

## **EXPANDING TO NEW MARKETS FOR UKRAINIAN PRODUCERS OF EGGS**

One of the leading agroindustrial companies in Ukraine, focusing on the production of shell eggs, AVANGARDCO IPL nowadays is facing the problem of overproduction. Due to the increase of the flock of laying hens to the amount of 27.0 mln hens in 2013, the company produces today much more eggs than it is possible for the internal market to consume. In addition to that there are some other actual problems on the market that concern the company such as a great number of competitors in the same price range, ineffective way of processing chicken waste, increase in prices for the chicken feed and the risk to lose its plants and storage houses located in the Eastern part of Ukraine.

Evaluating the tendencies on the world market of eggs and egg products, it has been determined that the EU makes up to 55% of world import of eggs and this number is growing. For this reason, European market has been chosen to be evaluated in order to determine whether it is possible and economically efficient for the company to sell its products in Europe.

The result of the research shows that there are many factors influencing Ukrainian export of eggs to the Euro Zone. The most significant factors are listed below. It should also be mentioned that there are a single list of rules and laws that regulate the trade between any EU country and the third party country. Major threats include:

- European legislation relating to imports of poultry and poultry products (Directive 2009/158/EC, Commission Regulation (EC) No. 798/2008, Commission Decision 2011/163/EU). The Commission's Food and Veterinary Office of DG Health and Consumption carries out audits to verify the correct fulfillment of the requirements in Directives by Ukraine;
- Salmonella control programme for laying hens has not been approved for Ukraine. As a result Ukrainian producers cannot export table eggs to the EU;
- High level of competition;
- Custom procedures – to make sure all the documents are fine;
- Loyalty of European citizens to organic eggs. No trust to the products from third-world countries like Ukraine;
- Increase in prices for chicken feed – higher cost price of one egg;
- High transportation costs.

Speaking about major opportunities for egg producers, it should be outlined that currently on the market they include:

✓ Ukraine has been granted the authorization to export eggs (excluding table eggs) and egg products to the EU. AVANGARDCO is one of the enterprises in Ukraine that passed the EU audit to get the permission.

✓ Ban on barren battery cages for keeping hens in EU (from January 2012) – decrease in the amount of eggs produces in EU that leads to the growth of import of eggs from other countries;

✓ Devaluation of Ukrainian hryvnya – lower price for eggs on the market and higher profit for Ukrainian producers;

✓ No import tariff on goods coming from Ukraine due to special European policy of promoting trade relations between Ukraine and EU.

Using the results of the research in order to solve the marketing problem of overproduction and limitation of the internal market, the company is recommended to start exporting to the EU market by using the help of distributors. Taking into the account that its products may only be represented at the industrial market, the potential clients of the company include enterprises of confectionary, pastry, bakery, dairy, baby food, pasta, mayonnaise and sauces, ready cooked meal and some other industries.

In the conclusion, it should be mentioned that to resolve the marketing problem the next steps are recommended: to develop a marketing plan that will build a good reputation of the company and will lead to getting trust to the Ukrainian food products from the consumers in EU. To reach the goal the next marketing tools may be used: price on eggs should be competitive, promotion should be done together with local distributors to build trust to the product, and the quality of the product have to be checked continually to avoid any possibility of spoiled product.

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## **FINANCIAL SUPERMARKET: BANK RETAILING AND INSURANCE PRODUCTS**

The necessary condition for reaching the relevant level of development of banks and financial institutions is their improvement on the basis of forming competitive relations between the financial market participants. Moreover, there must be competition not only between banks as members of money market and banking institutions as members of the capital market but also between banks and financial institutions, as the mentioned financial market participants carry out a number of similar functions. There exists a necessity to attract financial resources at minimal price to provide the maximal profit. Along with increasing competence for investment resources there appears another tendency, which can be defined as