI) can be pulled up. The company can configure to receive the following information about the visitor: city, company, number of visits to the site and specific pages, data on turnover and profit of the company, etc. As a result, the company will

receive statistics on sources that lead visitors of different quality. And use this information to set up advertising campaigns more effectively [32; 75].

Selling b2b products and services over the Internet is not like replenishing a shopping cart with machines or programs in one click. This is the same painstaking and individual work with each customer. However, the Internet is a great field for expanding the enterprise audience and finding new customers. The enterprise efforts will definitely pay off with a thoughtful and systematic approach.

B2B brands need ecommerce software just as much as consumer stores. Wholesale websites and resellers, for example, are critical members of the commerce ecosystem. For one, they supply the products that power B2C stores.

Business-to-business companies have their own category because they serve a market of for-profit (and non-profit) organizations, rather than individual consumers. Wholesale websites and resellers are just two categories under the B2B umbrella; many B2B organizations sell services rather than physical goods [101].

How eCommerce platforms are equipped for B2B Success. While many B2B companies are hip to the benefits of maintaining an ecommerce website, others still insist on more archaic routes—transactions over the phone or via email, for instance. The truth is that it's far simpler to run wholesale and reseller transactions through an eCommerce website. It makes it easier for the customer, and it allows B2B organizations to save time and sell more products. Not all eCommerce platforms are equipped to handle B2B transactions, so selecting the right ecommerce solution is fundamental to the success of the enterprise B2B online venture.

Here are 9 key features that ecommerce solutions should offer to be considered as B2B platforms, and provide the right tools to cater to b2b shoppers.

1. Segmentation with Customer Groups and Profiles

In B2C, customers are generally treated equally. But wholesalers deal in larger orders that vary from customer to customer. As a result, these organizations need strict group designations for segmenting clients. B2B companies should be able to classify customers into groups. Allowing to set pricing, minimum order requirements and group-specific content (like promotions, shipping and payment options) for each

segment. The company should be able to group the enterprise B2B customers based on their profiles, including:

- Geographical location
- Order volume
- Catalog selection
- Reorder frequency
- Quantity of products ordered

And by segmenting them into specific customer groups, their shopping cart experience should be customized according to their profile selections. Filtering the website content, pricing, and payment and delivery options available to them [75].

2. Customer Specific Catalog and Pricing. B2B organizations can sell at different prices based on the customer type or, as mentioned above, the customer group. And while the company only be segmenting the customers to personalize the shopping experience, the company will find very often the need to offer "special" product pricing to the enterprise more demanding clients. This shouldn't be confused with competitive pricing. That's a completely different strategy. The ability to set different base prices for any product in the enterprise catalog and assign these to specific customer groups is the core of a b2b eCommerce website and will make the difference between the enterprise clients completing their orders online or continue to reach out via phone or email to get their orders fulfilled.

3. Volume Purchase and Bulk Discounts. B2B shoppers usually buy products in bulk, and while the enterprise products can be listed as cases, packs or pallets, the company might still want to offer additional discounts tiers based on the total quantity to be ordered. The enterprise eCommerce platforms must include a way to accommodate quantity thresholds that allow offering bulk discounts. If the company expect the quantity discounts to work along the customer specific price levels, then the company might also expect to be able to specify different tiers for the discounts based on the customer groups assigned to the enterprise client base [101].

4. Restricted Access. In many cases the company will want to restrict access to the enterprise website, allowing only pre-registered clients to access products and

content. Look for built-in functionality in the enterprise eCommerce platform to set up an entire password-protected website, requiring customers to register before they can access it [101].

5. Minimum Order Quantity. A Minimum Order Quantity (MOQ) requirement specifies the lowest quantity of a certain product that the store is willing to sell. If the shopper cannot reach the MOQ requirement, then they won't be allowed to place the order. This is common on wholesale websites, where typically it's required to reach a certain quantity per product to be able to place an order. The eCommerce platform should allow B2B merchants to set minimum order quantities per product. The enterprise business might also require similar features like:

- Minimum Order Amount to complete an order.
- Maximum Order Quantity per product.
- Specific quantity multiples for products sold in packs, cases, etc.

6. Tax Exemption Status. As a B2B ecommerce site, more than likely the company will run into the need of setting up specific products, customers or even an entire customer group as tax-exempt or non-taxable. Following the U.S. Small Business Administration guidelines, "As a small business owner, the company are required to assess sales tax, collect it and pass it on to the appropriate authorities within the prescribed time." This also includes understanding the non-taxable status of some of the enterprise clients, which refers to a reduced taxable income from the monetary exemption of certain goods. To receive the benefits of tax exemption, the enterprise clients must provide a yearly exemption certificate. With this one file, the business-to-business transaction can be tax exempt, since the purpose of the order is to resale the goods purchased.

7. Wholesale Bulk Order Form. For b2b customers placing large orders, especially for catalog orders or products order by Part Number or SKU, instead of having them search or browse products one-by-one, a bulk order form can enhance the overall shopping experience by adding a simple, intuitive way to place large orders in the enterprise website. A bulk order form adds to the enterprise website the ability to input SKU or part numbers and designate the quantity they're looking for

each product. The process should redirect the enterprise shopper directly to checkout after adding all the items to the cart at once. The overview video below describes in more detail the application of a wholesale order form in an ecommerce website.

8. Ability to Reorder Previously Purchased Products. Rather than wasting the enterprise client's time by re-entering the same items from a previous order, offer a quick one-click reorder function in the enterprise ecommerce site. Directly from their Account page, display the most recent orders with the function to start a new order include the same products from the original one.

9. Flexible Payments Options. For B2B clients and B2C alike, getting paid for customer's orders is equally important. But in the b2b world, an existing relationship is in place with the client and not every business order can or should have payment processed online. To accommodate the needs of the enterprise b2b clients, the company should Integrate offline payment methods like:

- Purchase Orders
- Corporate Accounts
- NET 30 (60 or 90)
- Credit Card On File
- Checks [75; 101].

The enterprise ecommerce platform should include the ability to configure multiple payment options, while at the same time customizing the conditions that will make specific payments available to specific customers. Either by location, order amount or customer group.

PART 2. STRATEGIC ANALYSIS OF LLC "MARTIN TRADE" ACTIVITY

2.1. General characteristics and directions of LLC "Martin Trade" activity

Modern communication policy determines the dynamics of the economic and social efficiency of the functioning of any enterprise, therefore it is important to determine the competitive environment of LLC "Martin Trade" and evaluate the company's advertising campaign.

The object of research is LLC "Martin Trade", which functions as a trading company in the market of wholesale and retail sales of high quality gasoline.

The key advantages of Martin Trade Ltd. are:

- thought-out pricing policy;
- high quality fuel;
- availability of fuel delivery function;
- a wide range of stocks and special fuel supply [74].

LLC "Martin Trade" is registered in the form of LLC at the address of the str. Golovna, 76, Building M, Great Kuchurov of Storozhynets district in Chernivtsi region. As of 2019, the company employs 14 people, and the financial statements of the company are made up of a simplified form, since LLC "Martin Trade" functions as a small business.

The company has more than 350 customers, in particular, in the following areas:

- agrarian enterprises;
- logistics companies;
- state-owned enterprises;
- gas stations;
- industrial enterprises;
- representatives of other industries.

The marketing geography of LLC "Martin Trade" is shown in Fig. 2.1.



Fig. 2.1. Geography of LLC "Martin Trade" activity in 2019, %

* Compiled according to LLC "Martin Trade" data

The most intense sales of petrol by Martin Trading in 2019 were in the Central and Western regions. The marketing of fuel of LLC "Martin Trade" in 2019 by quarters is shown in Fig. 2.2.

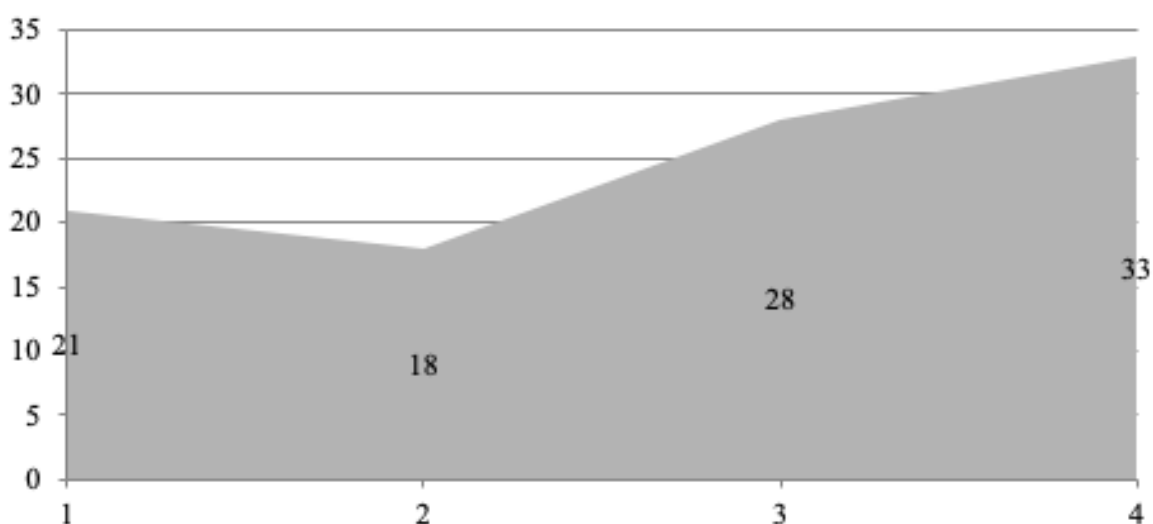


Fig. 2.2. Sales of fuel of LLC "Martin Trade" in 2019 by quarter, %

* Compiled according to LLC "Martin Trade" data

The most fuel of LLC "Martin Trade" in 2019 by quarters was implemented in 3 and 4 quarters, which is related to the seasonality of fuel consumption in Ukraine in general, and the least in the 2nd quarter of 2019.

The company carries out the sale of fuel from petroleum storage facilities in:

- Rivne (city of Rivne),
- Ternopil (town of Pidvolochysk);
- Chernivtsi (Chernivtsi city)
- Khmelnytsky (Shepetivka city)
- Zhytomyr (LPDS Novograd-Volynsky) regions.

Own motor transport and constant availability of fuel at petroleum storage departments allows you to promptly provide delivery to buyers. LLC "Martin Trade" is included in the list of subjects of economic activity, which have licenses for the supply of electrical energy to the consumer, which is located on the official web portal of the National Commission.

2.2. Analysis of financial and economic indicators of the enterprise

We will conduct an economic analysis of the balance of LLC "Martin Trade" according to the financial statements (Table 2.1-2.2).

Table 2.1

Dynamics of the balance of the enterprise of LLC "Martin Trade" in 2017-2019

№	Assets, ths. UAH	2017	2018	2019	Absolute deviation 2018 to, ths. UAH		Growth rate 2018 to, %	
					2017	2018	2017	2018
1	Non-current assets	2267.8	4961.4	5243.3	2 975,50	281,90	131,21	5,68
2	Current assets	31991.7	57894.5	90337.6	58 345,90	32 443,10	182,38	56,04
3	Non-current assets held for sale and disposal groups	0	0	0	0,00	0,00	0,00	0,00
4	Balance	34259.5	62855.9	95580.9	61 321,40	32 725,00	178,99	52,06

* Compiled according to LLC "Martin Trade" data

During the period under study an increase in the balance of the currency in 2019 can be seen: from 2017 by 391% and from 2018 by 83%. This increase was due to the increase of non-current assets, respectively: 2017 by 2252% and 2018 by almost 119%, the increase in current assets from 2018 by almost 360% and an increase from 2019 by 80%. This was due to the purchase of vehicles, namely: 2 gas trucks and 2 cars.

The data of the Table 2.1 is shown in Fig. 2.3.

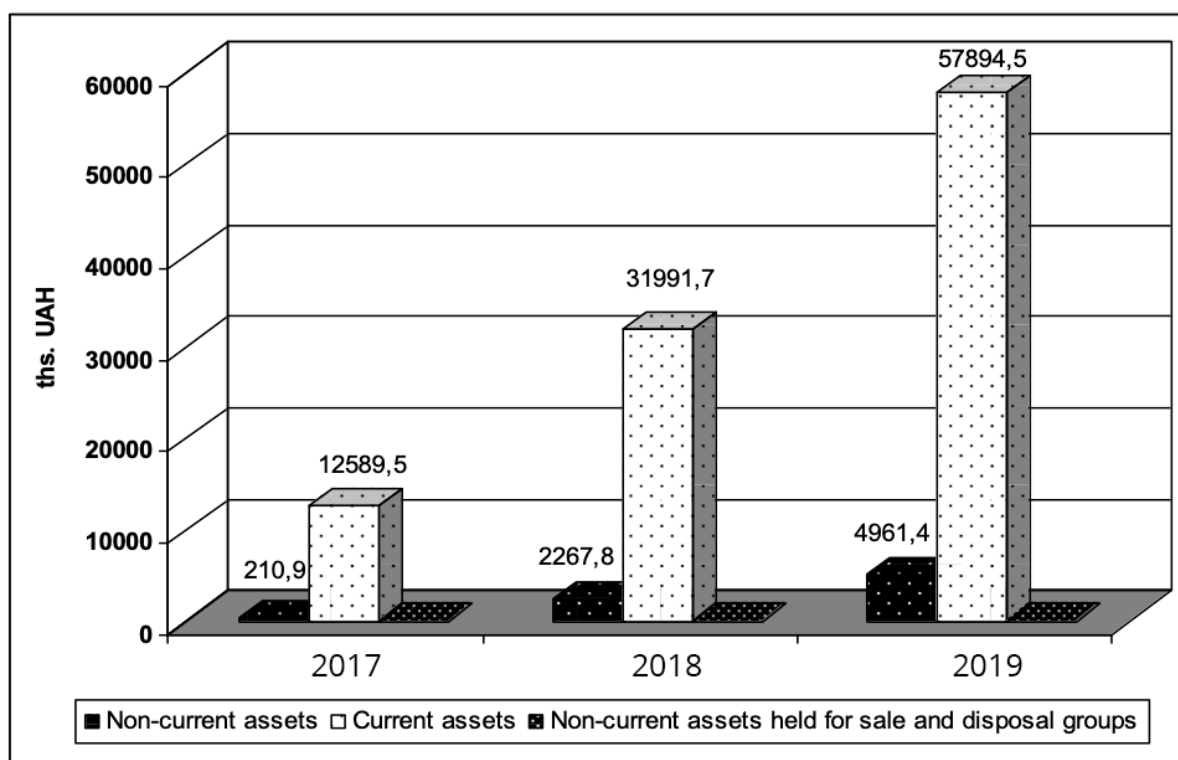


Fig.2.3. Dynamics of balance assets of LLC "Martin Trade" in 2017-2019 years

* Compiled according to LLC "Martin Trade" data

From the figure it can be seen that there is an annual growth of non-current and current assets of the enterprise.

The increase in non-current and current assets at the investigated enterprise was due to the purchase of vehicles, namely: two gas trucks and two passenger cars.

The next step is to carry out an economic analysis of the elements of the liability of the balance of the investigated enterprise.

The structure of assets of LLC "Martin Trade" for 2017-2019 is illustrated in Fig. 2.4.

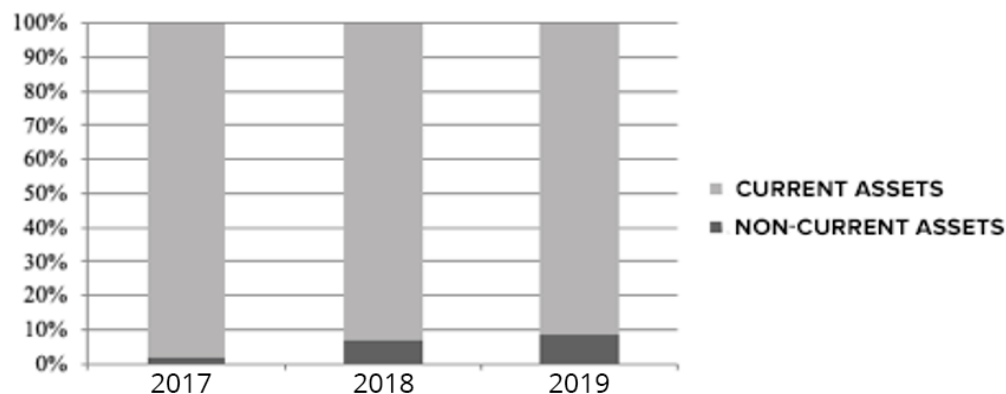


Fig. 2.4. Structure of assets of LLC "Martin Trade" in 2016-2018, %

* Compiled according to LLC "Martin Trade" data

In general, it can be seen that the growth of the balance of the firm by 32650.9 ths. or 255.15 points to the expansion of trading activities of LLC Martin Trade for 2016-2018, while the most dynamic growth of working assets, due to the specifics of the company.

