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FINAL QUALIFYING PAPER

on the topic:

«Management of brand promotion process to foreign markets»
(based on data of LLC “Technics and Technologies”, Kyiv)

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CONTENT

<u>INTRODUCTION</u>	3
<u>SECTION 1. RESEARCH OF MANAGEMENT OF BRAND PROMOTION PROCESS OF LLC “TECHNICS AND TECHNOLOGIES”</u>	6
<u>1.1 Analysis of financial and economic activity of LLC "Technics and Technologies"</u>	6
<u>1.2. Assessment of foreign economic activity of LLC "Technics and Technologies"</u>	14
<u>1.3 Evaluation of brand promotion management of LLC "Technics and Technologies"</u>	20
<u>Conclusions to section 1</u>	25
<u>SECTION 2. WAYS OF INCREASING EFFICIENCY OF MANAGEMENT OF BRAND PROMOTION PROCESS OF LLC “TECHNICS AND TECHNOLOGIES” TO FOREIGN MARKET</u>	26
<u>2.1 Substantiation of proposals for brand promotion of LLC "Technics and Technologies" to foreign markets</u>	26
<u>2.2 Development of complex of measures to increase efficiency of brand promotion management of LLC "Technics and Technologies" to foreign markets</u>	32
<u>2.3 Forecast of the offered measures effectiveness to LLC "Technics and Technologies"</u>	37
<u>Conclusions to section 2</u>	41
<u>CONCLUSIONS AND PROPOSALS</u>	42
<u>REFERENCES</u>	46
<u>APPENDIXES</u>	49

INTRODUCTION

The relevance of the research topic. The enterprise brand is one of the non-price means of managing the competitiveness of the product (or services), that has the main task of forming a clear image of consumer properties, price position etc. Most manufacturers neglect branding as the main component of the product competitiveness management process. However, this is a wrong approach because the brand is one of the competitive advantages of the enterprise in the long run and, accordingly, a factor of competitiveness ensuring.

For every company that competes in a global arena for leadership, the main thing to rely on is the company's activities. Sure thing, vitally important to choose for expansion those counties and regions that gives company advantages while entering it, like countries with highly developed infrastructure or big capacity of a market. Global competition arises when a company has a comprehensive understanding of rules and decides to maximize profits using the sources of its creation around the world [2]. Nowadays, because of the globalization process, competition has become mobile and flexible. By using various common expedients, every new company that enters existing markets leaves its footprint on the current situation. Also, because of different competitive advantages, newcomer's company could influence on the existing firms. To do so frequently globally oriented companies manages to develop unique strategies by outplaying local businesses using benefits and opportunities that global marketing offers. If we're talking about the development of a global brand, so we can definitely consider it as international marketing, which in turn means looking at those as a whole, as a system, built on the uniformity of national, cultural, behavioral and other characteristics of the world market, and not only because of national traits [3]. Understanding the global market as a whole one leads to increasing brand management focus on global trends and especially international markets. For the company, most points of interest out of the largest world markets could be countries or regions that might become a potential source of most considerable added value, for example, the USA, China, EU countries

or Japan. And if we are talking about Ukrainian brand, a good region of choice would be neighbor countries of Europe.

Among those who have researched brand issues are such figures as David F. D'Alessandro with his book "Brand Warfare: 10 Rules for Building the Killer Brand", James R. Gregory with the work "Leveraging the Corporate Brand", Jean-Noel Kapferer, Professor of Marketing Strategy at the HEC School of Management, Leslie De Chernatony, Professor of Brand Marketing in Brand Marketing at Birmingham University Business School and others who can be used to analyze and predict brand impact.

The main aim of the final qualifying work is to propose directions of increasing effectiveness of management of brand promotion process to foreign markets.

The objectives of this work are:

1. To investigate the financial and economic condition of LLC "Technics and Technologies".
2. To analyze the condition of FEA LLC "Technics and Technologies".
3. To analyze branding system and it's value in LLC "Technics and Technologies".
4. To create the program of measures for developing the brand strength for entering new foreign markets.
5. To justify the system of measures for improving the branding system of the LLC "Technics and Technologies".
6. To evaluate the efficiency of the proposed measures.

The object of the investigation: the process of brand promotion to foreign markets.

The subject of the research is theoretical and practical aspects of brand promotion to foreign markets.

Research methods. The methodological basis of the research are historical, method of comparisons and analogies, analytical, deductive method, analysis, systematic approach, dialectical method of scientific knowledge, fundamental

provisions of modern economic theory, marketing, the concept of brand management, scientific works of leading domestic and foreign scientists-economists, devoted to research problems of diagnostics and brand management.

The practical significance of the work: this study will objectively assess the degree of influence of internal and external factors on the effectiveness of the brand management approach. Also, the results of the work can be used by the company to increase capacity and solve the problem of improving the efficiency of the brand management system in the company when entering the new markets or trying to fill the new niche in already existing foreign market.

Publications. Prepared and published article “Peculiarities of managing brand promotion to foreign markets” / M. Kvasha // Collection of scientific articles of KNUTE students. Full time education. “Export-import operations in the conditions of geoeconomic changes” / resp. ed. Melnyk T.M. – K.: KNUTE, 2020. – 282 p.

The final qualifying work consists of an annotation, introduction, two sections, a conclusion and proposals, references, appendixes.

SECTION 1. RESEARCH OF MANAGEMENT OF BRAND PROMOTION PROCESS OF LLC “TECHNICS AND TECHNOLOGIES”

1.1 Analysis of financial and economic activity of LLC "Technics and Technologies"

LLC "Technics and Technologies" was founded on July 17, 2009 by people, who have been associated with agriculture and have been trading in agricultural machinery for many years.

