

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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« \_\_\_\_\_ » \_\_\_\_\_ 2022

**QUALIFICATION PAPER**

(EXPLANATORY NOTE)

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

Topic: «Marketing activity of transnational corporations»

Executant: Abdulla Nasser Shagdoun

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

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APPROVED

Head of the Graduate Department

\_\_\_\_\_ Tetiana KNIAZIEVA

« \_\_\_\_\_ » \_\_\_\_\_ 2023

**TASK**

**for Qualification Paper implementation**

\_\_\_\_\_ Abdulla Nasser Shagdoun \_\_\_\_\_

(full name. of the seeker)

1. Topic of the Qualification Paper: «Marketing activity of transnational corporations» 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 fundamentals of TNC functioning; analytical study of TNC marketing activity; conclusions
5. List of required illustrative material: views on the definition of TNC, the level of control of foreign divisions of TNCs, reasons for the emergence and development of TNCs, stages of TNC development, the evolution of value orientations and characteristic features of TNC management, the sequence of development and implementation of the TNC marketing policy, top TNCs (according to sales volumes), largest TNCs, 2005-2021, trends in the number of TNCs by leading parent countries, chronology of the development of "McDonald's" marketing concept, the level of profit (EPS) of "McDonald's" corporation, dynamics of income of "McDonald's" in the world, competitive assessment of "McDonalds" advantages on Ukrainian market, changing in price

## 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 \_\_\_\_\_ Abdulla Nasser Shagdoun  
(seeker signature) (name)

## ANNOTATION

Explanatory note to the Qualification Paper «Marketing activity of transnational corporations» 72 pages, 11 figures, 10 tables, 46 literary sources.

TRANSNATIONAL CORPORATION, MARKETING ACTIVITY, DEVELOPMENT STAGES, COMPETITIVE ADVANTAGE, PERSONNEL MARKETING, PRICE

The object of study is the marketing activity of transnational corporations, and the subject is the factors of the formation of marketing activity of transnational corporations.

The purpose of the Qualification Paper is research of features and peculiarities of transnational corporations marketing activity.

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 transnational corporations, reports and statistical data of transnational corporations, data from scientific periodicals, scientific resources of the Internet.

The scientific novelty of the obtained results: summarized theoretical foundations of peculiarities of transnational corporations marketing activity and marketing aspects of "McDonald's Ukraine".

Recommendations for using: can be used during training sessions, in the process of scientific developments, in the direct activity of transnational corporations.

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## INTRODUCTION

In the conditions of globalization, the need for the development of international activities is becoming more urgent for enterprises of different countries, which allows to expand sales markets, increase competitiveness, establish business ties, and find new business partners. International marketing strategy contributes to increasing the efficiency of international activities based on the final analysis of foreign markets, systematization of information about suppliers, competitors and consumers.

Transnational corporations have unique experience in developing and implementing an international marketing strategy. These strategies are implemented with a high level of efficiency, which provides corporations with increased competitiveness in the global market. An important feature of the international marketing strategies of transnational corporations (TNCs) is their significant flexibility in the dynamic global environment, high focus on ensuring profitability, significant awareness of consumer tastes and preferences. Marketing strategies of TNCs are built taking into account modern processes of internationalization of the world economy and take into account economic, political-legal and socio-cultural factors.

The modern features study of marketing strategies formation of TNCs and the generalization of the experience of their formation in the EU countries is of great importance for domestic enterprises. This is allow to develop own marketing strategies taking into account modern world experience and to direct them to the production development and profitability growth.

The scale of activity of the largest TNCs is not only in terms of annual revenue (or sales), but also in terms of the amount of added value created (making up an average of 20–25% of sales or annual revenue) comparable to the GDP indicators of large countries of the world. Various functions of individual divisions of the TNC (production, production services, after-sales service, research and development, etc.) have now gone not only beyond the corporate boundaries, but also beyond the borders of the national states where the headquarters of the parent TNC is located.

Transnational companies include not only manufacturing companies, but also transnational banks, insurance, auditing, investment, telecommunications and other companies. Branches of the world's largest TNCs are located almost all over the world. For many industries, the production process has a global character. The sales volumes of foreign branches of TNCs are currently growing even faster than the indicators of world trade in goods and services. Modern information-communication and logistics systems are aimed at strengthening and developing the management structure of TNCs. At the same time, despite the expansion of the geography of transnational business, the spatial concentration of TNCs is still high.