Dynamics of liabilities of the balance of the enterprise of LLC "Martin Trade" in 2016-2018 is represented in Table 2.2.

Table 2.2

Dynamics of liabilities of the balance of the enterprise of LLC "Martin Trade" in 2017-2019

№	Liabilities, ths. UAH	2017	2018	2019	Absolute deviation 2019 to, th UAH.		Growth rate 2019 to, %	
					2017	2018	2017	2018
1	Equity	6430.4	9395.6	23550.4	17 120,0 0	14 154,8 0	266,24	150,65
2	Long-term liabilities and collateral	15.4	23.1	7.4	-8,00	-15,70	-51,95	-67,97
3	Current liabilities and security	27813.7	53437.2	72023.1	44 209,4 0	18 585,9 0	158,95	34,78
4	Balance	34259.5	62855.9	95580.9	61 321,4 0	32 725,0 0	178,99	52,06

* Compiled according to LLC "Martin Trade" data

Based on the data of the Table 2.2 it can be concluded that the dynamics of the elements of the liability balance is positive, namely, there is an increase in equity compared with 2017 by 749% and an increase from 2018 by 46%, an increase in long-term liabilities and provisions: from 2017, by almost 41% and by 2018, by 50%, and current liabilities and provisions from 2017 by 357% and decrease from 2018 by 92%. As we can see, own capital has grown most compared with other articles of the liability balance, which indicates the widespread use of the company with statutory funds.

Data represented in Table 2.2 are illustrated in Fig. 2.5 where the gradual annual growth of elements of the liabilities of the balance of the enterprise is represented.

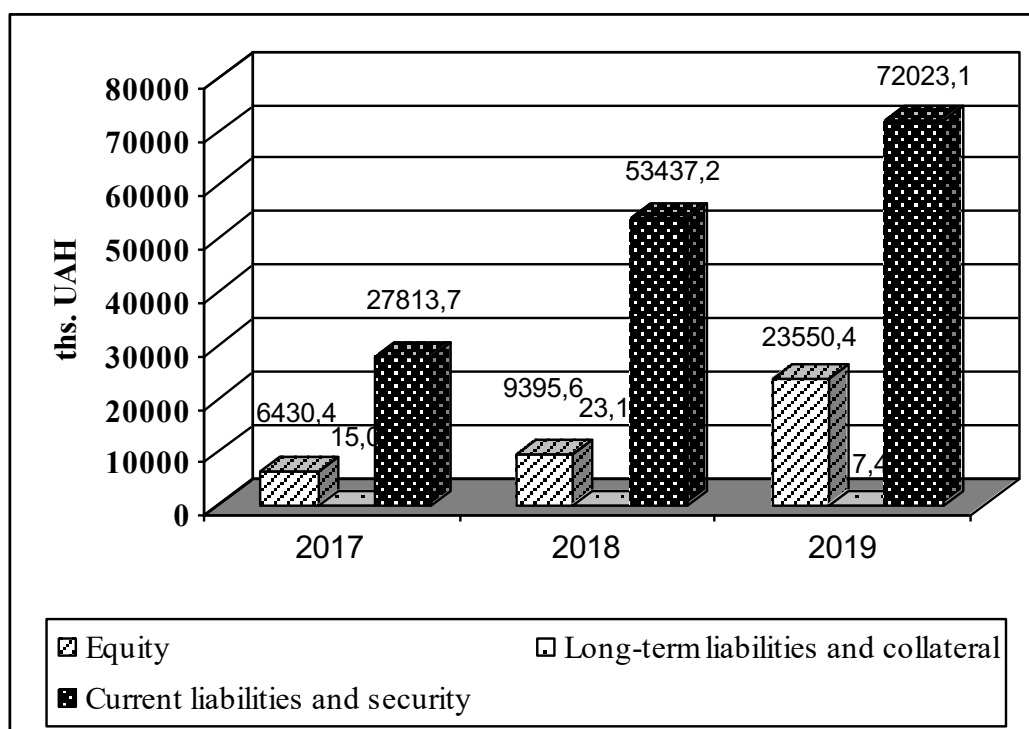


Fig. 2.5. Dynamics of liabilities of the balance of LLC "Martin Trade" in 2017-2019

* Compiled according to LLC "Martin Trade" data

Exploring analysis of liquidity or solvency. In Table 2.3 calculated the absolute liquidity ratio is represented, which is calculated as the ratio of the most liquid assets, that is, cash, to current liabilities; the rate of rapid liquidity, calculated by dividing

working assets minus inventories to current liabilities; the coverage ratio is calculated by dividing the amount of current assets into current liabilities.

Table 2.3

Dynamics of liquidity indicators of LLC "Martin Trade" in 2017-2019

№	Indicators	2017	2018	2019	Absolute deviation 2019 to	
					2017	2018
1	Absolute liquidity ratio	1.8	2.65	0.05	-1,75	-2,60
2	Quick liquidity ratio	2.8	4.69	0.41	-2,39	-4,28
3	Coverage ratio	2.9	3.2	1.25	-1,65	-1,95

* Compiled according to LLC "Martin Trade" data

The absolute liquidity ratio shows which part of the current liabilities the company can repay instantly. At the investigated enterprise, this coefficient ranges from 1.25 to 2.65. The increase in the absolute liquidity ratio from 1.25 in 2017 to 1.8 in 2018 and 2.65 in 2019 is undoubtedly a positive trend. It is generally considered sufficient value of this indicator to be higher than 0.2-0.5, that is, 20-50% of its short-term debts may be repaid by the enterprise at the same time. The optimal situation is considered when the absolute liquidity ratio is at 0.2. In 2019 LLC "Martin Trade" the absolute liquidity ratio exceeds this limit.

The quick liquidity ratio gives an idea of the expected solvency of the enterprise in the short-term period, namely in the period equal to the average duration of one turnover of receivables, provided that it is timely repayable. The rapid liquidity ratio of LLC "Martin Trade" in recent years is unsustainable, however, a significant increase from 2.5 in 2017 to 2.8 in 2018. That is, it is an indication that in the short-term period, LLC "Martin Trade" will have no problems with the calculations.

The coverage ratio for the "Martin Trade" LLC has increased from 2.31 in 2017 and from 2.9 in 2018 to 3.2 in 2019.

This means that working capital is positive and part of long-term assets is financed by long-term capital, and, therefore, the enterprise does not violate the rules of financing, it is not threatened with insolvency.

Revenues and expenses of LLC "Martin Trade" for 2017-2019 are shown in Fig. 2.6.

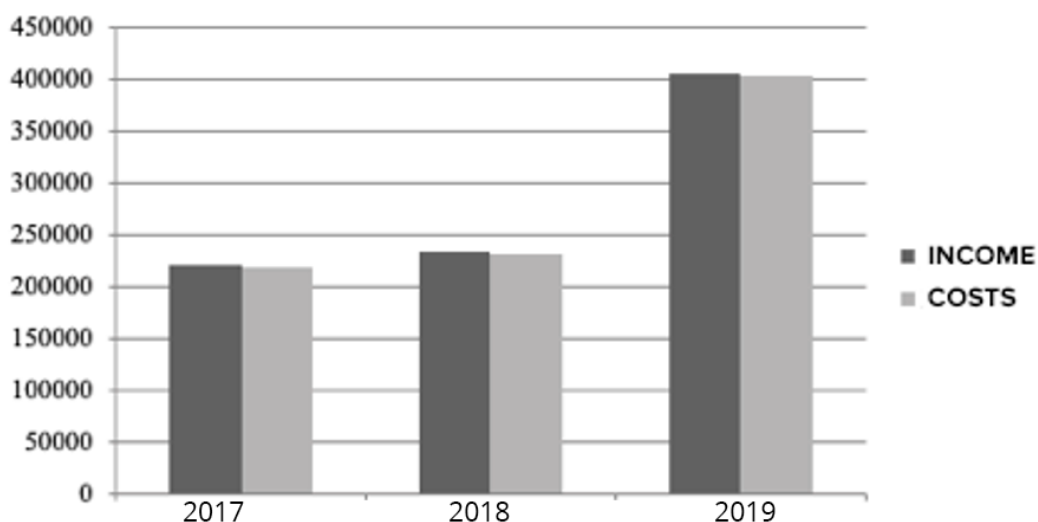


Fig. 2.6. Revenues and expenses of LLC "Martin Trade" for 2017-2019, ths. UAH

* Compiled according to LLC "Martin Trade" data

Total revenues of LLC "Martin Trade" in 2017-2019 increased by 185879.9 ths. UAH or by 84.7%, and expenses for 184784.0 ths. UAH, which led to a net profit increase of the company by 882.9 ths. UAH or by 74%, that is, its efficiency has improved.

The financial indicators of LLC "Martin Trade" for 2018-2019 are presented in Table 2.4.

The financial indicators of LLC "Martin Trade" for 2017-2019 showed differentiated development trends, in particular, the return on capital (by 90.17%) decreased significantly, which indicates a deterioration in the use of non-current assets, while the level of liquidity in general was reduced by 3% , and in terms of absolute liquidity, the firm had problems in the current period.

Table 2.4

Indicators of financial stability of LLC "Martin Trade" for 2017-2019

Indicators	2017	2018	2019	Absolute deviation		Growth rate, %
				2018 to 2017	2019 to 2018	
Coefficient of financial independence, partial units	0,19	0,13	0.25	0,06	0,12	31,58
Coefficient of financial dependence, partial units	0.81	0.87	4.06	3,25	3,19	401,23

* Compiled according to LLC "Martin Trade" data for 2017-2019

The profitability dynamics indicated a deterioration in the quality of financial management, as the profitability of assets dropped by 4.75%, profitability and profitability of the product of LLC "Martin Trade" for 2017-2019 decreased by 0.03%, which was due to the level of trade margins on fuel.

The level of financial independence of LLC "Martin Trade" for 2017-2019 grew by 4%, but was significantly lower than the norm, which indicates significant threats to the financing of the company, with the financial risk reduced by 3.86, and the share of permanent capital fell to 0.

Based on the analysis, it can be concluded that LLC "Martin Trade" has a stable financial position. According to the results of the research, the company does not violate the rules of financing, it is not threatened with insolvency. The financial activity of LLC "Martin Trade" should be aimed at ensuring the systematic receipt and effective use of financial resources, compliance with the accounting and credit discipline. After all, the financial condition is one of the most important characteristics of the activity of each enterprise.

Indicators of financial results (profit) characterizes the absolute efficiency of management of the company in all areas of its activities: production, marketing, supply, financial and investment. They form the basis of the economic development of the enterprise and strengthen its financial relations with all participants in commercial business.

Dynamics of profitability indicators of LLC "Martin Trade" in 2017-2019 is shown in Table 2.5.

The profitability ratio for 2018 is 14.0. At the actual value in 2017 - 23.1. In 2019, this ratio increased significantly to 25.3. This indicates the growing demand for the company's products.

The return on equity ratio shows the net profit for one UAH of assets and its value for 2018 is 22 (in 2017 this ratio was 16.42), which indicates an increase in the profitability of assets. In 2019, the coefficient increased to 25.2, that is, there was a development of rates of economic growth and development of the research enterprise this year.

Table 2.5

Dynamics of profitability indicators of LLC "Martin Trade" in 2017-2019

№	Indicators	2017	2018	2019	Absolute deviation 2019 to	
					2017	2018
1	Return on equity	4.8	0.87	1,6	-3,20	0,73
2	Return on assets	0.41	0,16	0,24	-0,17	0,08
3	Return on sales	0.01	0.01	0,17	0,16	0,16

* Compiled according to LLC "Martin Trade" data

The coefficient of profitability of aggregate capital characterizes the degree of profitability of assets of the investigated enterprise, which provides profit from the main production activity [52]. In 2018, this figure was 25.1 compared to 17.4 in 2017. In 2019, the coefficient increased significantly to 28.3, indicating an unstable return on aggregate capital.

The return on equity ratio shows a share of net profit of 1 U.S. of own capital, and its value for 2018 is 31.2, with the actual value in 2017 – 24. That is, in 2017, the investment attractiveness of the investigated enterprise has improved. In 2019 this coefficient increased to 41.6. This indicates the loss-making activity of the investigated enterprise.

We will analyze the structure of receivables under the calculations of LLC "Martin Trade" in 2017-2019 years in accordance with the balance of the enterprise. Calculated data is given in Table 2.6.

Analyzing this table, we see that the LLC "Martin Trade" includes accounts receivable three items: accounts receivable for products, goods, works, services; accounts receivable on settlements with the budget; other current receivables.

Table 2.6

The structure of receivables under the calculations of LLC "Martin Trade"
in 2017-2019

Indicators	2017	2018	2019	Absolute deviation 2019 to (ths. UAH)	
	ths. UAH	ths. UAH	ths. UAH	2017	2018
	Accounts receivable for products, goods, works, services	7515.1	16122.1	22172.5	14 657,40
Accounts receivable on settlements with the budget	650.5	0	228.0	-422,50	228,00
Other current accounts receivable	5322.7	32551.7	22446.8	17 124,10	-10 104,90

* Compiled according to LLC "Martin Trade" data

Thus, receivables for products, goods, works, and services in 2019 compared with 2017 increase by 11516.6 thousand UAH and from 2018 by 8607 thousand UAH. Other current accounts receivable in 2019 compared to 2017 will increase by UAH 28,568 thousand and from 2018 to UAH 27,229 thousand. That is, it can be concluded that there is a rather substantial increase in this indicator, which indicates an increase in state debt to the investigated enterprise. We show above the data in the graphic image (Fig. 2.7).

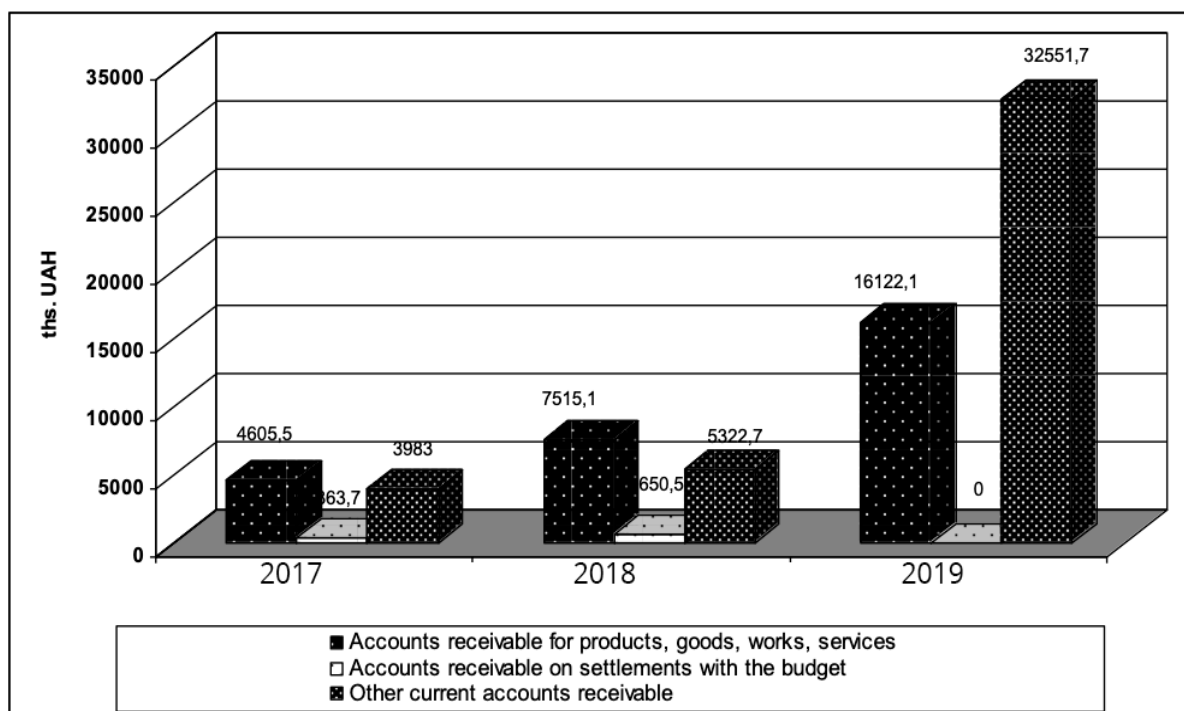


Fig. 2.7. Accounts receivable structure at the calculations of LLC "Martin Trade" in 2017-2019

* Compiled according to LLC "Martin Trade" data

At the investigated enterprise there is an increase in receivables for goods and services and other receivables (see appendices). Accounts receivable of suppliers and buyers, which includes: prepayment of the enterprise for the goods received in the near future have not yet been set, but it is expected the shipment of fuel or liquefied gas in debt to customers.