For now the main activities of the enterprise are:

- sale of agricultural machinery of foreign and domestic manufacturers;
- warranty and service maintenance and repair;
- sale of spare parts;
- sale of equipment, devices;
- providing paid consultations for managers on the organization of agricultural production, new technologies for tillage;
- partnership on a franchise basis;
- social projects related to the agricultural sphere and education around that information;
- developing and introducing own agricultural machinery.

It is not surprising, that at the moment the main areas of the company's activity are the sale of agricultural machinery and accessories for it, as well as service maintenance of equipment from a number of manufacturers. More than 100 dealer and partnership agreements on cooperation have been concluded with LLC "Technics and Technologies" [4].

Thus, under one brand "Technics and Technologies", both Ukrainian and foreign agricultural machinery and accessories are united.

At the moment, Ukrainian manufacturers of equipment predominate among partners, but over the past few years, there has been a shift towards purchasing equipment, mostly from European countries.

Due to official documents, main codes of economic activity that LLC "Technics and Technologies" operates in accordance with the following NACE:

Table 1.1.1

Codes of main economic activity of LLC "Technics and Technologies"

Code	Type of economic activity
46.61	Wholesale of agricultural machinery and accessories
52.10	Warehousing
47.19	Other retail sale in non-specialized stores
33.17	Repair and maintenance of other vehicles
33.12	Repair and maintenance of machines and industrial equipment
82.30	Organization of congresses and trade shows
28.30	Production of machines and equipment for agriculture and forestry
77.31	Leasing of agricultural machinery and their components

Source: conducted by the author on the basis of [1].

As Table 1.1.1 shows, the main code of economic activity due to the classifier is 46.31, wholesale of agricultural machinery and accessories. This section includes own-account or contract-based wholesale trade (commission trade) in both the domestic wholesale market and the foreign market (imports / exports) for agricultural machinery and equipment, such as: plows, fertilizer spreaders, seeders, harvesting machines, threshers, milking machines, equipment for keeping poultry, beekeeping equipment, tractors used in agriculture and forestry and also lawn mowers.

As well, for the successful functioning of the entire enterprise, its organizational structure is very important. In order to understand points of strength of the company more detailed analysis needed.

LLC "Technics and Technologies" pays great attention to the personnel - they regularly conduct advanced training, train personnel and also try to find a place for each person to their liking. In this regard, employees often change departments of work to maximize their own usefulness.

However, the basic structure can be represented by the scheme of the organization (Figure 1.1.1)

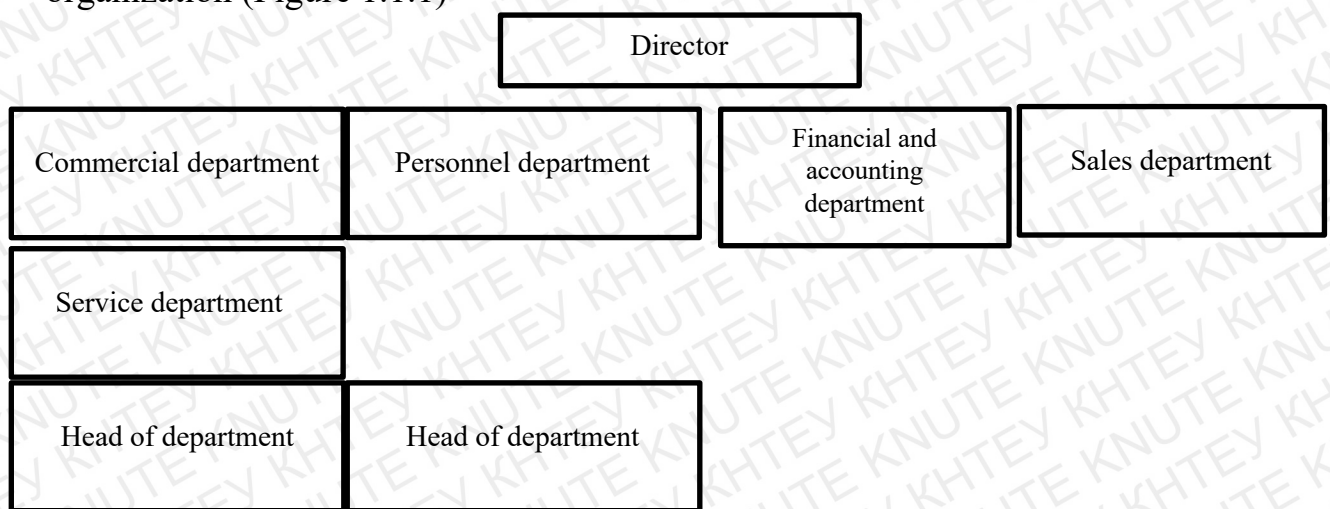


Fig. 1.1.1 The organizational structure of LLC "Technics and Technologies"

Source: conducted by the author on the basis of the enterprise information.

An interesting feature of the organizational structure of the company is, that the service and sales departments are separated and managed independently of each other.

The sales department at LLC "Technics and Technologies" is mainly concerned with finding suppliers and providing services, while the sales department, in turn, looks for clients for sale or lease, as well as provides consulting services.

Another thing needed to analyze is the economic indicators of the company, which will be carried out in the following order:

1. Analysis of financial statement of the enterprise.
2. Analysis of solvency (financial stability) of the enterprise.

3. Liquidity analysis of the enterprise.
4. Analysis of business activity.
5. Analysis of the profitability of the enterprise.