Attention is paid to the marketing activities of the international corporation "McDonald's" on the territory of Ukraine, which occupies a leading position in the world.

The purpose of the Qualification Paper is research of features and peculiarities of transnational corporations marketing activity. To achieve this goal, the number of tasks were formed and solved:

- characteristic of approaches to determining the essence of TNC;
- researching development stages and features of TNC;
- describing specifics of marketing activities of TNCs;
- analyzing of TNCs development in the world;
- "McDonald's" corporation marketing trends analyzing in the world;
- analyzing marketing aspects of "McDonald's Ukraine" activity;
- describing development prospects of "McDonald's" in Ukraine.

There were used such research methods as 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 is made up by reviews of transnational corporations, reports and statistical data of transnational corporations, data from scientific periodicals, scientific resources of the Internet.

The scientific novelty of the obtained results includes summarized theoretical foundations of peculiarities of transnational corporations marketing activity and marketing aspects of "McDonald's Ukraine".

The paper can be used during training sessions, in the process of scientific developments, in the direct activity of transnational corporations.



## CONCLUSIONS

At the current stage, transnational corporations have become the main driving force of the process of internationalization of the world economy, as they are the driving force of globalization. A multinational corporation is the group of enterprises that operate in different countries but are controlled by headquarters located in one country – county of origin.

TNCs are characterized by the main features – corporatism, domestic market, mononationality, monopoly, independence of capital movement, foreign operations, staff. From the point of view of their organizational structures, TNCs are economic associations consisting of the main (parent, mother) company and foreign branches. The hierarchical organizational structure has a complex hierarchical subordination to the parent company.

The company's advantages related to transnationalization are simultaneously the reasons for the active evolutionary formation of TNCs. The stages of the development of TNCs occurred simultaneously with the transformation of their generations, among which to date, five of the largest and most famous can be identified. The characteristic features of the modern stage of transnationalization are: rapid growth in the scale of TNC operations; expanding the geography of TNC activity; increasing the degree of "internationality" of TNC operations in most countries; increase in cross-border mergers and acquisitions; expanding the transnationalization of medium and small firms.

The totality of the production capacities of national states, transnational corporations and their foreign branches, as well as the system of international relations, act as the basis of the international production system, which is increasingly formed from network structures in the sphere of production, distribution, transportation and sales of products, their control over finances, workforce, technology and services.

At present, there is an obvious transformation of the global geoeconomic and geopolitical space, in which TNCs are becoming increasingly significant actors, taking over many mechanisms of control and influence on world processes.

The geography of the world's largest TNCs is changing: there is an obvious trend of global transnational capital shifting from North America and Europe to East Asia. Every year, China only strengthens its position as a world economic leader, which is also evident from the number of Chinese TNCs in the Fortune Global 500 ranking.

During the last decades, while the American manufacturers were losing their position in the world market, the activities of McDonald's were gaining momentum around the planet. She gradually became the leader of the system of food enterprises in Japan, Germany, England, Canada, Australia. The Americanization of the global food industry by the McDonald's corporation is one of the most promising processes in the development of US trade. The corporation creates a highly efficient system of convenient customer service abroad, so the service sector, along with high technologies and agricultural products, has become one of the main export items of the USA

The McDonald's chain of fast-food restaurants began to develop in Ukraine in 1997. Today, McDonald's restaurants operate in more than 20 cities. 70% of the products supplied for the preparation of "McDonald's" dishes are made by Ukrainian companies. Cooperation with local suppliers is a component of the global strategy of McDonald's, which indicates the support of national production in the country. The company's product range includes burgers and rolls, potatoes and salads, chicken products, snacks, hot and cold drinks. In addition, the range includes items aimed directly at children. Considerable attention is paid to personnel marketing, that is, building an attractive employer brand and managing the personnel situation. "McDonald's" has its own corporate training center that trains and develops staff.

The activities of the company "McDonald's" in Ukraine continue to develop. However, there is no development of franchising services, which can be connected with the considered market problems, as a result of which the development of

franchising in Ukraine is restrained. However, despite the crisis conditions, the Ukrainian market is considered potentially attractive and capacious by global fast food companies, but further development is hindered by a number of considered factors.

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