

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
MARKETING DEPARTMENT

ADMIT TO PROTECTION
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«_____» _____ 2023

QUALIFICATION PAPER

(EXPLANATORY NOTE)

OF BACHELOR ACADEMIC DEGREE SEEKER
SPECIALTY 075 «MARKETING»
EDUCATIONAL AND PROFESSIONAL PROGRAM «MARKETING»

Topic: «Features of «Roshen» corporation international marketing»

Executant: Kuznetsova Polina Serhiivna

Supervisor: PhD in Economics, Associate Professor Mykhalchenko Inna Gryrorivna

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KYIV 2023

NATIONAL AVIATION UNIVERSITY

Faculty of economics and business administration

Marketing Department

Specialty: 075 «Marketing»

Educational and professional program «Marketing»

APPROVED

Head of the Graduate Department

_____ Tetiana KNIAZIEVA
«_____» _____ 2023

TASK

for Qualification Paper implementation

Kuznetsova Polina Serhiivna

(full name. of the seeker)

1. Topic of the Qualification Paper: «Features of «Roshen» corporation international marketing» approved by decree of the Rector from 30.03.2023 №433/st
2. Term of the Qualification Paper performance: from 22.05.2023 to 25.06.2023
3. Initial data of the Qualification Paper: statistical data, normative-legal base, electronic information sources, materials of periodicals
4. Content of the explanatory note: introduction; theoretical aspects of international marketing; practical aspects of «Roshen» international marketing; conclusions
5. List of required illustrative material: chronology of the essence development of international marketing; characterization of enterprise forms to entry the foreign markets; SWOT analysis of entering the international market; the structure of «Roshen» product sales; "Roshen" product type for 2018-2022; dynamics of production indicators and sales of "Roshen" for 2018-2022; confectionery companies; confectionery market structure by type; the structure of the chocolate market of Ukraine; dynamics of export and import of confectionery products in Ukraine for the period 2011-2022; the structure of confectionery exporters by sales revenue; main international marketing instruments of «Roshen»; analysis of the use of various advertising means by "Roshen"; indicators of the use of advertising means by «Roshen».

6. Calendar schedule

№	Task	Deadline	Signature of the Supervisor
1.	Issuance of the task	22.05.2023	
2.	Collection and processing of statistical information	23.05.2023- 24.05.2023	
3.	Study of the problem state, elaboration of sources	25.05.2023- 26.05.2023	
4.	Writing the theoretical part	27.05.2023- 29.05.2023	
5.	Writing an analytical part	30.05.2023- 02.06.2023	
6.	Writing an introduction and conclusions	03.06.2023- 04.06.2023	
7.	Making an explanatory note, visual and graphic material, preparation of a report	05.06.2023	
8.	Checking for plagiarism	06.06.2023- 07.06.2023	
9.	Passing normcontrol	08.06.2023- 11.06.2023	
10.	Predefence, registration of documents for defense, peer review, submission of Qualification Paper to the Department	12.06.2023- 14.06.2023	

7. Date of the task issue: 22.05.2023

Supervisor of Qualification Paper _____ Inna MYKHALCHENKO
(supervisor signature) (name)

Task accepted for performance _____ Polina KUZNETSOVA
(seeker signature) (name)

ANNOTATION

Explanatory note to the Qualification Paper «Features of «Roshen» corporation international marketing» 75 pages, 8 figures, 10 tables, 37 literary sources.

INTERNATIONAL MARKETING, MARKETING ACTIVITY, FOREIGN MARKET, MARKETING ENVIRONMENT, CONFECTIONERY MARKET

The object of study is international marketing activity «Roshen» corporation and the subject is the factors and instruments of «Roshen» corporation international marketing.

The purpose of the Qualification Paper is research of features and peculiarities of «Roshen» corporation international marketing.

Research methods: abstract-logical and system-structural analysis, inductive and deductive methods of data summarization, quantitative and qualitative analysis, economic-statistical, comparative analysis, graphic and others.

The methodological basis of the study: reviews of «Roshen» corporation, reports and statistical data, data from scientific periodicals, scientific resources of the Internet.

The scientific novelty of the obtained results: summarized theoretical foundations of international marketing aspects of «Roshen» corporation.

Recommendations for using: can be used during training sessions, in the process of scientific developments, in the direct activity of «Roshen» corporation.

CONTENT

INTRODUCTION	6
PART 1. THEORETICAL ASPECTS OF INTERNATIONAL MARKETING.....	8
1.1. Essence and specific of international marketing.....	8
1.2. Environment of international marketing.....	18
1.3. Peculiarities of the enterprise entering the foreign market	27
Conclusions to the first part	34
PART 2. PRACTICAL ASPECTS OF “ROSHEN” INTERNATIONAL MARKETING.....	36
2.1. General characteristics of “Roshen” activity	36
2.2. Analysis of “Roshen” marketing environment.....	47
2.3. Specific of “Roshen” international marketing activity	57
2.4. Recommendations for improving “Roshen” international marketing activities	63
Conclusions to the second part	68
CONCLUSIONS	70
REFERENCES	72

INTRODUCTION

In today's world, international marketing is necessary prerequisite for the company's success in the foreign market, as it orients the entrepreneur to the needs, requirements and development trends of the target markets, allows to correctly direct the company's activities, contributes to the strengthening of the firm's competitive position and creates the basis for an effective foreign economic policy. In addition, the need to use the tools of international marketing is growing with the spread of globalization processes and the intensification of competition, which introduces its own rules of the game on the world market of food services, forcing food enterprises to respond more quickly to unexpected changes in the market environment and adapt to them.