Financial statements are reports prepared by a company's management to present the financial performance and position at a point in time. A general-purpose set of financial statements usually includes a balance sheet, income statements, statement of owner's equity, and statement of cash flows. These statements are prepared to give users outside of the company, like investors and creditors, more information about the company's financial positions. Publicly traded companies are also required to present these statements along with others to regulatory agencies in a timely manner.

Financial statements are the main source of financial information for most decision makers. That is why financial accounting and reporting places such a high emphasis on the accuracy, reliability, and relevance of the information on these financial statements.

Table 1.1.3

**The financial results of the LLC "Technics and Technologies"
in 2015-2019**

Indicator	Absolute deviation, UAH				Relative deviation, %			
	2016 / 2015	2017 / 2016	2018 / 2017	2019 / 2018	2016 / 2015	2017 / 2016	2018 / 2017	2019 / 2018
Net income from sales of products (goods, works, services)	-64907	410717	250470	299410	-7,52	51,47	20,72	20,52
Cost of sales (goods, works, services)	41218	-286998	-223002	-286839	-6,54	48,76	25,47	26,11
Gross: profit	-	123719	27468	12571	-7,11	50,32	22,72	22,92
loss	-23689	-	-	-	-	-	-	-
Other operating income	594	200	-304	435	68,75	13,72	-18,34	32,13

Cont. of table 1.1.3

Other operating expenses	5922	-15331	-2539	2909	-30,25	112,28	8,76	-9,23
Financial result from operating activities:	-29017	139250	29703	10097	-	102,77	7,29	-7,52
profit								
loss	-	-	-	-	-26,07	-	-	-
Other income	-	-	-	-	-	-	-	-
Other expenses	-6211	-16653	11446	-19863	-6211	-16653	11446	-19863
Financial result before tax:	-	91935	36071	-3948	-	87,02	18,26	1,69
profit								
loss	-23384	-	-	-	-18,12	-	-	-
Expenses (income) from income tax	-4209,12	16548,3	6492,78	-710,64	-18,12	87,02	18,26	-1,69
Net financial result: profit	-	75386,7	29578,22	-3237,36	18,12	87,02	18,26	-1,69
loss	-19174,88	-	-	-	-	-	-	-

Source: conducted by the author on the basis of [Appendix B].

Based on the results of the table above, one can clearly see an increase in sales costs and customer search, at the same time, an increase in sales in LLC "Technics and Technologies". There is a direct relationship between the growth of profits and the growth of the budget allocated to the sales department.

From which the effectiveness of the company as a dealer only grows with the advent of new partners can be concluded.

This is confirmed by the facts, since the number of partnership agreements exponentially increased during the reporting period from year to year.

Liquidity analysis of the enterprise and analysis of solvency (financial stability) of the enterprise is represented in table 1.1.4.

From the table Indicators of liquidity and solvency (financial stability) of the LLC "Technics and Technologies" 2015-2019, presented above, can be seen a positive growth trend for the absolute liquidity indicator, especially in 2018, the absolute deviation in relation to the previous year was is equal to 0.22.

Table 1.1.4

**Indicators of liquidity and solvency (financial stability) of the LLC
"Technics and Technologies" in 2015-2019**

Indicator	On 01.01					Absolute deviation			
	2015	2016	2017	2018	2019	2016/ 2015	2017/ 2016	2018 / 2017	2019/ 2018
Monetary capacity ratio (absolute liquidity)	0,05	0,05	0,09	0,10	0,09	0,06	0,02	0,22	0,04
Estimated solvency ratio (coverage)	30,39	19,97	58,14	56,60	49,27	2,37	-12,82	43,03	12,03
Liquidity solvency ratio	30,57	20,93	58,51	57,75	49,86	3,01	-13,46	50,04	11,66
Critical liquidity ratio	0,06	-0,09	0,34	0,35	1,47	-0,35	-0,46	0,41	7,14

Source: conducted by the author on the basis of [Appendix A, B].

Looking at the estimated solvency ratio (coverage), one can note its abnormally high level. For example, in 2017 it was 58.14, which is the highest of the values for 2015-2019 presented for analysis. This is due to the specifics of the company, namely the strategy of accumulating purchased goods in the company's warehouses. At the same time, the absolute deviation of this indicator in 2017 stands out noticeably, obtained in comparison with the period with 2016, equal to -12.82. The negative dynamics are due to the crisis state of the company in 2016. A similar situation is observed with the liquidity solvency ratio of -13.46, for the same reasons.

Speaking about the critical liquidity ratio, there is undoubtedly a positive trend, which reaches its highest point in 2019 and equals 1.47 with the absolute deviation value in comparison with the previous year at 7.14.

After analyzing the business activity of LLC "Technics and Technologies" and entering the results in the table above, can be seen a stable decline in the asset turnover ratio with the lowest indicator in 2019 -0.42. Receivables turnover had a big jump in 2017 (19.17 versus 1.89 in 2016). The record for absolute deviation of this indicator in 2015-2019 is 20.80 (2018).