It is expected that funds will be received in future periods, which will slightly improve the situation with the indicators of receivables.

Accounts receivable has increased, but paying attention to the fact that all partners of LLC "Martin Trade" are reliable and proven by long years of joint cooperation, we can state that this positively affects the balance of the enterprise.

To investigate the trends of the fuel market in Ukraine in February 2020, in particular, the use of fuel is given in Table 2.7.

Table 2.7

Fuel use in Ukraine in February 2020

	Feb 2020 y, th ton	Growth, decrease (-) in February 2020 in% to	
		Jan 2020p.	Feb 2019p.
Coal is stone	3490,6	-22,5	-5,8
Crude oil, including gas condensate	x	x	x
Natural gas, mln. m ³	4013,4	-18,6	-15,0
Gasoline engine	35,4	0,0	-3,9
Gas oil (diesel fuel)	240,6	2,0	10,6
Heavy fuel oil	10,9	7,5	-65,2
Propane and butane are liquefied	11,3	11,8	21,8

* Compiled by the author according to the data of the State Statistics Service of Ukraine [73]

Estimation of the dynamics of fuel use in Ukraine in February 2020 indicates a reduction of consumption of 15.0 million m³ of natural gas, falling volumes of motor gasoline by 3.9 thousand tons, and the volume of diesel fuel increased by 10.6 thousand tons. Distribution of fuel use by types of economic activity is shown in Fig. 2.8.

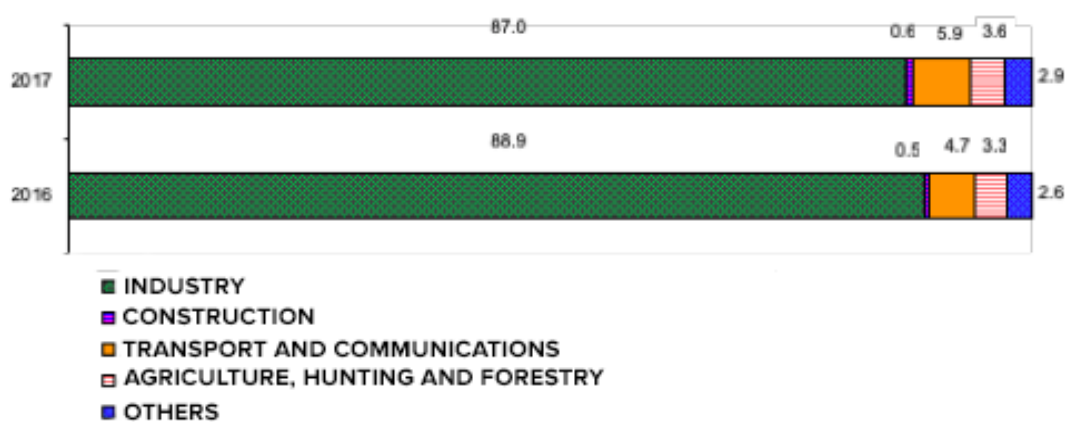


Fig. 2.8. Distribution of fuel use by types of economic activity, in%

* Compiled by the author according to the data of the State Statistics Service of Ukraine [73]

The largest consumers of fuel in Ukraine were industry and agriculture, with a smaller share of the market accounted for construction, transport and other industries.

The key competitors of LLC “Martin Trade” are:

- OKKO;
- WOG;
- “Alliance Oil Ukraine”;
- “Avias”;
- ANP;
- UkrPaleteSystem;
- Western oil and gas company.

Competitive card of competitors of LLC "Martin Trade" is shown in Fig. 2.9.

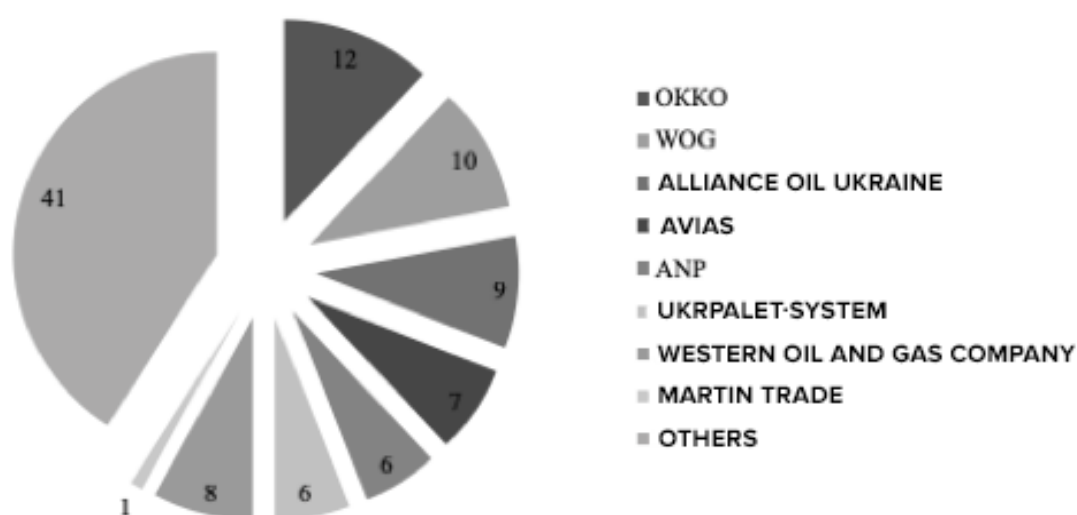


Fig. 2.9. Competitive card of competitors of "Martin Trade" Ltd by market share, %

* Compiled according to LLC "Martin Trade" data

Consequently, the largest competitor of LLC “Martin Trade” is the OKKO and WOG networks with higher production and sales capacities, but the level of prices in them is also higher.

The total market share of the LLC “Martin Trade” is less than 1%, so the parent company can not significantly affect the level of pricing and marketing policy in the Ukrainian fuel market.

Competitive advantages of LLC “Martin Trade” in the market are:

- small size, which allows to effectively manage the marketing of LLC "Martin Trade";
- automated management and accounting system at LLC Martin Trade;
- significant market experience and good reputation.

Consequently, the assessment of the competitive environment of LLC Martin Trade indicates an increase in the level of competition in the market, increased competition, price growth and other negative factors that led to loss of financial control and liquidity for the parent company.

Dynamics of financial results of LLC "Martin Trade" in 2017-2019 is represented in Table 2.8.

Table 2.8

Dynamics of financial results of LLC "Martin Trade" in 2017-2019

№	Article	2017	2018	2019	Absolute deviation. 2019 to, ths. UAH		Growth rate 2019 to, %	
					2017	2018	2017	2018
1	Net income from sales of goods (goods, works, services)	352843.4	646151.9	861101.5	508 258,10	214 949,60	144,05	33,27
2	Cost of sold products (goods, works, services)	340802.5	621823.2	813134.9	472 332,40	191 311,70	138,59	30,77
3	Other operating income	30.1	340.5	10847.6	10 817,50	10 507,10	35 938,54	3 085,79
4	Other operating expenses	5350.2	15661.5	37722.3	32 372,10	22 060,80	605,06	140,86
5	Other income	49	17.6	122.7	73,70	105,10	150,41	597,16
6	Other expenses	276.6	2205.7	2507.5	2 230,90	301,80	806,54	13,68
7	Financial result before tax: profit	6493.2	6819.6	18707.1	12 213,90	11 887,50	188,10	174,31
8	Net financial result: profit	5324.4	5592.1	15339.8	10 015,40	9 747,70	188,10	174,31

* Compiled according to LLC "Martin Trade" data

The amount of net income in 2019 compared to 2017 increased by 368%, and compared to 2018 increased by 5%. At the same time, net realizable sales increased by 194% and 83% respectively. In turn, the financial result before tax: profit increased by 375% in 2019 compared with 2017 and by 5% compared with 2018.

Data of Table 2.8 is illustrated in Fig. 2.10 and the gradual annual growth of financial results of the enterprise is shown.

The negative factor of the activity of LLC "Martin Trade" is that the cost of sold products in 2019 increased by 82% compared with 2018 and by 191% compared with 2017.

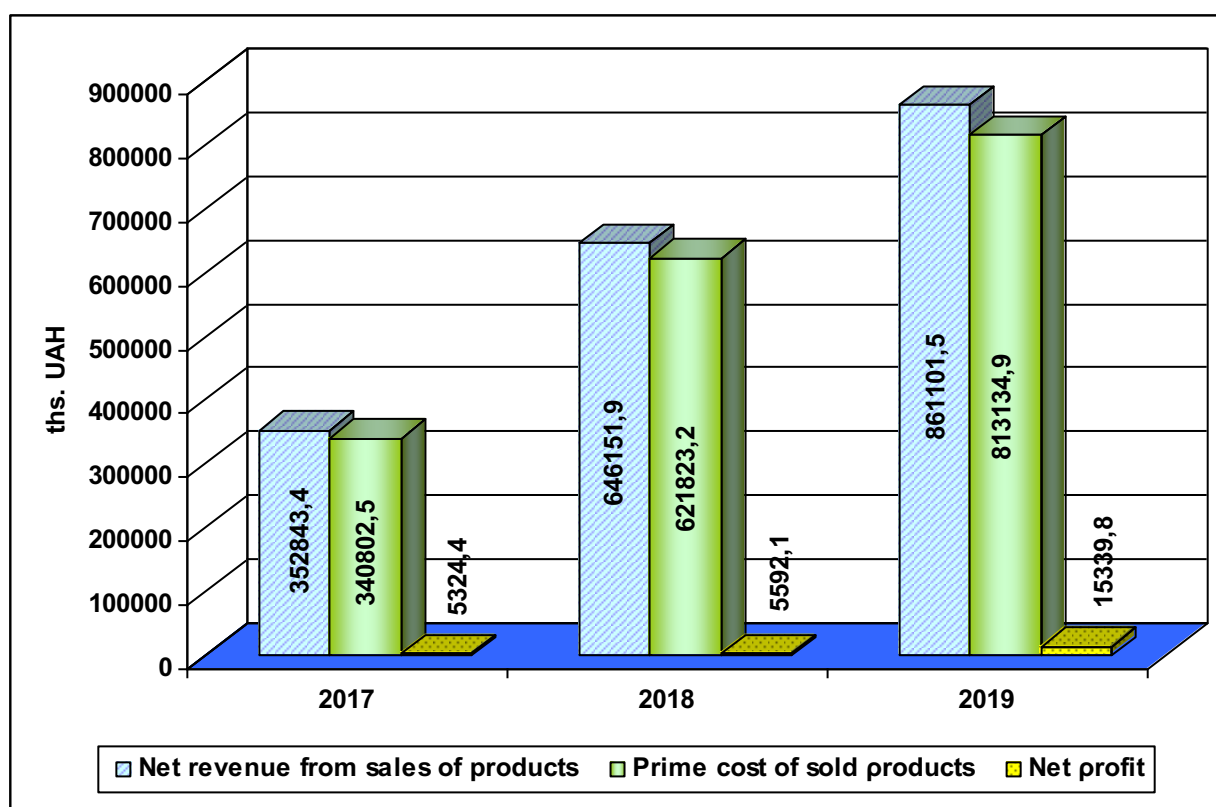


Fig. 2.10. The gradual annual growth of financial results of the enterprise, ths. UAH

* Compiled according to LLC "Martin Trade" data

Consequently, the financial and economic activity of the company is aimed at providing financial stability, a stable flow of financial resources and their effective use, the achievement of rational relationship of own and borrowed funds.

2.3. Analysis of the enterprise's environment and its marketing mix

In order to obtain a clear and understandable assessment of the "forces" of the research subject and the market situation, SWOT analysis can be applied. SWOT analysis is an easy-to-use tool for quickly assessing the strategic position of the subject of analysis. SWOT analysis emphasizes that the strategy should combine internal capabilities (strengths and weaknesses) and the external situation (reflected in opportunities and threats) as much as possible:

- Strengths - Benefits;
- weaknesses (weaknesses) - shortcomings;
- opportunities (Opportunities) - factors of the environment, the impact of which will have advantages in the market;
- Threats - factors that can potentially worsen the market situation.

SWOT analysis is one of the most important diagnostic procedures used by counseling firms around the world. In addition, it can and should be considered as business technology, technology assessment of the starting position, unused resources and threats of activities.

The procedure for conducting a SWOT analysis in general is to fill the matrix, which shows and then compares the strengths and weaknesses of the analyzed enterprise, as well as the opportunities and threats of the market. This mapping allows you to determine what steps can be taken to develop a business, and which problems need to be addressed urgently.

The SWOT analysis methodology is an extremely effective, affordable and cheap way to assess the state of the problem and management situation. We conduct SWOT-analysis for "Martin Trade" LLC (Table 2.9).

The matrix of SWOT shows that using its strengths, LLC "Martin Trade" can increase the share of the Ukrainian market and enter the international markets. By increasing the authorized capital, you can increase the production capacity of the enterprise. Based on the scientific base, the company can produce new products and

increase its sales volumes, and by attracting new technology, it can reduce the cost of production and thus increase its profitability.

Table 2.9

SWOT analysis by Martin Trading Ltd.

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. High quality products. 2. Wide assortment of products. 3. The highest figure among competitors in terms of product sales. 4. Production is maximally automated. 5. There is an effective sales promotion policy. The sales department is engaged in sales of the company's products both in Ukraine and abroad. 5. Availability of high-qualified personnel. Fluidity of personnel is insignificant. 6. Continuous improvement of technological processes. 	<ol style="list-style-type: none"> 1. Despite the fact that the company is engaged in the wholesale trade of solid, liquid, gaseous fuels and similar products, the level of diversification is still low. 2. There is a decline in sales of products, and as a consequence - reducing the company's cash flows. 3. Due to the crisis in the company "Martin Trade" Ltd, we made a slight optimization - 3% of our employees. 4. There is a need for optimizing the management structure of the company.
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Close relationships with suppliers and consumers. 2. High level of knowledge and recognition of consumers of this product. 3. Possible growth of the fuel consumption culture. 4. Favorable placement of the company. 5. Efficiently thought-out marketing and export policy. 6. "Martin Trade" Ltd. actively participates in large-scale charitable activities. Apart from the fact that it is noble, it's more peculiar advertisement of products. 7. At the moment, the environment of the Ukrainians is a significant consumer of fuel, comparable to foreign countries. 	<ol style="list-style-type: none"> 1. A large number of competitors, including Russian producers, which are gradually moving on the territory of our state. 2. There is no proper state support, there is no special state program of development of fuel. 3. Unreliability of Ukrainian legislation with its subsequent amendments, additions, etc. 4. It impedes the stable activity of the company, as well as its marketing, export activities. 5. Instability of the Ukrainian economy frustrates potential investors. 6. The crisis is characterized by significant delays in payments from some partners. 7. The financial crisis "left a mark" on the purchasing power of consumers, which has declined significantly. 8. Instability of the course both national and foreign currencies leads to negative consequences: from unfamiliarity with foreign suppliers through increasing the price of raw materials, and as a consequence of the forced rise in prices for finished products and dissatisfaction with the consumers. 9. COVID quarantine consequences

* Compiled according to LLC "Martin Trade" data

At the same time, with the help of the strengths of the company, the company can fight the threats from the environment, because of the variety of brands and brands can be avoided reduction of the target audience, and with the help of a large range of products reduce the number of competitors in the market. Using research potential of the company to develop and implement technologies that will reduce the cost of production, which in turn will make it more accessible to the general population.

Thus, the company will not feel the change in the age structure of the population, which is accompanied by a drop in volumes of products sold. The plants of the enterprise have a favorable location on the territory of Ukraine, which reduces transport costs and reduces the cost of production without compromising its quality.