Therefore, determining the essence and features of the use of international marketing in food business firms is a relevant topic of research. International marketing is a firm's marketing activity outside national borders, that is, activity to meet the needs of foreign markets, which are formed under the influence of the external environment specific to the enterprise. The object of international marketing is foreign markets, in general - the global market. The subject of international marketing is the ratio of supply and demand in foreign markets, their conjuncture, differences in methods and means of formation, satisfaction of demand in foreign markets.

In this context, the company solves the task of determining the goals, ways and opportunities of exit, consolidation and development of its activities not only on the domestic, but also on the world market. The object of study is features of "Roshen" corporation, and the subject – international marketing activity of "Roshen" corporation.

The object of study is international marketing activity «Roshen» corporation and the subject is the factors and instruments of «Roshen» corporation international marketing.

The purpose of the Qualification Paper is research of features and peculiarities of «Roshen» corporation international marketing. To achieve this goal, the number of tasks were formed and solved:

- characteristic of approaches to determining the essence and specific of international marketing;
- researching environment of international marketing;
- describing peculiarities of the enterprise entering the foreign market;
- general characteristics of “Roshen” activity;
- analysing of “Roshen” marketing environment;
- describing dpecific of “Roshen” international marketing activity;
- recommendations for improving “Roshen” international marketing activities.

Research methods: abstract-logical and system-structural analysis, inductive and deductive methods of data summarization, quantitative and qualitative analysis, economic-statistical, comparative analysis, graphic and others.

The methodological basis of the study: reviews of «Roshen» corporation, reports and statistical data, data from scientific periodicals, scientific resources of the Internet.

The scientific novelty of the obtained results: summarized theoretical foundations of international marketing aspects of «Roshen» corporation.

Recommendations for using: can be used during training sessions, in the process of scientific developments, in the direct activity of «Roshen» corporation.

CONCLUSIONS

Any international entrepreneurial activity is aimed at maximizing profits thanks to the achievement of set marketing goals and objectives in foreign markets. Such results can be ensured through the implementation of strategic and tactical marketing plans as a set of measures necessary to achieve the international goals of the entrepreneur.

However, in real life, the implementation of such measures is not always possible due to rapid changes in the market and internal environment of the enterprise. Under such conditions, it is necessary to constantly study and take into account the actual situation and make adjustments to the planned measures. Therefore, it is necessary to carry out marketing control to clarify plans and make changes to ensure the desired results of international marketing activities.

Control of international marketing activity is a systematic comparison of the actual and planned results of the work of structural units and personnel in order to ensure effective business activities in foreign markets. The creation of an effective control system should begin at the stage of strategic and tactical planning. After all, it is precisely in the process of drawing up a marketing plan that the goals and tasks of the enterprise in the foreign market are clearly prescribed, the scope of work is determined, the necessary amount of material and human resources is determined, and the budget of the plan is formed.

The purpose of research was to clearly determine the state of achievement of the set foreign economic goals and tasks of the enterprise; identifying both possible deviations from plans and changes in priorities for making optimal current decisions at each stage of marketing plan implementation, which must clearly correspond to the overall goal of the enterprise. Carrying out current control of international marketing activities, it is necessary to systematically monitor changes in both the internal environment of the enterprise and the marketing environment of the external market in order to timely adapt the marketing plan to the newly created market conditions. Neglecting the control system for such changes can significantly reduce the success of

the enterprise's entry into the target foreign market, significantly undermine the effectiveness of international marketing activities, which will eventually lead to failure to achieve the set goals. T

he formation and implementation of international marketing plans is impossible without assessing the level of their effectiveness in accordance with the previously set goals of entering the foreign market and the motives for conducting the policy of internationalization of activities. In addition, it is also worth identifying typical mistakes and miscalculations in the process of forming and implementing strategic and tactical marketing plans. This will help to draw useful conclusions to increase the success of the organization of the further process of development of the international market.

In the course of the study, an assessment of the influence of factors of the operating environment on the effectiveness of the strategy management of "Roshen" was carried out, as well as a SWOT analysis of the company's activities was carried out to form a matrix of SWOT strategies. Taking into account the results obtained during the express diagnostics, scientific and methodical approaches to improving the strategy management process of "Roshen" were systematized. Measures to increase liquidity and solvency, financial stability, profitability, efficiency of capital use are recommended for use. To improve marketing communications, it is proposed to reduce the cost of products, which will allow the company to increase its competitiveness on the sales market and develop new original types of products that will interest consumers.

So, taking into account all that was written above, Ukrainian companies have a lot of potential and as soon as the desire for development and access to new markets will be higher than the presence of influence and personal profits, international companies and investors will invest money, becoming shareholders and increasing the authorized capital of our companies, which with proper management will lead to the development of the enterprise and the country as a whole.

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