Table 1.1.5

**Indicators of business activity LLC "Technics and Technologies"
in 2015-2019**

Indicator	2015	2016	2017	2018	2019	Absolute deviation			
						2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018
Asset turnover ratio	-0,31	-0,28	-0,30	-0,35	-0,42	7,85	0,77	3,61	5,30
Receivables turnover	6,76	1,89	19,17	19,40	11,39	-0,64	-2,02	20,80	-0,49
Inventory turnover ratio	-0,31	-0,28	-0,31	-0,35	-0,43	0,44	-0,39	-0,93	-2,21
Fixed assets turnover ratio (return on assets)	76,43	75,41	454,42	411,63	213,43	91,68	-51,84	283,02	63,77
Equity turnover ratio	7,97	10,15	11,38	9,81	9,98	2,18	14,88	5,88	10,91

Source: conducted by the author on the basis of [Appendix A, B].

Inventory turnover ratio is steadily decreasing, so absolute deviation in 2019 was -2.21. The number 454.42 is the peak figure for the fixed assets turnover ratio (return on assets) (2017). The minimum value was in 2015 and was equal to 76.43. The equity turnover ratio peaked at 11.38 in 2017, with an absolute deviation of 14.88 compared to 2016.

Table 1.1.6

**Profitability indicators of LLC "Technics and Technologies"
in 2015-2019**

Indicator	2015	2016	2017	2018	2019	Absolute deviation			
						2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018
Return on assets	0,42	0,37	0,42	0,47	0,53	-0,82	0,54	1,03	1,41
Return on equity	7,97	10,15	11,38	9,81	9,98	2,18	14,88	5,88	10,91
Product profitability ratio	8,16	9,21	7,46	7,62	9,34	3,39	5,45	8,47	-92,49

Source: conducted by the author on the basis of [Appendix A, B].

After analyzing the profitability of LLC "Technics and Technologies" in 2015-2019, it can be concluded that the company is quite profitable. Stable growth has been observed between 2017 and 2019. At the same time, the indicator for 2017 is equal to that in 2015, and in 2016 there was a decline by 0,05, that is not significant, after which it was possible to reach the same level as before and increase it in subsequent years. Product profitability is one of the most important indicators of the company's efficiency. It shows the amount of operating profit the company receives from each monetary unit (hryvnia) of products sold. In other words, how much is left in the company after covering the cost of production.

Product profitability indicator characterizes the most important aspect of the company's activities - the sale of basic products, as well as estimates the share of cost in sales. It is on this indicator that there is a growth trend with a fall in 2017 and 2018. Thus in 2019, compared to the previous year, the profitability of sales increased by 22.5%. If we take into account that LLC "Technics and Technologies" is not quite a very large enterprise with significant sales volumes, this 22.5% has a significant impact on the profit from the main activity as a whole.

By the way, absolute deviation in 2019 in relation to 2018 is equal to -92.49 due to the acquisition of expensive equipment by the company and its sale with an insignificant markup for introducing it to the Ukrainian market and the opportunity to thereby expand the local target audience.

In general, analyzing the financial and economic activity of LLC "Technics and Technologies", we can conclude that the company has already taken a fairly stable position and has been improving its performance during the last 5 years analyzed. Signs leading to bankruptcy have not been noticed because it can be stated that LLC "Technics and Technologies", while maintaining or increasing its assets, the company's position in the market of agricultural machinery and components for it should only increase over time, which invariably positively affects the brand's influence.

1.2. Analysis of foreign economic activity at LLC "Technics and Technologies"

LLC "Technics and Technologies" is engaged in foreign economic activity, and every year it tries to expand its activities abroad.

Unfortunately, LLC "Technics and Technologies" does not have a separate department that is focused exclusively on foreign economic activity, but these functions are successfully performed by the commercial department and the sales department.

The main interest of LLC "Technics and Technologies" in the foreign economy is its activity as a dealer for goods of Ukrainian manufacturers in foreign markets. It can also work the other way around: the company buys agricultural machinery and its components from foreign manufacturers and supplies it to Ukrainian customers.

At the moment, the main type of international activity in LLC "Technics and Technologies" is invariably occupied by imports. Since the Ukrainian agricultural sector almost always (with only seasonal differences) needs at least the supply of components for agricultural machinery, or their service, the company focuses on increasing the number of partners abroad.

Nevertheless, according to the information collected by the author, LLC "Technics and Technologies" has been trying for a long time to expand its foreign economic activities as an exporter.

The dynamics are definitely positive and this can be seen in the table below (Table 1.2.1).

As can be seen from the table, the volume of sales to the foreign markets steadily grows in time. In quantitative terms, sales abroad have increased 2.35 times over the past 5 years.

Table 1.2.1

**Ratio of foreign sales to net sales by LLC "Technics and Technologies"
in 2015-2019**

Indicator	2015	2016	2017	2018	2019
Net sales, UAH	862952	798045	1208762	1459232	1758642
Sales to foreign markets, UAH	131249	118853	197562	244335	307859
International sales ratio	15,21	14,89	16,34	16,74	17,51

Source: conducted by author on the basis of enterprise information

Percentage of data are shown in Figure 1.2.2.

