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MARKETING TOOLS OF MECHANISM OF SALES ACTIVITIES

Formation of market economy greatly expanded agricultural tasks in respect of selection of the most effective channels and forms of sales, promotion of its consumers. Marketing can be seen as a link between specialized producers of food products and their customers, which facilitates effective business management, proper planning and organization of effective control.

The article considers the features of agri-marketing, its aim, objects, value and characteristics. It deals with the use of different types of marketing depending on availability and demand at different stages of the product life cycle, the levels of marketing in the agri-food sector, differentiated system of marketing purposes depending on the scope of the enterprise. The article provides author's vision of formation of marketing services for enterprises and identification of its stages.

Agri-marketing system includes a set of market relations and information flows for establishing links with markets. Marketing environment deals with a managed system. The main object of agri-marketing is an active influence on the market and demand for agri-business. The

formation of agri-marketing purposes is largely determined by the scope of the enterprise.

Marketing of agricultural products covers such stages of movement: study of needs; forecasting of demand; development of product policy and production program, including the sales organization. The selection of the type of marketing is based on the specific situation in the agricultural market and the stage of the product life cycle. The development of agri-marketing strategy is wide-ranging program of the company, aimed at achieving the main objectives of agri-marketing: the development of target markets, complex and budget of agri-marketing; the determination of the start of marketing activities.

The following steps can be distinguished in the formation of marketing services at enterprises; the reliance on specialists of respective functions of marketing and development of specific marketing problems; creation of functional groups that are professionally engaged in the execution of marketing functions; intensification of production and marketing functions in the company and increasing of marketing orientation; conversion func-

tions of an independent marketing department.

The development of marketing management system should cover the basic level of production and sales of agricultural products, ensuring territorial and sectoral

relationship of the function of the market. An essential condition for the successful functioning of marketing is creation of a common information space that will provide exchange of efficient information.