With the weaknesses of the company you can fight with the help of opportunities. For example, the introduction of a new marketing policy with the inclusion of a system of discounts will overcome the lack of this system in the enterprise. In addition, the new marketing policy and sales promotion policies will reduce the impact of non-use of consumer-empowerment elements (consumer promotion). Using the opportunity to develop new products will increase the share of market products. By reducing the maturity of the receivables, reduce the available cash gap.

For a broader market research on which the company operates, we will conduct an analysis aimed at identifying the political, economic, social, technological and legal or legislative aspects of the environment that may affect the company's strategy, that is, we will make a PEST (EL) analysis (Table 2.10).

There is the need to analyze the competitive environment of LLC "Martin Trade" for the model of five forces of competition M. Porter.

Regardless of the intensity of competition for each enterprise, it is necessary to develop an effective strategy that will ensure superiority over competitors.

Table 2.10

PEST-analysis of LLC "Martin Trade"

P - POLITICAL	E - ECONOMY
<ul style="list-style-type: none"> - Lack of state fuel development program. - The imperfect standards of fuel production regulation. - Quarantine duty 	<ul style="list-style-type: none"> - High customs duty on fuel raw materials. - A large proportion of imported raw materials; - The shortage of domestic raw materials for production needs. - COVID quarantine consequences.
S - SOCIAL	T - TECHNOLOGY
<ul style="list-style-type: none"> - Three Ukrainian universities are trained in industry; - Trend of recovery to fuel consumption. 	<ul style="list-style-type: none"> - STP of the fuel industry.

* Compiled according to LLC "Martin Trade" data

If customers have a stronger market power than the Supplier (regardless of the cause), they will take advantage of this power and lower the margin of the Supplier's profit.

If suppliers of organizations have more market power, they will also take advantage of their capacity and sell their products at a higher price.

If there are substitutes for the goods and services offered by the organization, they will limit the price that the organization can assign, and thus limit the amount of its profits.

Thus, the assessment of the competitive environment of Martin Trade LLC indicates an increase in the level of competition in the market, increased competition, rising prices and other negative factors that led to the loss of financial control and liquidity for the parent company.

Marketing mix for Martin Trade LLC by P-elements is represented in Table 2.11.

Table 2.11

Marketing mix for Martin Trade LLC

P-element	Aim	Fact	Measures
Product	The product from Martin Trade (DF) remains of high quality. The company is recommended for "sundress". The company keeps all its promises. The company receives the planned profit. The company has a solid reputation: long on the market, there are large customers, quality certificates, positive reviews, financial leverage (deferred payment).	High quality product. The company is known in the market. Recommended by those who are already working. Promises are fulfilled. Profitable companies. Organic growth of the clients.	Make an advertising campaign for brand recognition offline and offline in new regions. Advertising to attract new customers and partners. Bonus program for current customers and a personal account on the site. Active work with the license base. Build a solid reputation on the site and online. Discover and answer topical questions about petroleum products through content.
Place	The website conveys positioning from the first seconds. Content is comfortably perceived (AIDA) The site has all the necessary information. The site evokes a trusting perception and a desire to cooperate. There is a private office with individual conditions for B2B. External banners in the region.	The site provides positioning, but it is not tied to the product and its benefits (logistics). It is difficult to navigate and convert on the site. There are no external banners.	Improve the product submission for AIDA and positioning ideas on the site. Develop a personal account for the bonus program. Develop banners and place them in new areas. Sponsor or advertise on thematic platforms where TA segments are located.
Price	Market price. If necessary, put above and not lose customers at the expense of reputation and trust.	Market price, reputation at a good level. Does not affect the outflow or retention of customers.	Follow tactics.
Promotion	Advertising brings new appeals for the purchase of fuel and electricity. Remarketing works great to remind you of a product that interests you. Advertising works for recognition, as well as for content, attracting appeals. The site has search engine visibility and 6000 traffic per month.	No advertising.	Develop an online advertising strategy to attract new product purchasing appeals. Also on brand recognition, its benefits. Keep TA and her attention on a permanent basis. Publications, photos and videos for reputation at events. Ratings. Content strategy for petroleum products
People	Qualified managers who are well aware of products and motivational opportunities for customers. They know how to create human and partnership relations.	And so it is. Only motivational opportunities are lacking.	Keep at that level.
Process	In the process, all stages of the funnel work together. Appeals are not lost, scheduled meetings are held. The operation is closed easily and operatively.	No complaints.	Keep at that level.
Physical evidence	Brand book, legend and bring the values of the brand. Recognizable and memorable. Differs from customers. Transmits reputation.	There is a brand book. Recognizable and memorable. There is no clear link to positioning. There is no history or explanation of the name.	Finish design elements to convey brand positioning. Develop an explanation of the brand name - legend (reveal positioning).

*Compiled by the author according to Martin Trade LLC [74]

Martin Trade LLC has already implemented the following online marketing methods:

- Contextual advertising in Google AdWords;
- Media targeted advertising on Facebook;
- Mass email distribution;
- Improved the website;
- Telephony connected;
- Implemented a CRM system (including for monitoring special customer dates for their greetings);
- We shot a promotional video about the company.

Due to the situation in the world related to the coronavirus epidemic, Martin Trade LLC faced the following inconveniences in 2020:

- Transferring work to a 'home office' under quarantine has shown less effective numbers of call sales managers;
- Consumer consumption of petroleum products decreased by 10%, but due to the acquisition of new customers, the difference in income became invisible;
- Additional costs for the office and employees in the form of the purchase of protective masks, thermometers, pulse oximeters, unscheduled hospital staff.

COVID-19 in Ukraine is a common disaster and at the same time a challenge for all Ukrainians. It is the responsibility of each of us to do our utmost to ensure that the virus leaves our land as soon as possible and that infected citizens recover.

Areas that have become foci of infection need the most urgent need for countermeasures.

Therefore, the Martin LLC team sent charitable funds to the account of Storozhynets Central District Hospital of Chernivtsi region, where 38 out of 84 infected people in the country were registered. The facility will purchase 250 protective suits for local medics who are fighting the coronavirus. We urge businesses not to stay away!

If there is intense competition in the industry, it will force the participants to enter into price, research and advertising wars, which will most likely result in lower profits.

Products of LLC "Martin Trade" have higher characteristics than products of competitors. Although LLC "Martin Trading" loses on certain characteristics, but in general, it is a worthy leader in the fuel market.

The portfolio of portfolio analysis of BCG, one of the most famous and simplest, was developed in the 1960s. Boston Consulting Group. It deals with only two factors, two variables: the relative market share and the growth rate of the market.

The enterprise is characterized by the following data about its own product portfolio and competitive positions (Table 2.12).

Table 2.12

Output data for construction of the matrix BCG LLC "Martin Trade"

Product type	Sales volume of products, ths. UAH	The number of competitors in the market	Sales volume of three leading competitors, ths. UAH			Market growth, %
			ENERGOGAZREZERV LLC	Atlant-OIL LLC	LLC "VERAKS ENERGY"	
Natural gas	12	5	8	10	14	90
Diesel	8	10	8	9	15	108
Petrol	5	7	4	5	6	65

* Compiled by the author

The BCG matrix is based on two parameters: the growth rate of the market and the relative share of the company in the market.

The calculation of parameters of the BCG matrix is presented in Table 2.13.

Table 2.13

Auxiliary data for constructing a BCG matrix

Product type	Rate of growth of the market, %	Relative share of the enterprise market	The share of products in the portfolio
1. Natural gas	-10	0.86	0.48
2. Diesel	8	0.53	0.32
3. Petrol	-35	0.83	0.20

* Compiled by the author

Based on the data in Table 2.13, the BCG matrix was constructed (Fig. 2.11).

The BCG Matrix LLC "Martin Trade" was constructed, where:

- 1 - Natural gas;
- 2 - Diesel fuel;
- 3 - Gasoline.

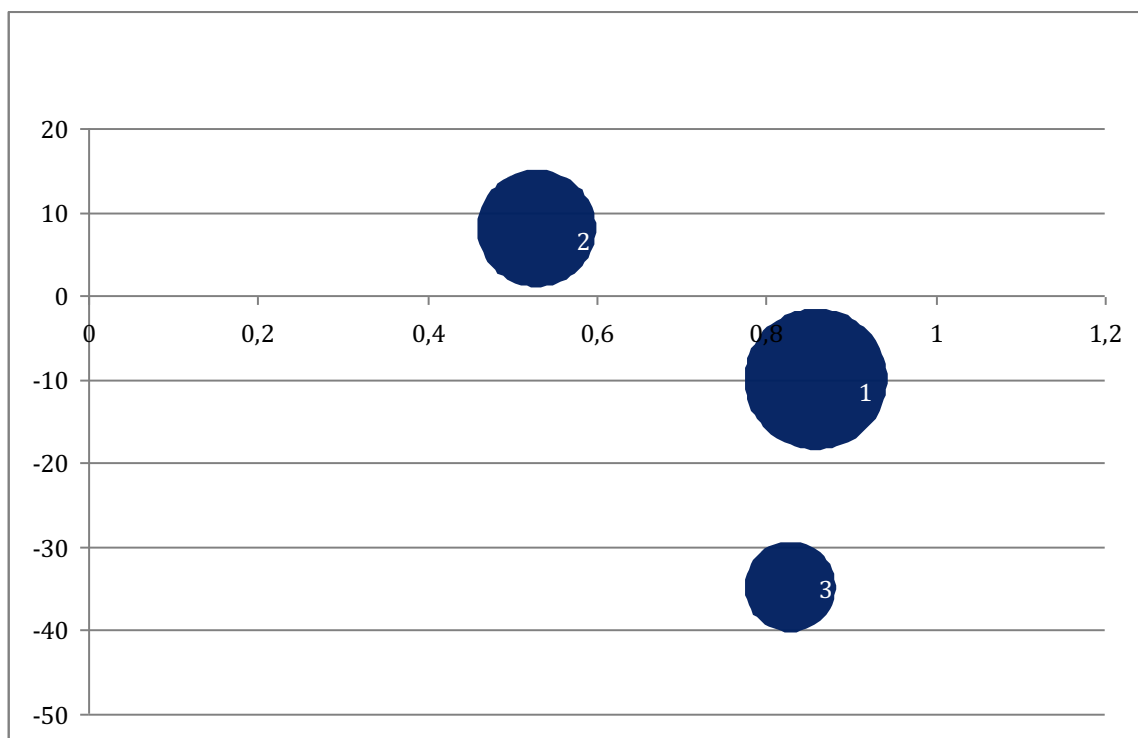


Fig. 2.11. BCG Matrix of LLC "Martin Trade"

* Compiled by the author

On the basis of the matrix, we can say that for fuel we choose the strategy of increasing the market share (for "stars" - content, further increase and optimization of market share).

For diesel fuel, the strategy is "Saving the market share" - because it is in the position "Dogs", and strong "Dogs".

Knowledge of all possible alternatives to development allows the company's management to move to the next stage of strategic planning - the choice of strategy whose goal is to choose an alternative that maximizes the long-term effectiveness of the organization. Functional strategy defines the direction of the activity of one or another functional service (or department) within one business sphere. The role of the functional strategy is to support the overall business strategy and competitiveness of the firm, as well as to create management benchmarks to achieve the company's intended functional goals.

Each functional strategy has a specific object to which it is directed. In this regard, the following functional strategies can be developed:

- marketing strategy;
- financial strategy;
- innovation strategy;
- production strategy;
- organizational change strategy and more.

Consider the marketing strategy in more detail. The effectiveness of management of a firm depends to a large extent on its organizational structure, which ensures the rational interaction of its elements in response to the requirements of the external environment.

For the company can offer such strategies for the differentiation of fuel products accompanies of competitors: a strategy of differentiation, based on the best fuel quality. This strategy is extremely attractive and important especially in the beverage market, which is characterized by a high level of repeat sales in the case of loyal or positive consumer attitude to products. However, by choosing this strategy, it is impossible to avoid raising the price level, which can become a disadvantage in the

event of a significant sensitivity of consumers to the price and in the absence of a match "price = quality". For fuel products, high quality can be provided through the offer.

By choosing such a strategy, LLC "Martin Trade" should focus first of all on the quality of sales leaders, since buyers will draw conclusions about the quality of another fuel, based on the impression of efficiency. If the quality is not high, then it is unlikely that such buyers will support the product and risk buying. appropriate Internet marketing strategy can be an effective tool for the perspective development of LLC "Martin Trade".

PART 3. PROPOSALS ON THE FORMATION AND IMPLEMENTATION OF LLC "MARTIN TRADE" INTERNET MARKETING STRATEGY

3.1. Strategic perspectives for LLC "Martin Trade" expansion in the B2B diesel fuel market

Before giving any proposals it is necessary to analyze fuel market trends, competitors and prospect clients for understanding the market perspectives of LLC "Martin Trade".

More than 90 companies imported fuel to the Ukrainian market. Meanwhile, 10 major trading companies imported 75% of the volume.

Table 3.1

Rating of diesel importers by volume of deliveries to Ukraine in January 2020

№	Importer	Volume
1.	OKKO	332.7
2.	WOG	29.2
3.	Grand Prix Oil	26.5
4.	Wexler	26.2
5.	Glusco	17.5
6.	UPG	16.0
7.	Alliance Energo Trade	14.8
8.	Alliance Oil Ukraine	14.7
9.	Unimex	13.1
10.	BRSM-Nafta	11.1
11.	Other	77.7
12.	Total	279.6

* Compiled by the author according to Martin Trade LLC [74]

Diesel fuel remain the drivers of growth. During the year, the market for SOEs increased by 7% (by 471 thousand tons), gas (excluding raw materials for

petrochemistry) - by 11% (by 195 thousand tons). The volume of the gasoline market stopped the three-year decline and showed an increase of 1.3% (25 thousand tons) [74].

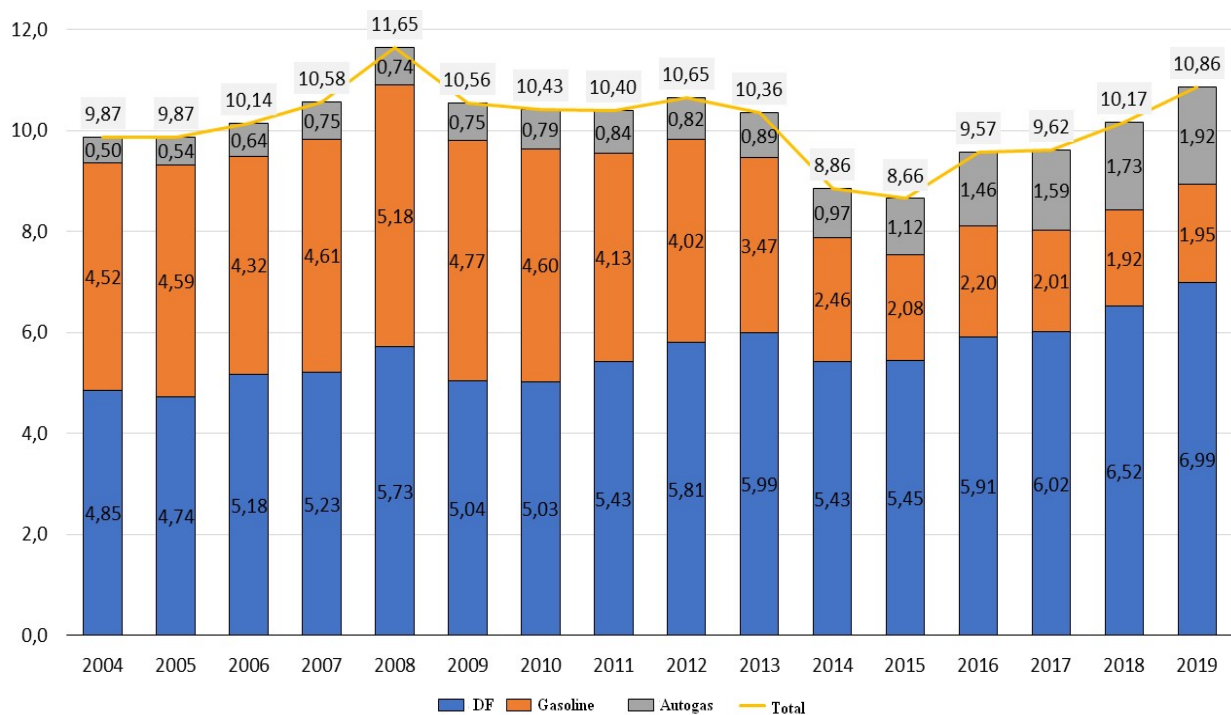


Fig. 3.1. Motor fuel market volumes for 2004-2019, mln. tonnes

Source: compiled by the author according to Martin Trade LLC [74]

Also it is necessary to consider the consumer capacity of SOEs in Ukraine.