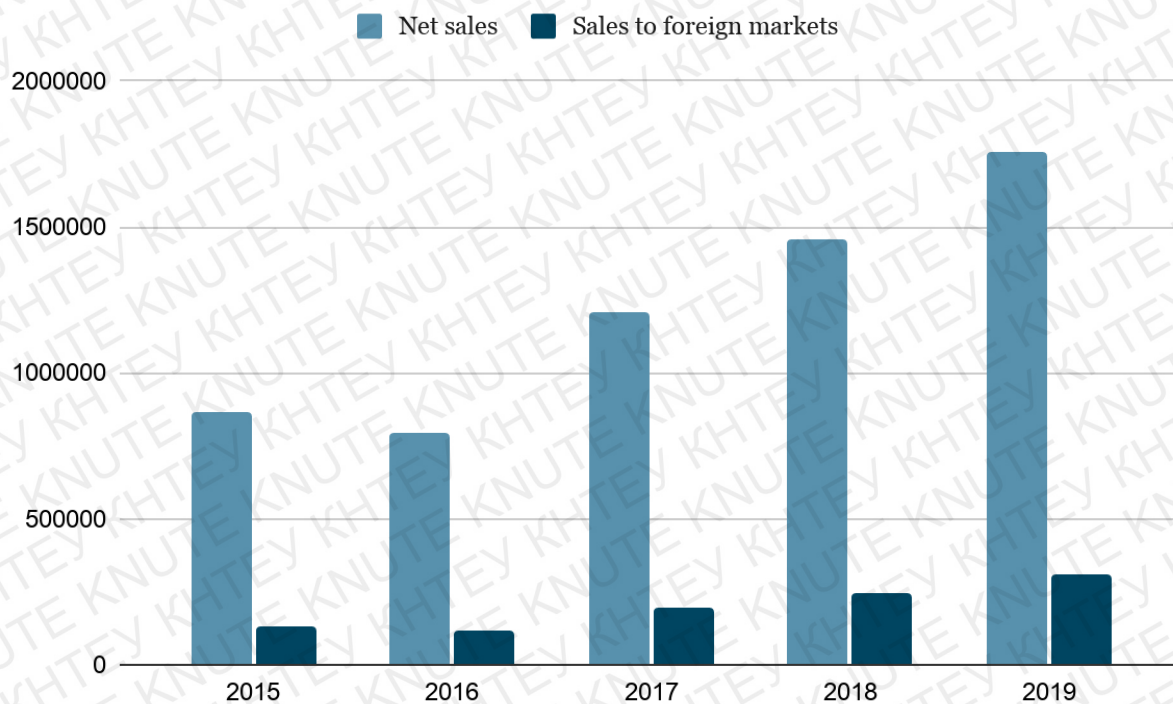


Fig. 1.2.2 Dynamics of net sales and sales to foreign markets of LLC "Technics and Technologies" on the national and foreign market 2015-2019, UAH

Source: conducted by author on the basis of enterprise information

As a percentage, export sales grew by 1.15 percent in 2019 compared to 2015. For a general image of the participation of an enterprise in foreign economic activity,

it is also worth measuring the ratio of imports and exports, since these are the main indicators.

Main imports of LLC "Technics and Technologies" is retail purchased agricultural machinery. This is most likely the case, since components or spare parts of Ukrainian manufacturers are easily combined with imported equipment. Thus, it is more profitable for consumers to purchase more well-known brands of equipment that have proven themselves to be reliable and to repair them with the help of components produced in the Ukrainian market. Most likely, this way, the indicators of equipment wear and the cost of its restoration are thus reduced to a minimum, thanks to the reliability of imported equipment and local cheaper components.

The volumes of foreign economic activity of LLC "Technics and Technologies" are presented in table 1.2.2.

Table 1.2.2

The volume of FEA LLC "Technics and Technologies"

Indicator	2015	2016	2017	2018	2019
	Amount, thousand UAH				
Export	131,12	118,85	197,56	244,33	307,58
Import	349,05	313,94	484,21	520,88	596,30

Source: conducted by author on the basis of information given by the company.

To characterize the company's performance in the field of imports, its volumes for the reporting year are compared with the volumes of the previous year. To assess the effectiveness of the import management system, it will be also considered in the histogram of foreign economic activity for 2015-2019.

By the research that was carried out, LLC "Technics and Technologies" carries out foreign economic activity by independent import of goods. All imported goods account for the means of production and raw materials. The dynamics shows a trend towards constant growth of imports and exports.

