

O. Chetveryk
Postgraduate Student,
National University of Life and Environmental Sciences of Ukraine

MARKETING PRICE POLICY OF SUGAR PRODUCTION: CONSIDERATION OF WORLD MARKET INFLUENCE ON THE PARAMETERS OF THE DOMESTIC SUGAR MARKET

An important and relevant task for agriculture is to restore all of its components to ensure the effective functioning and development of the economy, ensuring its competitiveness. Mainly, we must focus on the restoration of one of its components – sugar beet subcomplex, which provides valuable for country food-stuff, raw materials for the development of food and alcohol industries and support a number of agricultural industries. Sugar beet production has a strategic importance in the national economy, as it determines production and the formation of the sugar market and actively communicates with external markets and ensures food security. An important role in the research process of the sugar market plays analysis of pricing and pricing policies of enterprises of sugar beet subcomplex. During the research, it is important to identify factors affecting pricing, exploring its importance during establishment and calculation of the price of sugar and by-products of sugar production.

The interpretation of concepts of price policy, marketing strategy of pricing are presented in the article. They can determine the content and

features of the pricing of sugar on the basis of market conditions. The importance and the need for marketing in the businesses of sugar beet production are acknowledged. The list of functions performed by marketing pricing mechanism of enterprises of sugar-beet subcomplex is provided. In the article, the author defined the factors that mostly influence the process of price formation in primary and final products in the sugar beet industry. Such factors include: costs of production and sales of products; technology of sugar production; existing demand for products; tax system of sugar company; the system of state regulation of the industry; availability of cheaper imported substitutes of sugar in the market; available reserves of sugar in the state reserve; price situation and price dynamic in the domestic sugar market; world prices on sugar. According to certain factors, we see dynamic in sugar prices in the domestic market and world prices for white sugar and raw sugar, which are formed according to the London and New York stock exchanges. The author substantiated dependence of sugar prices in the domestic market on world prices.

Thus, the research and continuous monitoring of the price situation in the sugar markets will provide an opportunity to establish an adequate and competitive price for sugar by sugar companies and will make it possible to obtain sufficiently bigger and stable profits and promote the industry in general.