Ukrainian motorists are increasingly reducing fuel costs, although they have not driven less, according to experts in the oil market. First of all, this applies to gasoline - its consumption has fallen several times due to the growth of the liquefied gas market [12].

According to the State Statistics Service, the general needs of the market in diesel fuel have grown due to the strengthening of demand by enterprises in the industrial and agricultural sectors.

The leading role will remain with the SOE, as Ukraine's fleet is replenished mainly due to inexpensive diesel cars from Europe.

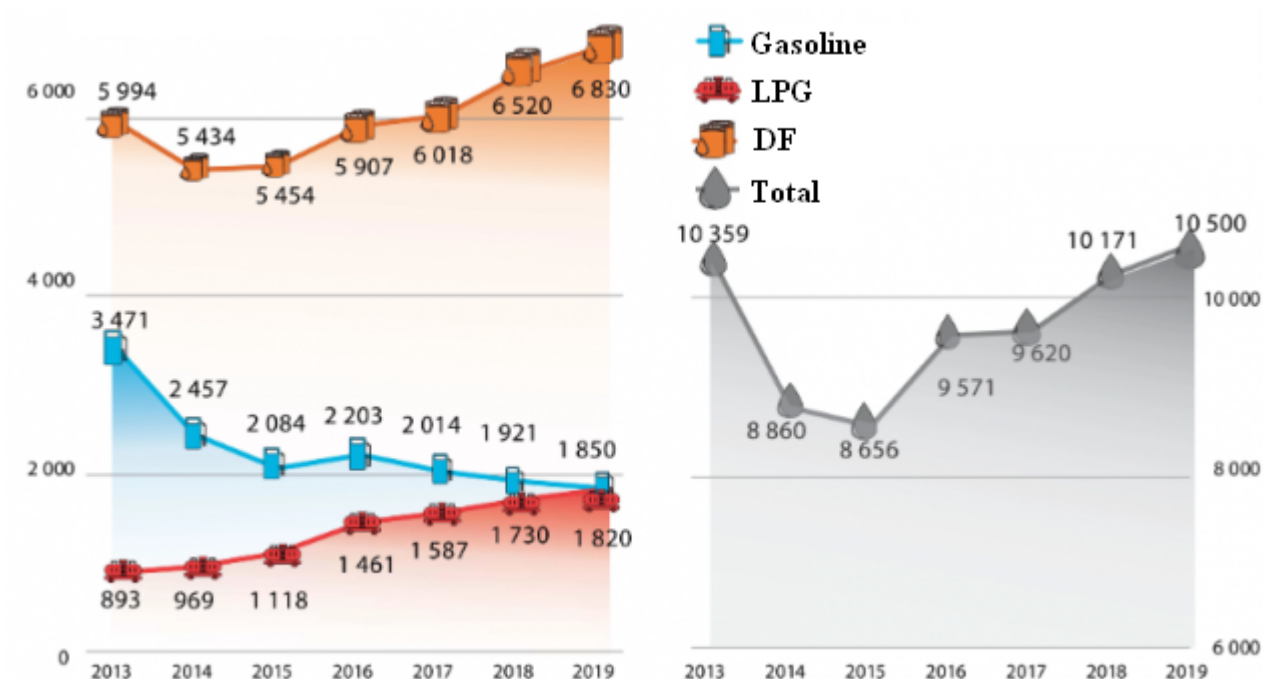


Fig. 3.2. Fuel consumption in Ukraine in 2013-2019 [86]

There is a need to analyze the state consumption of SOEs in Ukraine. For 8 months of 2019, the public sector purchased oil products for UAH 9.5 billion. 60% of this amount was shared by 12 companies (Fig. 3.3).

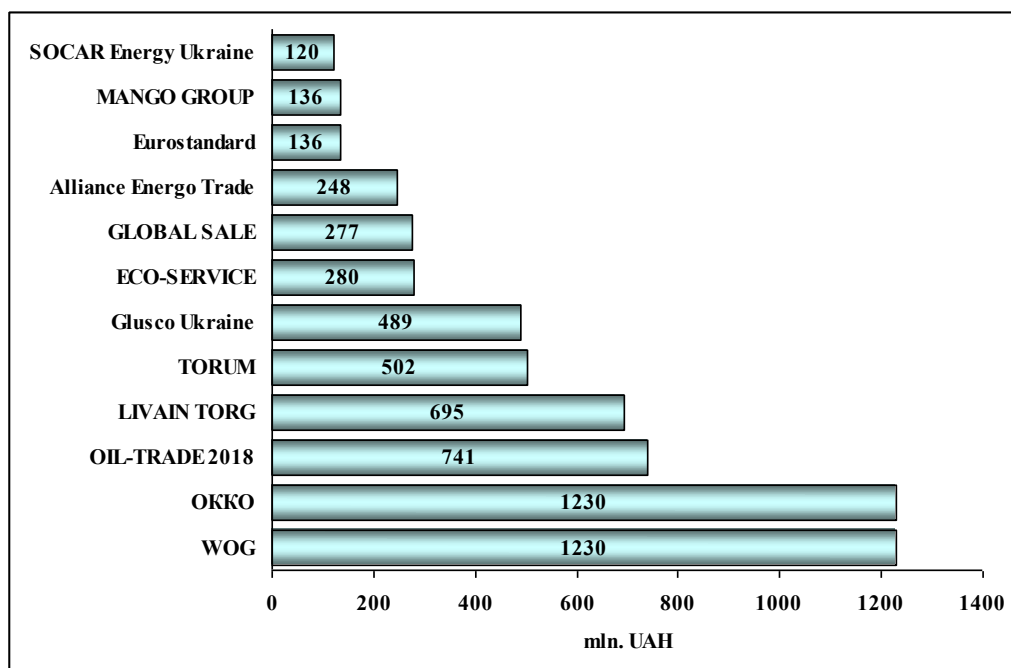


Fig. 3.3. Top suppliers of petroleum products in the public sector
Source: compiled by the author according to Martin Trade LLC [86]

State consumption of petroleum products accounts for about 15% of total consumption in Ukraine. The public sector is made up of dozens of large enterprises, services, law enforcement, defense, public transport and much more. The fiercest clashes between sellers of petroleum products take place at tenders of UZ and the Ministry of Defense [73].

Let's analyze the microenvironment for diesel fuel. In the structure of Ukrainian imports, the Russian product accounted for 50.4% of supply (as of the first half of 2019), the Belarusian - 37% (Fig. 3.4).

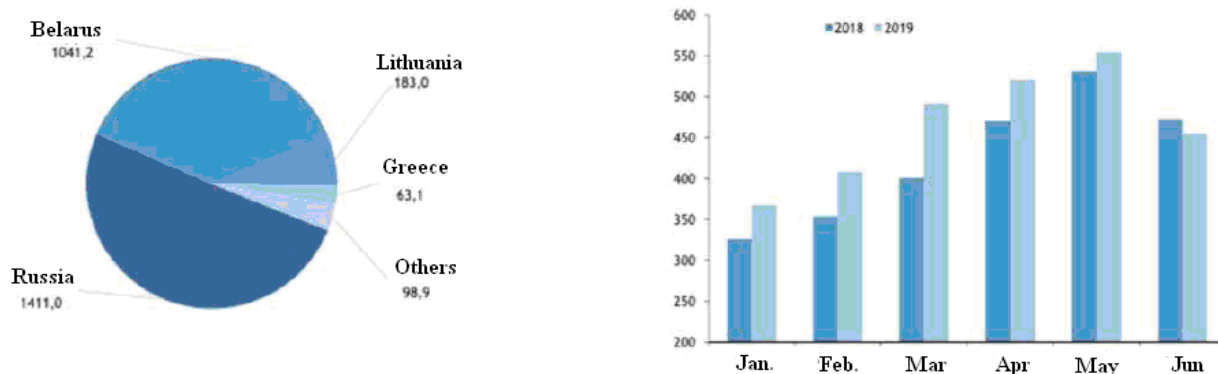


Fig. 3.4. Volumes of DF imports to the Ukrainian market (left) and deliveries of DF to the market of Ukraine in 2019 (right) [73]

There is a need to analyze the targeted area. According to the Unified State Register, 324 organizations have received licenses for storage, wholesale and retail trade in the regions where business is already conducted. In the regions that are potentially selected for development (Chernihiv, Kyiv, Cherkasy, Vinnytsia), there are 665 organizations. Organizations of oil traders – own vehicles and the constant availability of fuel at oil depots allows to quickly provide delivery to customers. Martin Trade LLC is included in the list of business entities that have licenses to supply electricity to consumers, which is posted on the official web portal of the National Commission [74].

Analysis of the competitive environment of Martin Trade LLC. Modern communication policy determines the dynamics of economic and social efficiency of

any enterprise, so it is important to determine the competitive environment of LLC "Martin Trade" and evaluate the advertising campaign of the enterprise.

LLC "Martin Trade" operates as a trading company in the market of wholesale and retail of high quality gasoline.

The key advantages of Martin Trade LLC on the market are as following:

- well-thought-out pricing policy;
- high quality fuel;
- availability of fuel delivery function;
- a wide range of promotions and special offers on fuel.

As of 2020, the company employed 14 people, and the company's financial statements are prepared in a simplified form, as Martin Trade LLC operates as a small company.

The company has more than 350 clients, in particular, in the following areas:

- agricultural enterprises;
- logistics companies;
- state-owned enterprises;
- gas station;
- industrial enterprises;
- representatives of other industries.

Considering the competitors of LLC "Martin Trade", they are as following:

- ZNGK;
- Energy Trade Alliance;
- Alliance Oil Trading;
- Fast Oil Trans.

Competition criteria:

1. The breadth of the range: DF, gasoline, aviation fuel, fuel oil, bitumen, LPG, gas, electricity.

2. Sales volumes: average per year.

3. Price: the price on the site.

4. Coverage area: all of Ukraine, Kyiv and region.

The map of competitors by product breadth and distribution channels and traffic of LLC "Martin Trade" is given in Fig. 3.5.

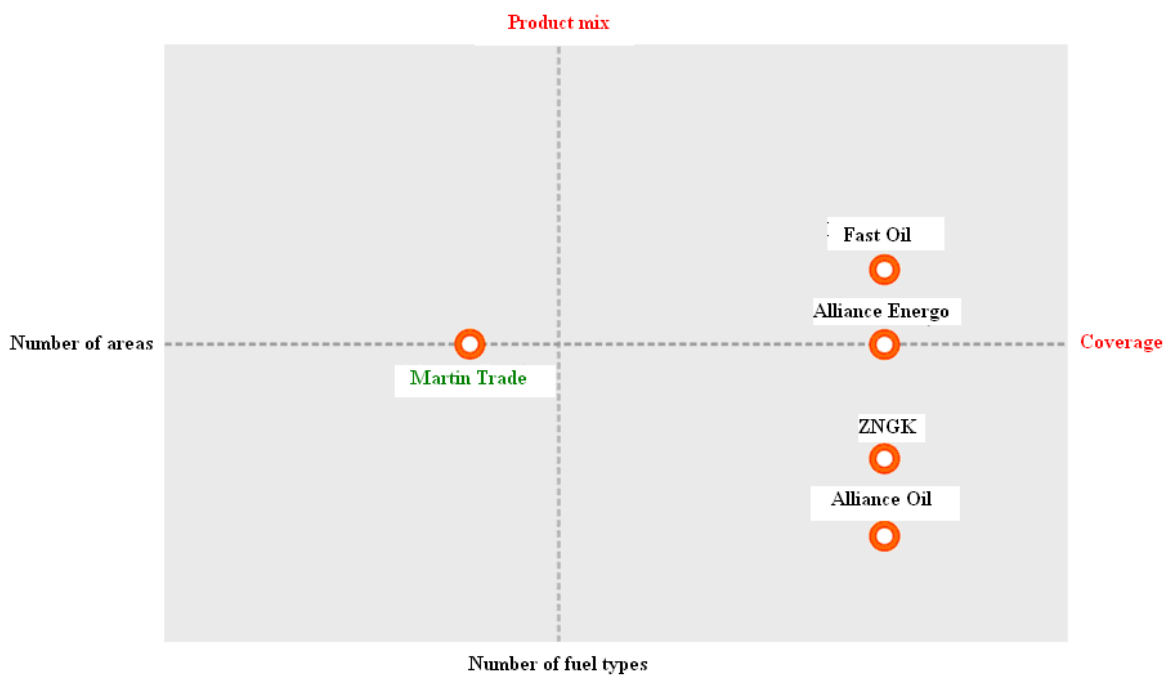


Fig. 3.5. Map of competitors of LLC "Martin Trade" and the breadth of the range

* Developed by the author



Fig. 3.6. Distribution channels and traffic of LLC "Martin Trade" comparing with competitors

* Developed by the author

The total market share of Martin Trade LLC is less than 1%, so the parent company cannot significantly influence the level of pricing and sales policy in the fuel market in Ukraine.

The competitive advantages of Martin Trade LLC on the market are:

- small size which allows to effectively manage the sales of LLC "Martin Trade";
- automated management and accounting system in LLC "Martin Trade";
- significant market experience and good reputation.

Thus, LLC "Martin Trade" have strategic potential for expansion on diesel fuel market in the B2B.

3.2. Recommendations for the improvement of marketing communications and the implementation of Internet marketing strategy of LLC “Martin Trade”

Due to the fact that the company operates in the B2B market, it is important for it to get a warm contact. Therefore, the most effective method is direct marketing. The following methods of direct marketing are used at the Martin Trade LLC enterprise:

- Personal sale. The most typical (and oldest) form of direct marketing is the offer to sell by phone. To identify potential customers, turn them into customers, build long-term relationships with them and develop business, most marketers of Martin Trade LLC, which operates at the enterprise level, mostly rely on professional sales staff. They may also hire representatives or sales agents to make direct sales. Martin Trade LLC also uses personal sales specialists to establish contact with end users.

- Catalog marketing. Catalog marketing involves the sale of goods through catalogs of commercial offers, which are sent to customers by e-mail.

In addition, many buyers like to receive commercial offers.

Marketing management of Martin Trade LLC is carried out by:

1) organization of marketing activities at the enterprise (marketing department);

2) development and implementation of a marketing program.

The organization of marketing at the enterprise "Martin Trade" is not a formal allocation of a special unit with the assignment of certain functions, which, as a rule, until recently were not performed at all, or were performed partially. First of all, it is a market reorientation in activity, transition from traditional orientation to requirements of production to orientation to requirements of the market.

Martin Trade LLC has already implemented the following online marketing methods:

- contextual advertising in Google AdWords;
- media targeted advertising on Facebook;
- mass email distribution;
- improved the website;
- telephony connected;
- implemented a CRM system (including for monitoring special customer dates for their greetings);
- promotional video about the company.

Evaluation of brand communications of the enterprise. The presence of a high level of competition in the market of Martin Trade LLC indicates the need to assess the dynamics and quality of the advertising campaign of the company.

To communicate with customers, Martin Trade LLC uses its own website <http://martinllc.com.ua/>, the advantages of which are multilingualism, convenient design and color content.

Assessment of the quality of the site of LLC "Martin Trade" [74] indicates the indexing of 128 pages of the site in the Google system, while as of April 2019 for the calendar month the site was visited by 911 users and had 3630 page views, indicating an average of 4 pages each user. At the same time, the website of Martin Trade LLC is adapted to the mobile version, which indicates the possibility of high-quality advertising for users from smartphones.

It should be noted that the website of Martin Trade LLC does not produce a significant amount of advertising and information material, in particular, congratulations to customers on the New Year (news from 29.12.2018 [18] and 30.12.2019 [19]), which indicates low media activity of Martin Trade LLC. An example of this appeal of LLC "Martin Trade" is illustrated in Fig. 3.7.



Fig. 3.7. Example of advertising appeal of LLC "Martin Trade" for 2019-2020 [18; 19]

Comparing the greeting cards for the New Year, which were sent to email addresses to all customers, it can be noted that the use of corporate colors has decreased, the design and font have changed for the better. However, this is still not enough for an active marketing position in the market among competitors.