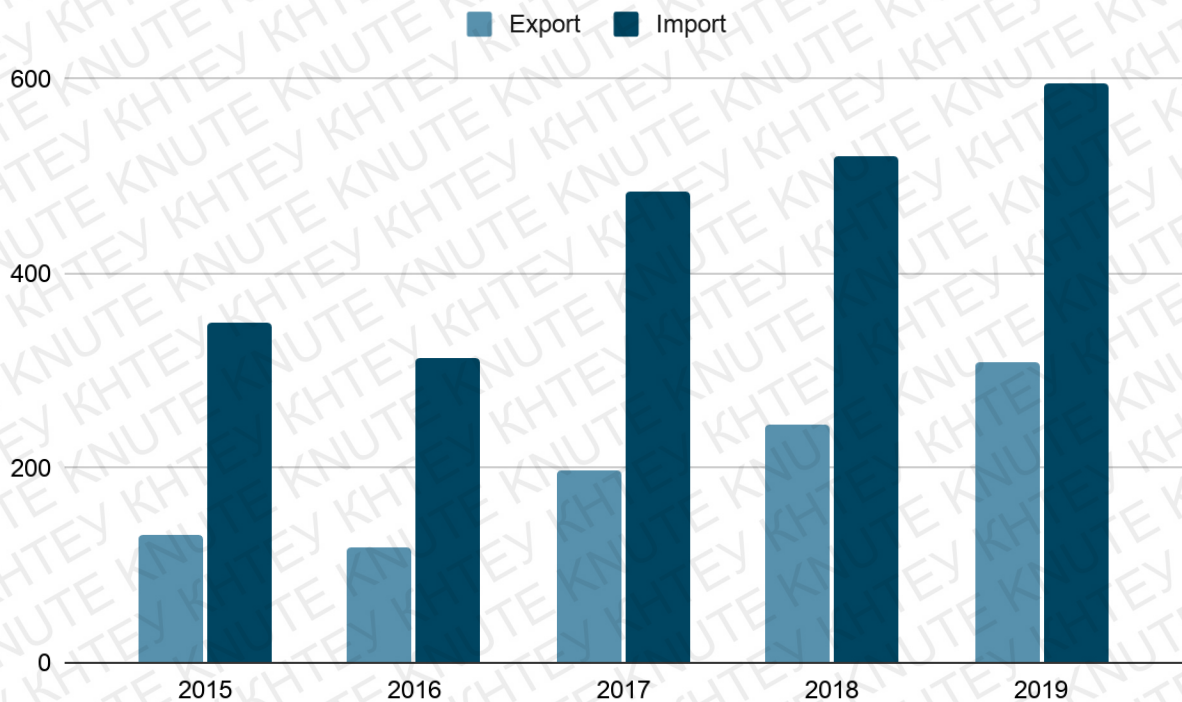


Fig. 1.2.3 The volume of export and import activity of LLC "Technics and Technologies" in 2015-2019, ths. UAH

Source: conducted by author on the basis of information given by the company.

Analyzing Figure 1.2.3, it can be seen, that the proportions between import and export indicators over the past 5 years are smoothly changed towards an increase in exports.

Thus, the ratio of the 2019 indicator for exports to the indicator of 2015 is 244%. At the same time, this figure for imports increased by only 170%.

In general, from all the indicators above, can be concluded that LLC "Technics and Technologies" is trying to establish its position in international markets as much as possible, not only as a reliable importer, but also as a supplier.

To have an idea of which countries have the greatest contribution as importers and exporters for LLC "Technics and Technologies", let us compile and analyze two tables.

For greater clarity, in monetary terms, will be determined the value for each country for all five years, both for imports and exports (Table 1.2.3).

Table 1.2.3

**Volume of imports of LLC "Technics and Technologies" by countries
for 2015-2019, ths. UAH**

Country	2015	2016	2017	2018	2019
China	113,22	197,94	227,39	272,63	288,21
Belarus	83,74	22,0	93,17	10,84	146,35
Germany	70,25	52,81	75,66	49,31	80,67
Japan	51,86	32,40	45,32	85,69	32,01
Moldova	30,98	8,79	42,67	4,41	49,06
Total	349,05	313,94	484,21	520,88	596,30

Source: conducted by author on the basis of enterprise information.

In Table 1.2.4 it is easy to see that the main importer for LLC "Technics and Technologies" is China, due to rather low prices for the goods that the company imports. It is with China that the volumes of purchased goods are constantly growing, and these changes are absolutely linear.

In addition to China, there are also tendencies to increase the volume of purchases from countries such as Belarus and Germany.

But with Japan and Moldova, as exporting countries, there is a tendency for a significant decrease in supplies, due to low demand in the Ukrainian market, which is observed to this day.

Table 1.2.4

Volume of exports by countries for 2015-2019, thousand UAH

Country	2015	2016	2017	2018	2019
Poland	58,76	50,79	73,29	92,08	123,79
Belarus	31,96	21,63	81,92	88,85	86,17
Germany	0	8,32	0	49,12	60,84
Moldova	40,40	38,11	42,35	14,28	36,78
Total	131,12	118,85	197,56	244,33	307,58

Source: conducted by author on the basis of information given by the company.

In the export situation, as we can see in Table 1.2.4, we can call Poland the main buyer country. The indicators of sales of goods to Poland are constantly growing, and this, first of all, can be attributed to its territorial proximity to Ukraine,

as well as the large agricultural sector. Therefore, the demand for agricultural machinery and its components in Poland is quite high.

Belarus can be singled out for approximately the same reasons. But since this country appears as both an exporter and an importer, it can be concluded that the demand in the domestic market is almost completely filled with its own product. For greater clarity, let's create a comparison chart of countries and their contribution to the foreign economic activity of LLC «Technics and Technologies».

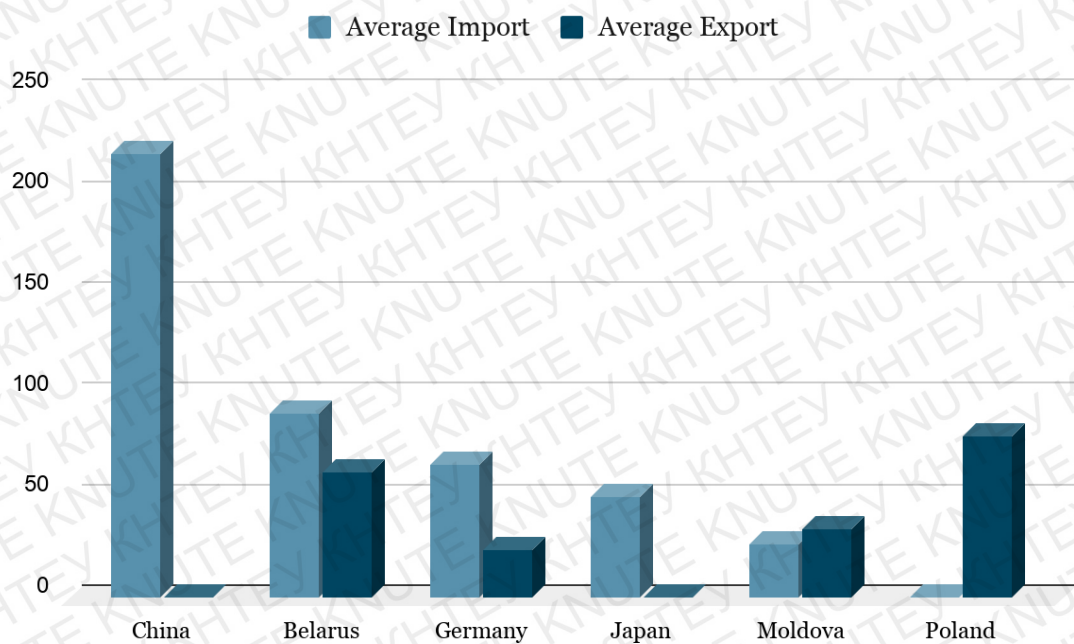


Fig. 1.2.4 Geographical structure of import and export of goods of LLC "Technics and Technologies" for 2015-2019, ths. UAH

