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DEVELOPMENT OF THE MARKETING ACTIVITY OF ORGANIZATION BRANCH "AGROTEKHSERVIS" JOINT-STOCK COMPANY "PROMARMATURA"

The modern economy of the developed countries is characterized with competition that constantly grows, and the necessity in the update of both process of production and communication. Dynamic development of the Ukrainian market makes businessmen update renew old or the new methods of business contacts.

Lately considerable attention has been started to be paid to the development of exhibition activity. Exactly this type of communication may help a potential buyer get familiar with technical and commercial information free or at a reasonable price.

«Agrotekhservis» a subsidiary of a JOINT-STOCK close corporation COMPANY «Promarmatura» located 10 kilometers away from the city of Dnipropetrovs'k in a village Partisan is an official dealer of «Red Star» plant.

A basic function of the subsidiary is the organization of agricultural equipment and its component at the producer's price sale exhibition.

Among the financial goals of the subsidiary are: a growth of profits and rates of receipts, ensuring of stable profit in periods of economic recession and steady financial planning.

The advantages of cooperation with the subsidiary:

1. Relatively low on products prices;
2. Permanent high-quality technical support (even in the field conditions);
3. Highly skilled personnel;
4. Quality guarantee;
5. Permanent service support;
6. Wide assortment of spare parts (more than 200 thousands);
7. Free delivery of goods within the limits of the Dnipropetrovs'k area «from door to the door»;
8. Railway.

The subsidiary has been in the market for more than 15 years and that is why occupies stable financial position at the market. With every year the subsidiary extends the geographical limits of the segment the market.

Expenditures for advertising grow annually: for 6 months in 2008 (compared to 2007) are 8986,01 UAH more.

The biggest amount of products is realized in the most developed agrarian regions, such as: Dnipropetrovs'k, Magdalinivskiy and Sinel'nikivskiy districts

The factor of Seasonality of works really influences functioning of the subsidiary After the research and calculations have been made taking into account the index of seas polity it turned out to be, that the most intensive activity is from the middle of the second and to the middle of fourth quarters (pressuring soil cultivation, post sowing, cultivation, harvesting, winter crops sowing preparation of soil for the next season). In the period from the second half's of fourth quarters to the second half of the second quarter testing and the technical support of the equipment for the next season is conducted and thus the demand for spare parts and maintenance increases in this period as well.

The basic draw backs in the subsidiary's work are:

1. Shortage of manpower resources;
2. Underdeveloped marketing department;
3. Necessity of entering new overseas markets;
4. Underdeveloped cooperation with mass media.