Martin Trade LLC used the recommendations and introduced e-mail newsletters in the form of commercial offers once a week. Examples of these commercial proposals are illustrated in Fig. 3.8.

Thus, the evaluation of the advertising campaign of Martin Trade LLC indicates the need to optimize it through the use of more effective advertising channels and optimization of advertising appeals in the online space and revision of the structure of the advertising budget for the company. Therefore, the development of advertising technology with the help of Internet technologies within the design of the advertising campaign of Martin Trade LLC will be relevant.



Fig. 3.8. Examples of manuals for e-mails of Martin Trade LLC

Analyzed all aspects of the company's communication activities and the target audience of Martin Trade LLC, in order to actively promote the brand among the target audience using Internet technologies, the following methods of modernizing the company's activities should be implemented:

- add image promotion of Martin Trade LLC in the Internet space;
- activation in social networks, including Facebook and Instagram;
- expansion of methods of communication with clients, in particular to add live communication with the audience from the business owner and from the heads of departments;
- creation of promotional products for gifts to partners for the holidays;
- more active participation in the media, in thematic public and online publications;
- targeting (advertising) in social medias and Internet on the whole;
- develop personal branding of the business owner.

All methods for improvement and decision-making on the above positions were agreed and taken into account by the management of Martin Trade LLC.

Objectives of the proposed communication activities:

- Ensure staff awareness and understanding of standards of proper service.

- Informing customers about the right to quality service and what is expected of them.

- Provide customers with the opportunity to communicate their needs.

- Collect feedback regularly to maintain service standards.

- Ensure a stable flow of information for major partners.

- Regular coverage of the organization's achievements in the local media.

- Use of local media to capture the opinion of vulnerable groups about the availability of services.

- Increase economic efficiency indicators.

- Promote the business owner, create his personal brand and further promote the company.

The existing communication tools at Matrín Trade LLC are as follows:

- company website [74];

- social networks (Facebook and Instagram) [109; 116];

- email mailing Happy New Year greetings to partners;

- publications in thematic online publications;

- CRM system;

- BITRIX telephony;

- active email mailings to partners;

Communication tools recommended for the implementation of Internet marketing strategy of LLC “Martín Trade”:

- active activity in social networks;

- personal branding of the business owner;

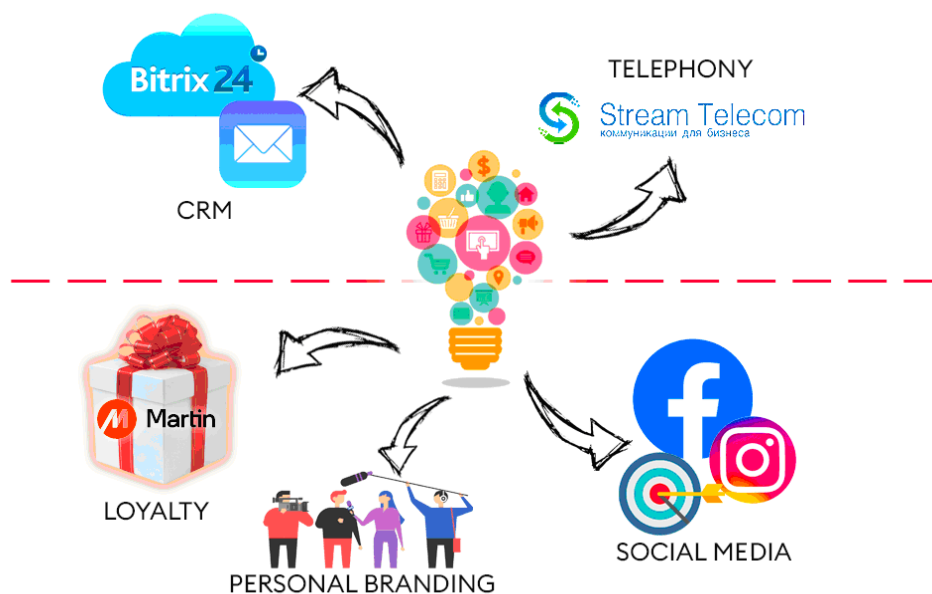
- image promotion on the Internet;

- gifts for holiday partners;

- interviews for thematic publications and online publics and channels.

In Fig. 3.9 existing and recommended marketing communications for LLC “Martín Trade” are presented.

Present marketing communications



Recommended marketing communications

Fig. 3.9. Existing and recommended marketing communications for LLC “Martin Trade” in the framework of Internet marketing strategy

Advertising and media activity of LLC "Martin Trade" from the company's website can be characterized by the following stylistic features and characteristics:

- conciseness of statements about the products and activities of Martin Trade LLC;
- style of advertising messages;
- well-chosen fonts (large font, good visualization of information);
- a wide range of site colors and individual advertising appeals.

Advertising in thematic publications will be a bit more complicated, as some publications have certain requirements for advertising publications.

Statistics on the promotion of B2B in social networks. To begin with, let's take a look at the current state of affairs and give some interesting figures from a study by CMO Survey in collaboration with the Fuqua School of Business at Duke University, USA: from 10 to 12% of the budget of large B2B companies goes to marketing, of which 8-10% - to work with social networks [121].

From 7.5 to 9% of sales come to B2B from the Internet. And every second of the companies involved in promotion in social networks evaluates the results of their presence there as “extremely positive”.

Moreover, according to research company Eloqua, for 82% of B2B brands, working on social networks is the main way to increase company awareness.

Thus, the annual forecast for an increase in budgets for maintaining corporate accounts of companies in the network by 20% at once does not look like a surprise.

Considering real audience and promotion at social media, it should be noted what goals the company can achieve on there. B2B audience:

- Decision makers (top managers of companies).
- Employees looking for potential partners and clients.
- Potential employees.

Objectives:

- Increase brand awareness.
- Gather a community of brand loyal users for re-sale or up-sale.
- Track and respond to mentions of a brand (service) on the network.
- Increase positive brand reviews.
- Increase traffic to the site from social networks.
- Lead generation or direct sales.

But why are social networks chosen to find these people and achieve these goals? High coverage of the target audience. Many social networks have audience reach several times higher than that of other popular communication channels. The minimum cost of messages. This allows to set any frequency of publication of publications, including one that will overcome the noise level of social networks. The ability to tell a story. A detailed description of a solution, product or service, broken down into separate parts or published in one message, can also increase the degree of trust or first introduce the audience to the brand.

Multimedia and a wide range of tools. In other words, there is a wide possibility of using various formats in the message: video, text, banner messages, interactive and others that can attract and retain the attention of the target audience of

the brand. After analyzing the audience of LLC “Martin Trade” and setting goals, one is faced with the most serious task, on the solution of which the further success of the entire campaign depends: the choice of a social network. At this stage, an error can lead to the fact that the brand does not achieve any of its goals and does not convey its message to its target audience. To prevent this from happening, it was proposed to consider the following factors step by step:

- Breakdown of the audience of the site by demographic, social and other characteristics.
- The popularity of the social network among representatives of the target audience of the project.
- The types of content preferred by the audience of the site and LLC “Martin Trade” business.
- Social network goals.
- Social network communication tone.
- Audience engagement rate.
- Availability of tools that are planned to use in the campaign of LLC “Martin Trade”.

Social media promotion has a number of advantages over classic marketing and other online promotion tools. Social media ads are interactive, fast-spreading, non-ad format, and can be easily targeted to the right audience. Contrary to myths about the high cost of promotion in social networks, SMM can be inexpensive and even free: competent organization of work in communities along with a clear definition of the target audience leads to a significant increase in sales.

However, there are several factors to consider for LLC “Martin Trade”:

- Traditional SMM, that is, maintaining a page and informing about company news in B2B does not work. By the way, almost any B2B company can be promoted on social networks, building a personal brand for the owner or business leader.
- Social media is ideal for attracting and retaining people.
- A B2B company can find its audience by creating a thematic community and feeding it with useful and relevant information.

- Creating an event on a social network is a good tool for any company, both B2B and B2C.

The next step in the formation of brand communications of LLC “Martin Trade” will be communication with existing and potential customers through the video format. Informing customers about the benefits, features and plans of the company. It was proposed to combine this point with the development of the personal brand of the business owner. Also, this method is ideal for enhancing promotion on social networks. After the proposed ideas for the development of LLC “Martin Trade” in the Internet space through video interviews, we received the consent and interest of the owner. And without wasting time, they immediately started recording video interviews.

Over the past two to three years, the personal branding has become very popular among entrepreneurs. Many business representatives began to blog, talk about the nuances of their business or details of their personal lives in social networks, express their opinions on certain issues in the media. And "faceless" business often began to lose out to companies whose first person became known to the general public. Most of the customers come to the company through personal communication and word of mouth. In order for the business to develop faster and more successfully, and the orders became more and more, there was not enough "catalyst" that would enhance the effect of personal communication, and also form the image of an expert and an entrepreneur immersed in his business even before actually meeting the owner of the company. A personal brand as a marketing tool can act as such a “catalyst”.

The main goal of creating a personal brand and its promotion is not fame. The main goal is money. And if company doesn't understand now how developing a personal brand will bring money, then it will be better to stop. Without a monetary goal, everything will quickly disappear. It will become a hobby being not regular, and most often it ends when difficulties arise. In the case of business, there are no gaps if “the purpose matters”. And to make it easier to decide how to monetize personal

brand, several solutions were given. And then among them the best of the best will be selected:

- Selling services or goods (classics of the genre).
- Monetizing dating (getting a percentage of transactions between people).
- Recommendations (get paid to recommend).

Recommendation for LLC “Martin Trade” where to start is think over the product line right now and one can even figure out how to sell them. But in any case, even without own products, through the personal brand one will keep such an asset inside yourself that in any crisis will help always to stay afloat.

A personal brand is something that does not lose value over time, it is not a hryvna exchange rate. If the company owner promotes and develops personal brand, it will last forever. Or to quote the classics: “First you work for a name. And then the name works for you.”

In addition to filming, promotion is also required. The target is responsible for this. It was proposed to target video posts to the target audience of LLC “Martin Trade” on the social network Facebook constantly. That is, by constantly targeting the company's posts, the company can reach more potentially interested customers and strengthen the image of the company. As the practice and analysis of colleagues shows, not only B2C business can have effective advertising on the Internet. Given the current situation in the country and the world, 90% of businesses have moved to the Internet, so B2B business advertising has a place to be digitalized. According to preliminary recommended estimates, the total budget for online advertising will be UAH 25,000 per month.

If we talk about advertising on Internet – it is called targeting. Here are few facts and secrets how to work with this tool for LLC “Martin Trade”. This industry is closely tied to personal contacts. They can be easily transferred to the Internet - webinars, online conferences give good results, which allow to collect a warm customer base, and then establish communication with them.

Another option is to attract users working in this area - lead magnets. This is the name of any form that collects contact information. But for someone to want to share personal information, you need to make an effort – to create useful content that will be of interest to users.

For a professional social circle, it is useful to create thematic advertising platforms where professionals can be attracted. This technique makes it possible to increase brand awareness and develop “Martin Trade” image to an expert level. Working in this direction allows to earn a name with a specialized audience, as well as earn a reputation as not one-day butterflies.

Research is a flawless technique among professionals. By showing them the nuances of the product, advantages, features of work and additional benefits, LLC “Martin Trade” can earn high reviews and win over potential customers.

The main difficulty with targeting is the separation of B2B and B2C traffic. There are several ways to solve it:

- Fine tune geotargeting. To do this, LLC “Martin Trade” needs to collect the addresses of companies that are definitely potential customers of the company, and set up retargeting based on their location.

- Look alike - the company can launch such targeting if it already has a developed base.

- Targeting by position - LLC “Martin Trade” should identify the category of people who are looking for a product and set up an advertising campaign for them.

- Event targeting is a way to attract potential customers through seminars, conferences, round tables, presentations, trainings. All is needed to do is find open groups with a list of members and parse the audience for advertising purposes.

The B2B market has a large list of goods and services that are not searched for on the Internet for various reasons. Advertising such products means attracting a non-target audience and wasting the budget and effectiveness of advertising. To find potential buyers, LLC “Martin Trade” should go the other way - use grocery content, personal communication.

The steps of such attraction for LLC “Martin Trade” are as follows:

- posting an interesting expert article on a social network – everybody can read it to the end only by receiving a text by e-mail;
- having received the client's address, the company warms it up using an interesting email newsletter;
- then the client receives a commercial offer and, with a high probability, performs the targeted action.

Along with this simple method, there are more complex ways to attract a B2B client. For example, the company can research the market to identify target audience. Then create a landing page with research content, the full version of which can be received by mail. The next step is deepening, organizing the webinar research. Users can be attracted through advertisements, emails, cold calls. The next step is to conduct business events on the topic. Then - the launch of a selling mailing list for a warm audience, collected at all stages.

As practice shows, advertising in the B2B field works if the company knows its principles and approaches it correctly. The stages and quality of work with audiences will differ significantly from B2C. A long transaction cycle, unformed demand for a product and its complexity – this leaves an imprint on the advertising campaign. Therefore, such campaigns require an individual approach – carefully test all methods and techniques regarding their effectiveness in the area. And the results will not be long in coming.

In order to make more efficient use of LLC “Martin Trade” funds and obtain maximum results on proposals for the formation of brand communications based on Internet technologies, a plan of the calendar schedule was developed, which is shown in Table 3.1.

Branded gifts to customers and advertising in thematic publications should be made in these months, because according to the information provided by the company, these months are good for sales of SOEs. According to the creation of content and targeting in the social networks – these items must be performed on an ongoing basis.

Table 3.1

Proposed schedule for the formation of brand communications of
LLC “Martin Trade”

Communication tool	Branded gifts for customers	Video interviews for social networks	Targeting on the Internet Advertising	Advertising in specialized publications
Month, 2021 year				
January	+	+	+	+
February		+	+	
March	+	+	+	+
April		+	+	
May		+	+	
June	+	+	+	+
July		+	+	
August	+	+	+	+
September	+	+	+	+
October	+	+	+	+
November		+	+	
December	+	+	+	+

* Developed by the author

Something unusual, and thanks to this, it is remembered and attracts attention. It can be placed anywhere in the office so that for a long time it falls into the field of vision of a specific person, a group of employees or visitors and clients of the company. Often (and better constantly) is used by the employee(s) of the company in their work or during breaks from work. It gives the client an opportunity to be proud of himself or "brag" of something to partners or clients (his achievements, personal qualities, company successes, just something interesting). Made with high quality and

does not break even with its daily use as intended. A gift that has fallen into disrepair in a couple of weeks will only harm –there will be a very harsh transfer of negative to the image of the company that made the gift.

So unique that the chances of another company donating something similar are very slim. If one finds some kind of overseas online store with "cool stuff", it is better not tell anyone about it. Ideally, it is created individually for any characteristic feature of the client. I.e., a similar gift to another company (or to another person in the company) will simply not be appropriate. In this case, the client will appreciate the attention to himself even more, compared to a relatively "standard" gift. It is clear that picking up or ordering such a gift will take a lot of time, therefore, it is worth puzzling to find such gifts only for especially valuable customers.

Gifts for partners on special holidays will improve customer loyalty, and the company will be remembered by partners, in case they need the product - they will know who to turn to. For example, the current attribute is a medical face mask. I propose to modernize it and add the logo of Martin Trade LLC - a wonderful, and most importantly - a necessary gift for top partners for the new year.

3.3. Evaluating economic feasibility of the proposals on the implementation of Internet marketing strategy of LLC “Martin Trade”

For LLC “Martin Trade” the offered Internet marketing strategy will provide the implementation of the main proposals:

- Targeting (advertising)/ image promotion of LLC “Martin Trade” in the Internet space;
- Activation in social networks, including Facebook and Instagram;
- Expansion of methods of communication with clients, live communication with the audience from the business owner and from the heads of departments;
- Creation of promotional gifts products to partners for the holidays;

- More active participation in the media, in thematic publics and online publications;

- Developing personal branding of the business owner.

Implementation of the offered measures within the offered Internet marketing strategy will bring LLC “Martin Trade” to a higher level of brand recognition. Through social networks and targeting the company will reach out higher amount of new potential customers. Throughout strong personal brand of CEO, LLC “Martin Trade” will build connection with audience. Social networking with audience will create loyalty to the company. Media will bring the company new clients and awareness of the company for new commers.