Source: conducted by author on the basis of information given by the company.

From Figure 1.2.4 and from the previous two tables, in aggregate, can be seen the key countries that play a role in the foreign economic activity of LLC "Technics and Technologies".

For example, China alone accounts for almost half of the company's total imports (49%). And Poland is the main buyer of goods and services of LLC "Technics and Technologies", accounting for 39% of total exports.

It should also be noted Belarus, Germany and Moldova, which take a role in both exports and imports. In percentage terms, Belarus can be expressed as 20% of imports and 30% of exports of the total volume, Germany, as 15% and 12%, and Moldova 6% and 17%, respectively.

The main points of interest for the company in expanding the brand is, first of all, an increase in the ratio of foreign economic indicators to domestic ones.

At the same time, there is a direct dependence in the situation with LLC "Technics and Technologies". With an increase in import indicators, domestic sales will increase, and with an increase in export indicators, the company will be able to profitably trade in Ukrainian goods. In both cases, LLC "Technics and Technologies" contributes to the development of the domestic market, which should have a beneficial effect both on the demand and supply of the agricultural machinery market in Ukraine.

This effect can be called the "snowball" effect, some signs of which we can observe from the dynamics of the indicators of foreign economic activity of LLC "Technics and Technologies".

As well, of course, the promotion of the brand to international markets should increase the income of LLC "Technics and Technologies" due to the difference in the cost of production and materials in different countries. So, for example, components for agricultural machinery from Belarus are approximately equal in production cost, but differ in the final cost and added value. Therefore, for such a company, which can be an official dealer for many small manufacturers, it is extremely profitable to look for new markets where the proposed product is not yet supplied.

1.3 Evaluation of brand promotion management of LLC "Technics and Technologies"

Brand promotion on the market is a set of activities aimed at brand awareness, target audience search and brand promotion, which in a favorable light will show

the importance of the brand and advantages over competitors. In the conditions of modern business, it is not enough to create a high-quality product or service. It is necessary to use tools and techniques for brand promotion. A properly selected system of brand promotion methods is the key to the company's success [6].

A consumer does not understand a brand as a specific product, but as a whole area that the company deals with. The client is ready to pay extra for a quality brand, because he is confident in its reliability and status in comparison with unknown brands. When promoting a brand, it is necessary to use the reputation and show the advantages that differentiate a particular brand from competitors. The main ways to promote a brand are advertising campaigns aimed at a specific audience in order to interest potential customers and profitably present the company's products.

Brand promotion is a crucial function for the marketing departments of businesses. Brand promotions help organizations to reach out to their target audience and educate them about the quality, price, and uses of the product/service.

The main brand promotion strategy for LLC "Technics and Technologies" is the search for new partners at specialized international exhibitions. The company not only actively participated in these, but also acted as a co-organizer together with local Ukrainian dealers and manufacturers.

The advantage of using participation in exhibitions as the main strategy for LLC "Technics and Technologies" is primarily due to the fact that, first of all, it greatly facilitates the search for potential partners. Exhibitions for companies in the agricultural sector are most often the most common way to find partners, therefore, a really large number of large players easily conclude contracts or start cooperation just after exhibitions / specialized conferences. Secondly, it allows you to reduce advertising costs throughout the year, by concentrating on some key points throughout the year, for which the company must prepare a presentation or its stand with an advertising product.

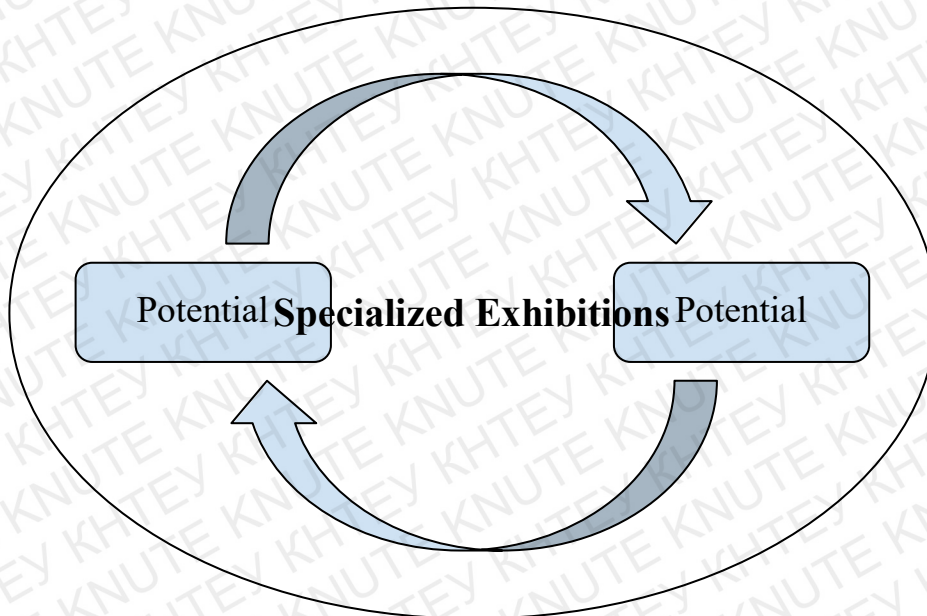


Fig. 1.3.1 Schematic representation of the work of exhibitions from a marketing point of view

Source: created by the author.