The costs of Martin Trade LLC for the implementation of the idea of a protective mask gift are as follows: the cost of one mask in a wholesale order is 5 UAH/piece. The number of masks as a gift to one client is 200 pcs. The total cost of a gift to one client is $5 * 200 = 1000$ UAH. The number of customers for whom the gift will be made is 30. The total budget of the company for gifts for the New Year for customers will be 30,000 UAH.

Below a one-month budgeting using all brand communications is presented (Table 3.3).

Table 3.3

Costs for the brand of communication means of LLC "Martin Trade"

№	Communication tool	Price/month, UAH
1.	Video interview	5 000
2.	Targeting in social networks	25 000
3.	Gifts for customers	30 000
4.	Advertising in thematic publications	5 000
Total:		65 000

To estimate approximate profitability let's assume that income of these communication means by several formulas:

1. Cost per lead. Assuming that targeting advertising brings 3 real leads per month.

$$\text{CPL} = \frac{\text{total ad spend}}{\text{total attributed leads}} = \frac{25\,000}{3} = 8\,333 \text{ UAH per lead}$$

Calculations shows the price for one real client, which is 8 333 UAH. Average amount earned from one client is 9 000 UAH per month. Let`s calculate additional profit for the company from targeting ad: $3 \cdot 9\,000 = 27\,000$ UAH. So, additional profit (economic effect) from the targeting ad will be $27\,000 - 25\,000 = 2\,000$ UAH per month, which is 24 000 UAH annually.

If there will be 5 leads = $5 \cdot 9\,000 = 45\,000$ UAH/month. So additional profit from the targeting ad will be $45\,000 - 25\,000 = 20\,000$ UAH per month, which is 240 000 UAH annually.

If we are talking about pessimistic scenario – it will be 1 lead per month. Let`s calculate additional profit for the company from targeting ad: $1 \cdot 9\,000 = 9\,000$ UAH. Thus, in this case there will be a loss from the targeting ad $9\,000 - 25\,000 = -16\,000$ UAH per month, which is -192 000 UAH annually.

So we can see the range of company`s profit from targeting ad on the diagram Fig. 3.10.

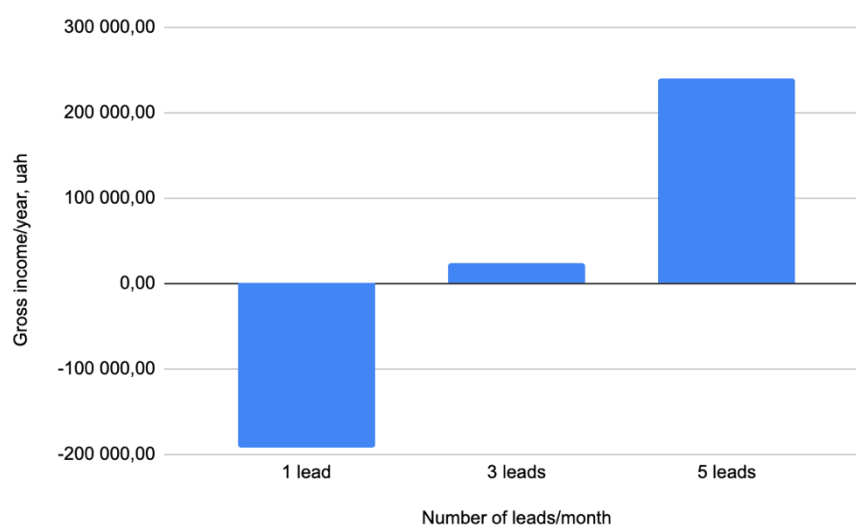


Fig. 3.10. Range of company`s profit from targeting ad

Results shows not that good result at 1 or 3 leads, but we need to remember that it works in complex.

For calculation return on marketing investments we need to know exact amount of money spend for it. It will be shown in Table 3.4.

Table 3.4

Annual budget for the brand of communication means of LLC "Martin Trade"

Communication tool	Branded gifts for customers	Video interviews for social networks	Targeting on the Internet Advertising	Advertising in specialized publications	Cost per month/UAH
Month, 2021 year					
January	+	+	+	+	65 000
February		+	+		30 000
March	+	+	+	+	65 000
April		+	+		30 000
May		+	+		30 000
June	+	+	+	+	65 000
July		+	+		30 000
August	+	+	+	+	65 000
September	+	+	+	+	65 000
October	+	+	+	+	65 000
November		+	+		30 000
December	+	+	+	+	65 000
Total expenses					605 000

2. Return on marketing investment of LLC "Martin Trade" (reflects the real marketing impact of the implemented measures on the consumer):

$$\text{ROMI (3 leads/mnth)} = \frac{\text{gross profit}}{\text{marketing investments}} = \frac{24\ 000}{605\ 000} = 0,04$$

$$\text{ROMI (5 leads/mnth)} = \frac{240\ 000}{605\ 000} = 0,4$$

All given proposals are important even if it'll not bring money. Targeting ad will bring clients only if the company will be popular at any case. Popularity can be achieved through social media and targeting. Social media can bring interested audience only if their pages will be fulfilled with useful and interesting information. This we can achieve through video-interviews, posting information about us on relevant websites, magazines and articles. That's why there is a need to implement all of these communications. But to get loyalty from our current partners LLC "Martin Trade" needs to present them some presents. So it means that all communication means the company has to implement. It can be not profitable only few months but after that it can bring more leads. All of these means are directed on image of the company, on the brand name and its popularity.

Of course the offered proposals can be not implemented due to second COVID wave of quarantine. Money for image budgeting could be returned in long term period. In lack of customers orders money are needed for surviving of the company, not for PRing itself.

When forming the budget it is necessary to take into account the cost of purchasing media, analyze GRP ratings (aggregate rating for all advertising media) and TRP (target rating only among the target audience), estimate the cost of production of advertising products (banner design, animation, special text formats, video printing, etc.), take into account the cost of agency fees, transport and logistics (especially for offline channels).

Next there is a need to choose one of the approaches to budgeting:

- Based on internal arbitration (resolution of discussion issues by expressing the personal opinion of the owner of the company).

- Residual method (variable budget, which is formed from the balance of budgets from other campaigns).
- Historical (a method formed in the company on the basis of traditional patterns of behavior in such situations).
- Percentage of expected sales/profit (used provided that the strategy of competitors has not changed, and sales can be predicted. The negative feature is that the sale of goods in this case is the cause, and promotion – the consequence).
- Depending on the goals and objectives.
- Based on parity with competitors (to maintain existing market share).
- Based on the profitability of costs (advertising in this case is an investment in the future, using calculations to determine the required sales to cover advertising costs).

Summarizing the above recommendations for the implementation of Internet marketing strategy of LLC “Martin Trade” and formation of its brand communications, it can be assumed that following all the activities aimed at developing communication and strengthening the company's brand – the company can achieve the desired result in 6 months.

CONCLUSIONS

In the thesis the theoretical and methodical principles and the content of Internet marketing development of the enterprise were highlighted, the influence of the Internet marketing on the transformation of the content of the marketing strategy of the enterprise, and the peculiarities of its formation, were determined.

The results of the research are characterized by scientific novelty, have theoretical, methodological and scientific-practical value and give grounds for the following conclusions.

It was concluded that the main sources of development of Internet marketing are internal contradictions, which are conditioned and localized by the processes of self-organization of the system; fluctuations in the environment due to various changes in the enterprise environment.

It was noted that the use of Internet marketing methods is aimed at saving money (salaries of sales staff and advertising), as well as to expand the activities of companies (the transition from the local market to the national and international market). At the same time, both large and small companies have a more balanced chance in the struggle for the market. Internet marketing gives a clear statistical picture of the effectiveness of a marketing campaign. The use of Internet marketing methods saves the company's staff, real-time marketing research in the field, and in many cases allows to go from local to national and international markets.

Based on the conclusions of the analysis, the company "Martin Trade" has earned a loyal attitude towards customers due to the compliance of the "price-quality" indicator and its improved characteristics compared to others.

It was defined that LLC "Martin Trade" functions as a trading company in the market of wholesale and retail sales of high quality gasoline. The company has positions in: agrarian enterprises; logistics companies; state-owned enterprises; gas stations; industrial enterprises; representatives of other industries.

Conducted financial analysis showed mostly positive trends. The financial and economic activity of the company is aimed at providing financial stability, a stable flow

of financial resources and their effective use, the achievement of rational relationship of own and borrowed funds. Amount of assets and liabilities of “Martin Trade” LLC during 2017-2019 shows, that investing and credit activities of the company are main sources of revenues. The enterprise actively expands credit activities, the liquidity and reliability, at the same time it cares for the clients. Liquidity and profitability of “Martin Trade” LLC during 2017-2019 shows that thanks to high liquidity in national currencies, crediting development continued in the company. It diversify base of clients in the corporate sector, agricultural sector and other B2B sector. Positive indicators in 2019 characterize increase in efficiency in use of company’s assets.

Thus, for the support of further development and increase of business activity effectiveness the measures on the development and implementation of Internet-marketing strategy should be realized: advertising measures for comprehensive improvement of Internet marketing of the company; measures to increase the sites ranking in search engines; a simulation model of the effectiveness of the proposed advertising company on the basis of forecasts.

The use of online marketing on an ongoing basis was offered, which will allow to implement the strategy of deep penetration into the market, and, therefore, will increase the value and value of the company as a whole.

During the economic calculation of the proposed decision on the use of the Internet marketing strategy, the economic value of this measure was identified. In the process of determining the economic effects earned and justified the feasibility of the application of the new strategy. Carrying out offered measures will ensure effective brand management and competitive development of “Martin Trade” in B2B, in particular in strengthening positions in diesel fuel sales.

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Financial report on 2015

J0901106

Додаток 1

до Положення (стандарту) бухгалтерського обліку 25 "Фінансовий звіт суб'єкта малого підприємства"

ФІНАНСОВИЙ ЗВІТ
суб'єкта малого підприємства

Підприємство **ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "МАРТИН ТРЕЙД"**
 Територія **Чернівецька**
 Організаційно-правова форма господарювання **Товариство з обмеженою відповідальністю**
 Вид економічної діяльності **Оптова торгівля твердим, рідким, газоподібним паливом і подібними продуктами**
 Середня кількість працівників **6**
 Одиниця виміру: тис. грн з одним десятковим знаком
 Адреса, телефон **59052 ЧЕРНІВЕЦЬКА ОБЛ. СТОРОЖИНЕЦЬКИЙ РАЙОН С. ВЕЛИКИЙ КУЧУРІВ ВУЛ. ГОЛОВНА БУД. 76 КОРП. М**

Дата (рік, місяць, число)
 за СДРПОУ
 за КОАТУУ
 за КОПФГ
 за КВЕД

КОДИ	
12.04.2016	
40042088	
7324582001	
240	
46.71	

0509060061

Баланс

на 31.12 2015 року

Форма № 1-м

Код за ДКУД

1801006

Актив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Незавершені капітальні інвестиції	1005	-	-
Основні засоби:	1010	-	46
первісна вартість	1011	-	52.2
знос	1012	(-)	(6.2)
Довгострокові біологічні активи:	1020	-	-
Довгострокові фінансові інвестиції:	1030	-	-
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	-	46
II. Оборотні активи			
Запаси	1100	-	48.6
у тому числі готова продукція	1103	-	47.8
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за товари, роботи, послуги:	1125	-	872.4
Дебіторська заборгованість за розрахунками з бюджетом	1135	-	19.9
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	-	30
Поточні фінансові інвестиції	1160	-	-
Грошові кошти та їх еквіваленти	1165	-	2264
Витрати майбутніх періодів	1170	-	-
Інші оборотні активи	1190	-	-
Усього за розділом II	1195	-	3234.9
III. Необоротні активи, утримувані для продажу, та групи вибуття			
Баланс	1300	-	3280.9
Пасив			
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	-	1
Додатковий капітал	1410	-	-
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	-	-87.5
Неоплачений капітал	1425	(-)	(1)
Усього за розділом I	1495	-	-87.5
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
III. Поточні зобов'язання			
Короткострокові кредити банків	1600	-	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	-	13.4
розрахунками з бюджетом	1620	-	-
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	-	-
розрахунками з оплати праці	1630	-	-
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	-	3355
Усього за розділом III	1695	-	3368.4
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття			
Баланс	1900	-	3280.9

Appendix A continuation

2. Звіт про фінансові результати
за _____ рік _____ 2015 р.

Форма № 2-м

Код за ДКУД _____ 1801007

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	2563.5	-
Інші операційні доходи	2120	-	-
Інші доходи	2240	17.7	-
Разом доходи (2000 + 2120 + 2240)	2280	2581.2	-
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(2547.9)	(-)
Інші операційні витрати	2180	(120.8)	(-)
Інші витрати	2270	(-)	(-)
Разом витрати (2050 + 2180 + 2270)	2285	(2668.7)	(-)
Фінансовий результат до оподаткування (2268 - 2285)	2290	-87.5	-
Податок на прибуток	2300	(-)	(-)
Чистий прибуток (збиток) (2290 - 2300)	2350	-87.5	-

Керівник

_____ (підпис)

МУДРЕЙ ПЕТРО ПЕТРОВИЧ

_____ (ініціали та прізвище)

Головний бухгалтер

_____ (підпис)

ПОГОРЕЛОВА ЛАРИСА

МИКОЛАЇВНА

_____ (ініціали та прізвище)

М.П.



Financial report on 2016

Додаток 1
до Положення (стандарту) бухгалтерського обліку 25
"Фінансовий звіт суб'єкта малого підприємництва"

ФІНАНСОВИЙ ЗВІТ
суб'єкта малого підприємництва

Підприємство	Дата (рік, місяць, число)		КОДИ		
ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "МАРТІН ТРЕЙД"	за СДРПОУ		2017	1	1
Територія ЧЕРНІВЕЦЬКА	за КОАТУУ		7324582001		
Організаційно-правова форма господарювання Товариство з обмеженою відповідальністю	за КОПФГ		240		
Вид економічної діяльності Оптова торгівля твердим, рідким, газоподібним паливом і подібними продуктами	за КОДУ				
Середня кількість працівників, осіб 10	за КВЕД		46.71		
Одиниця виміру: тис. грн з одним десятковим знаком					
Адреса, телефон вулиця ГОЛОВНА, буд. 76, корпус М, с. ВЕЛИКИЙ КУЧУРІВ, СТОРОЖИНЕЦЬКИЙ РАЙОН, ЧЕРНІВЕЦЬКА обл., 59052	0730458502				

1.Баланс на **31.12.2016** р.

Актив	Код рядка	На початок звітного року	На кінець звітного періоду	Форма № 1-м	Код за ДКУД	1801006
				1	2	3
I.Необоротні активи						
Незавершені капітальні інвестиції	1005					
Основні засоби	1010	46	210.9			
первісна вартість	1011	52.2	279			
знос	1012	(6.2)	(68.1)			
Довгострокові біологічні активи	1020					
Довгострокові фінансові інвестиції	1030					
Інші необоротні активи	1090					
Усього за розділом I	1095	46	210.9			
II. Оборотні активи						
Запаси	1100	48.6	2850.4			
у тому числі готова продукція	1103	47.8	2846.5			
Поточні біологічні активи	1110					
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	872.4	4605.5			
Дебіторська заборгованість за розрахунками з бюджетом	1135	19.9	363.7			
у тому числі з податку на прибуток	1136					
Інша поточна дебіторська заборгованість	1155	30	3983			
Поточні фінансові інвестиції	1160					
Гроші та їх еквіваленти	1165	2264	690.8			
Витрати майбутніх періодів	1170					
Інші оборотні активи	1190		96.1			
Усього за розділом II	1195	3234.9	12589.5			
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200					
Баланс	1300	3280.9	12800.4			

Appendix B continuation

Пасив	Код рядка	На початок звітнього року	На кінець звітнього періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	1	1
Додатковий капітал	1410		
Резервний капітал	1415		
Нерозподілений прибуток (непокритий збиток)	1420	-87.5	1105
Неоплачений капітал	1425	(1)	()
Усього за розділом I	1495	-87.5	1106
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
III. Поточні зобов'язання			
Короткострокові кредити банків	1600		1823.5
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610		
товари, роботи, послуги	1615	13.4	903.6
розрахунками з бюджетом	1620		242.6
у тому числі з податку на прибуток	1621		242.6
розрахунками зі страхування	1625		
розрахунками з оплати праці	1630		
Доходи майбутніх періодів	1665		
Інші поточні зобов'язання	1690	3355	8708.3
Усього за розділом III	1695	3368.4	11678
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття	1700		
Баланс	1900	3280.9	12800.4

2. Звіт про фінансові результати за Рік 2016

Стаття	Код рядка	Форма № 2-м Код за ДКУД 1801007	
		За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	219169.4	2563.5
Інші операційні доходи	2120	9	
Інші доходи	2240	402.4	17.7
Разом доходи (2000 + 2120 + 2240)	2280	219580.8	2581.2
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(213409.4)	(2547.9)
Інші операційні витрати	2180	(4259.4)	(120.8)
Інші витрати	2270	(476.9)	()
Разом витрати (2050 + 2180 + 2270)	2285	(218145.7)	(2668.7)
Фінансовий результат до оподаткування (2280 – 2285)	2290	1435.1	-87.5
Податок на прибуток	2300	(242.6)	()
Чистий прибуток (збиток) (2290 – 2300)	2350	1192.5	-87.5

Керівник

_____ (підпис)

Мудрей Петро Петрович

_____ (ініціали, прізвище)

Головний бухгалтер

_____ (підпис)

Погорелова Лариса Миколаївна

_____ (ініціали, прізвище)

Financial report on 2017

Додаток 1
до положення (стандарту) бухгалтерського обліку 25
"Фінансовий звіт суб'єкта малого підприємства"

ФІНАНСОВИЙ ЗВІТ
суб'єкта малого підприємства

ДОКУМЕНТ ПРИЙНЯТО

Підприємство	ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "МАРТІН ТРЕЙД"	Дата(рік,місяць,число)	2018	01	01
Територія	ЧЕРНІВЕЦЬКА	за ЄДРПОУ	40042088		
Організаційно-правова форма господарювання	Товариство з обмеженою відповідальністю	за КОАТУУ	7324582001		
Вид економічної діяльності	Оптова торгівля твердим, рідким, газоподібним паливом і подібними продуктами	за КОПФГ	240		
Середня кількість працівників, осіб	10	за КВЕД	46.71		
Одиниця виміру:	тис. грн. з одним десятковим знаком				
Адреса, телефон	вулиця ГОЛОВНА, буд. 76, корпус М, с. ВЕЛИКИЙ КУЧУРІВ, СТОРОЖИНЕЦЬКИЙ РАЙОН, ЧЕРНІВЕЦЬКА обл., 59052		0442322681		

1.Баланс на 31 грудня 2017 р.

Актив	Код рядка	Форма № 1-м Код за ДКУД 1801006	
		На початок звітнього року	На кінець звітнього періоду
1	2	3	4
I. Необоротні активи			
Незавершені капітальні інвестиції	1005	-	2 107,9
Основні засоби	1010	210,9	159,9
первісна вартість	1011	279,0	351,9
знос	1012	(68,1)	(192,0)
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції	1030	-	-
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	210,9	2 267,8
II. Оборотні активи			
Запаси	1100	2 850,4	11 171,8
у тому числі готова продукція	1103	2 846,5	11 167,8
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	4 605,5	7 515,1
Дебіторська заборгованість за розрахунками з бюджетом	1135	363,7	650,5
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	3 983,0	5 322,7
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	690,8	6 323,1
Витрати майбутніх періодів	1170	-	-
Інші оборотні активи	1190	96,1	1 008,5
Усього за розділом II	1195	12 589,5	31 991,7
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	12 800,4	34 259,5

Appendix C continuation

Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	1,0	1,0
Додатковий капітал	1410	-	-
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	1 105,0	6 429,4
Неоплачений капітал	1425	(-)	(-)
Усього за розділом I	1495	1 106,0	6 430,4
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
III. Поточні зобов'язання			
Короткострокові кредити банків	1600	1 823,5	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	903,6	7 860,9
розрахунками з бюджетом	1620	242,6	849,4
у тому числі з податку на прибуток	1621	242,6	846,9
розрахунками зі страхування	1625	-	2,4
розрахунками з оплати праці	1630	-	10,6
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	8 708,3	19 090,4
Усього за розділом III	1695	11 678,0	27 813,7
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття			
1700	-	-	-
Баланс	1900	12 800,4	34 259,5

2. Звіт про фінансові результати за Рік 2017

Стаття	Код рядка	Форма № 2-м Код за ДКУД 1801007	
		За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	352 843,4	219 169,4
Інші операційні доходи	2120	30,1	9,0
Інші доходи	2240	49,0	402,4
Разом доходи (2000 + 2120 + 2240)	2280	352 922,5	219 580,8
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(340 802,5)	(213 409,4)
Інші операційні витрати	2180	(5 350,2)	(4 259,4)
Інші витрати	2270	(276,6)	(476,9)
Разом витрати (2050 + 2180 + 2270)	2285	(346 429,3)	(218 145,7)
Фінансовий результат до оподаткування (2280 – 2285)	2290	6 493,2	1 435,1
Податок на прибуток	2300	(1 168,8)	(242,6)
Чистий прибуток (збиток) (2290 – 2300)	2350	5 324,4	1 192,5

Керівник

Головний бухгалтер



Мудрей Петро Петрович
(ініціали, прізвище)

Свердлікова Яніна Вікторівна
(ініціали, прізвище)

Квитанція № 2

ЄДРПОУ	40042088
ПІДПРИЄМСТВО	ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "МАРТИН ТРЕЙД"
ЗВІТ	1-м, 2-м. Фінансовий звіт суб'єкта малого підприємництва
ПЕРІОД	Рік, 2017 р.
РІК	2017
ЕТАП ОБРОБКИ	Звіт доставлено до Центру обробки електронних звітів Держстату України
ДАТА ПРИЙОМУ	28.02.2018
ЧАС ПРИЙОМУ	17:34:45
ПІДРОЗДІЛ-ОДЕРЖУВАЧ	73245
РЕЄСТРАЦІЙНИЙ НОМЕР	9003813081
НАЗВА ФАЙЛУ	732450040042088S011001110000015122017.XML
РЕЗУЛЬТАТ ОБРОБКИ	Звіт відповідає формату, визначеному Держстатом України. Електронні цифрові підписи перевірено. Звіт прийнято для подальшої обробки. У випадку виявлення помилок при здійсненні обробки даних звіту в органах державної статистики та(або) необхідності надання уточнень Вам буде повідомлено додатково.
ВІДПРАВНИК	Центр обробки електронних звітів Держстату України

40042088

458999249

Financial report on 2018

Додаток 1
до положення (стандарту) бухгалтерського обліку 25
"Фінансовий звіт суб'єкта малого підприємства"

ФІНАНСОВИЙ ЗВІТ
суб'єкта малого підприємства

ДОКУМЕНТ ПРИЙНЯТО

Підприємство	Дата(рік,місяць,число)	Коди
ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "МАРТИН ТРЕЙД"	за ЄДРПОУ	2019 01 01
Територія ЧЕРНІВЕЦЬКА	за КОАТУУ	40042088
Організаційно-правова форма господарювання Товариство з обмеженою відповідальністю	за КОПФГ	7324582001
Вид економічної діяльності Оптова торгівля твердим, рідким, газоподібним паливом і подібними продуктами	за КВЕД	240
Середня кількість працівників, осіб 14		46.71
Одиниця виміру: тис. грн. з одним десятковим знаком		
Адреса, телефон вулиця ГОЛОВНА, буд. 76, корпус М, с. ВЕЛИКИЙ КУЧУРІВ, СТОРОЖИНЕЦЬКИЙ РАЙОН, ЧЕРНІВЕЦЬКА обл., 59052		0442322681

1.Баланс на 31 грудня 2018 р.

Актив	Форма № 1-м Код за ДКУД		1801006
	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Незавершені капітальні інвестиції	1005	2 107,9	63,5
Основні засоби	1010	159,9	4 896,3
первісна вартість	1011	351,9	6 036,3
знос	1012	(192,0)	(1 140,0)
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції	1030	-	1,6
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	2 267,8	4 961,4
II. Оборотні активи			
Запаси	1100	11 171,8	7 844,5
у тому числі готова продукція	1103	11 167,8	7 827,4
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	7 515,1	16 122,1
Дебіторська заборгованість за розрахунками з бюджетом	1135	650,5	-
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	5 322,7	32 551,7
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	6 323,1	8,4
Витрати майбутніх періодів	1170	-	12,5
Інші оборотні активи	1190	1 008,5	1 355,3
Усього за розділом II	1195	31 991,7	57 894,5
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	34 259,5	62 855,9



Appendix D continuation

Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	1,0	400,0
Додатковий капітал	1410	-	-
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	6 429,4	9 394,6
Неоплачений капітал	1425	(-)	(399,0)
Усього за розділом I	1495	6 430,4	9 395,6
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
1595	1595	15,4	23,1
III. Поточні зобов'язання			
Короткострокові кредити банків	1600	-	21 377,1
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	7 860,9	1 545,0
розрахунками з бюджетом	1620	849,4	1 151,2
у тому числі з податку на прибуток	1621	846,9	771,9
розрахунками зі страхування	1625	2,4	-
розрахунками з оплати праці	1630	10,6	-
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	19 090,4	29 363,9
Усього за розділом III	1695	27 813,7	53 437,2
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття			
1700	1700	-	-
Баланс	1900	34 259,5	62 855,9

2. Звіт про фінансові результати за Рік 2018

Стаття	Код рядка	Форма № 2-м Код за ДКУД 1801007	
		За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	646 151,9	352 843,4
Інші операційні доходи	2120	340,5	30,1
Інші доходи	2240	17,6	49,0
Разом доходи (2000 + 2120 + 2240)	2280	646 510,0	352 922,5
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(621 823,2)	(340 802,5)
Інші операційні витрати	2180	(15 661,5)	(5 350,2)
Інші витрати	2270	(2 205,7)	(276,6)
Разом витрати (2050 + 2180 + 2270)	2285	(639 690,4)	(346 429,3)
Фінансовий результат до оподаткування (2280 – 2285)	2290	6 819,6	6 493,2
Податок на прибуток	2300	(1 227,5)	(1 168,8)
Чистий прибуток (збиток) (2290 – 2300)	2350	5 592,1	5 324,4

Керівник

Головний бухгалтер



(підпис)

(підпис)

EP Мудрей П.П.

EP Волик Юлія Сергіївна

Мудрей Петро Петрович

(ініціали, прізвище)

Волик Юлія Сергіївна

(ініціали, прізвище)

Квитанція № 2

ЄДРПОУ	40042088
ПІДПРИЄМСТВО	ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "МАРТИН ТРЕЙД"
ЗВІТ	1-м, 2-м. Фінансовий звіт суб'єкта малого підприємництва
ПЕРІОД	Рік, 2018 р.
РІК	2018
ЕТАП ОБРОБКИ	Звіт доставлено до Центру обробки електронних звітів Держстату України
ДАТА ПРИЙОМУ	28.02.2019
ЧАС ПРИЙОМУ	13:33:09
ПІДРОЗДІЛ-ОДЕРЖУВАЧ	73245
РЕЄСТРАЦІЙНИЙ НОМЕР	9004475408
НАЗВА ФАЙЛУ	732450040042088S011001110000095122018.XML
РЕЗУЛЬТАТ ОБРОБКИ	Звіт відповідає формату, визначеному Держстатом України. Електронні цифрові підписи перевірено. Звіт прийнято для подальшої обробки. У випадку виявлення помилок при здійсненні обробки даних звіту в органах державної статистики та (або) необхідності надання уточнень Вам буде повідомлено додатково.
ВІДПРАВНИК	Центр обробки електронних звітів Держстату України

40042088

1609578119

Financial report on 2019

Додаток 1
до Національного положення (стандарту)
бухгалтерського обліку 25 "Спрощена фінансова
звітність"
(пункт 5 розділу I)

ДОКУМЕНТ ПРИЙНЯТО

Фінансова звітність малого підприємства

Підприємство	Дата (рік, місяць, число)	Коди		
		2020	01	01
ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "МАРТІН ТРЕЙД"	за ЄДРПОУ	40042088		
Територія <u>ЧЕРНІВЕЦЬКА</u>	за КОАТУУ	7324582001		
Організаційно-правова форма господарювання <u>ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ</u>	за КОПФГ	240		
Вид економічної діяльності <u>Оптова торгівля твердим, рідким, газоподібним паливом і подібними продуктами</u>	за КВЕД	46.71		
Середня кількість працівників, осіб <u>16</u>				
Одиниця виміру: <u>тис. грн. з одним десятковим знаком</u>				
Адреса, телефон <u>вулиця ГОЛОВНА, буд. 76, корпус М, с. ВЕЛИКИЙ КУЧУРИВ, СТОРОЖИНЕЦЬКИЙ РАЙОН, ЧЕРНІВЕЦЬКА обл., 59052</u>		0442322681		

1.Баланс на 31 грудня 2019 р.

Актив	Код рядка	На початок звітного року	На кінець звітного періоду	Форма № 1-м	Код за ДКУД	1801006
				1	2	3
I. Необоротні активи						
Нематеріальні активи	1000	-	-			
первісна вартість	1001	-	-			
накопичена амортизація	1002	(-)	(-)			
Незавершені капітальні інвестиції	1005	63,5	63,5			
Основні засоби :	1010	4 896,3	5 178,2			
первісна вартість	1011	6 036,3	7 785,6			
знос	1012	(1 140,0)	(2 607,4)			
Довгострокові біологічні активи	1020	-	-			
Довгострокові фінансові інвестиції	1030	1,6	1,6			
Інші необоротні активи	1090	-	-			
Усього за розділом I	1095	4 961,4	5 243,3			
II. Оборотні активи						
Запаси :	1100	7 844,5	41 010,6			
у тому числі готова продукція	1103	7 827,4	41 004,2			
Поточні біологічні активи	1110	-	-			
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	16 122,1	22 172,5			
Дебіторська заборгованість за розрахунками з бюджетом	1135	-	228,0			
у тому числі з податку на прибуток	1136	-	-			
Інша поточна дебіторська заборгованість	1155	32 551,7	22 446,8			
Поточні фінансові інвестиції	1160	-	-			
Гроші та їх еквіваленти	1165	8,4	3 350,8			
Витрати майбутніх періодів	1170	12,5	74,1			
Інші оборотні активи	1190	1 355,3	1 054,8			
Усього за розділом II	1195	57 894,5	90 337,6			
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-			
Баланс	1300	62 855,9	95 580,9			

Appendix E continuation

Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	400,0	400,0
Додатковий капітал	1410	-	-
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	9 394,6	23 150,4
Неоплачений капітал	1425	(399,0)	(-)
Усього за розділом I	1495	9 395,6	23 550,4
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
III. Поточні зобов'язання			
Короткострокові кредити банків	1600	21 377,1	25 489,8
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	1 545,0	12 598,2
розрахунками з бюджетом	1620	1 151,2	1 026,6
у тому числі з податку на прибуток	1621	771,9	1 026,6
розрахунками зі страхування	1625	-	-
розрахунками з оплати праці	1630	-	-3,3
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	29 363,9	32 911,8
Усього за розділом III	1695	53 437,2	72 023,1
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття	1700	-	-
Баланс	1900	62 855,9	95 580,9

2. Звіт про фінансові результати за _____ Рік 2019 _____ р.

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	861 101,5	646 151,9
Інші операційні доходи	2120	10 847,6	340,5
Інші доходи	2240	122,7	17,6
Разом доходи (2000 + 2120 + 2240)	2280	872 071,8	646 510,0
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(813 134,9)	(621 823,2)
Інші операційні витрати	2180	(37 722,3)	(15 661,5)
Інші витрати	2270	(2 507,5)	(2 205,7)
Разом витрати (2050 + 2180 + 2270)	2285	(853 364,7)	(639 690,4)
Фінансовий результат до оподаткування (2280 – 2285)	2290	18 707,1	6 819,6
Податок на прибуток	2300	(3 367,3)	(1 227,5)
Чистий прибуток (збиток) (2290 – 2300)	2350	15 339,8	5 592,1

Форма № 2-м Код за ДКУД 1801007

Керівник _____

Головний бухгалтер _____



(підпис)

(підпис)

ЕП Мудреї
Петро Петрович
ЕП ВОЛИК ЮЛІА
СЕРГІЙВНА

Мудрей Петро Петрович
(ініціали, прізвище)

Волик Юлія Сергіївна
(ініціали, прізвище)