As Figure 1.3.1 shows, it is exhibitions that allow both companies and clients to easily find mutually beneficial partnerships within the same event.

Foreign economic activity analysis of LLC "Technics and Technologies" brands is a part of the overall economic activity analysis of the enterprise, a necessary prerequisite for implementation of qualified brand management in new rising market conditions and integration of the enterprise to the world economic system.

The sphere of foreign economic activity is investigated in each of the brand departments of LLC "Technics and Technologies", such as commercial, monetary, financial, transport, international payments etc.

Complexity means a structural study of the enterprise's activity as a business entity in the foreign market. This is achieved through the use of different sources of information and metrics, a combination of different methods and techniques of economic analysis.

For LLC "Technics and Technologies", which is a dealer of a large number of products from different manufacturers, this scheme is doubly effective. Since the

company acts both as a consumer and as a supplier. Accordingly, at the exhibition there is an opportunity to find a buyer for existing goods and at the same time to find new manufacturers for cooperation.

Due to the application of this strategy, LLC "Technics and Technologies" really "saves" on the sales department every year, since often sales in the agricultural sector grow not because of the number of buyers, but because of the increase in supply volumes. The history with machinery and accessories is no exception.

Unfortunately, as of 2020, due to the global pandemic, it turned out to be impossible to hold conferences, therefore it is vital to develop a new strategy to expand the brand and search for new partners, especially from abroad.

In LLC "Technics and Technologies" and at the moment they are already trying to build a scheme for attracting new customers and retaining old partnerships. For this needs a comparison between traditional marketing and internet marketing was made and presented in a table below.

Table 1.3.1

Comparison between traditional marketing and internet marketing

Comparison criterion	Internet marketing	Traditional marketing
Distance and speed	The distance does not matter	The more the business expands, the higher the distance to the consumer becomes
Territory coverage	No geographical borders	Additional costs for advertising campaigns for new territories
Possibility of contact with the consumer	There is an opportunity to learn about the preferences of the target audience, but there is no way to track attention switching and reaction speed	The use of personal sales allows realizing physical contact, tracking the reaction rate and switching attention of the consumer. Contact cost is high
Organization and conduct of marketing research	Consumers are more likely to go through Internet research, there are no time and geographic restrictions	The complexity of organizing the research, the need for a large amount of resources, the strong influence of time and geographical constraints, the psychological unwillingness of consumers to participate in research

Cont. of the Table 1.3.1

Marketing costs	Comparatively low	To organize high-quality marketing activities, it is possible to use both high-cost and low-cost tools
Effectiveness of marketing activities	Effectiveness can be easily calculated using quantitative statistics such as cost per click	Measurement of effectiveness is often a time consuming process and requires the involvement of special programs. Moreover, it is often impossible to measure in quantitative terms. The effectiveness of marketing activities becomes noticeable only after a while
The need to use special devices and special skills	The need to use gadgets	No need for gadgets

Source: conducted by the author.

Table 1.2.3. shows, that Internet marketing has the main privileges for a current market situation, such as distance between a company and a customer reduction and a spread speed.

At the same time, unfortunately, due to the crisis, there is no time left to draw up and think over an absolutely new strategy for promoting a brand on international markets.

The company has resources for Internet marketing, but due to the lack of the need for such a strategy in the past - now the main issue for LLC "Technics and Technologies" can be considered the choice of the target market, which is worth spending energy for promotion.

CONCLUSIONS TO SECTION 1

LLC "Technics and Technologies" was founded on July 17, 2009, by people who have been associated with agriculture and have been trading in agricultural machinery for many years. More than 100 dealer and partnership agreements on cooperation have been concluded with LLC "Technics and Technologies". Thus, under one brand "Technics and Technologies", both Ukrainian and foreign agricultural machinery and accessories are united.

The main code of economic activity due to the classifier is 46.31, wholesale of agricultural machinery and accessories. This section includes own-account or contract-based wholesale trade (commission trade) in both the domestic wholesale market and the foreign market (imports / exports) for agricultural machinery and equipment.

After analyzing the economic indicators of the enterprise, positive dynamics are visible since 2017, which are still holding on to almost all calculated indicators. This may indicate that the company is developing and the net profit is growing every year.

After analyzing the foreign economic activity of LLC "Technics and Technologies", it is clearly seen that the company is still trying to strengthen its position in the markets of the agricultural sector in other countries. At the moment, in the company, imports prevail over exports (that is, the trade balance of LLC "Technics and Technologies" at the moment can be called negative or passive). In total, FEA has 6 countries, 3 of which are involved in both import and export of the company.

The main strategy of brand promotion in LLC "Technics and Technologies" was the participation and organization of specialized exhibitions and conferences in order to find and attract new partners. At the moment, due to the global pandemic, holding and participation of exhibitions and similar events is impossible, therefore LLC "Technics and Technologies" needs a new strategy for promoting the brand to new markets and rooting in existing ones.

SECTION 2. WAYS OF INCREASING EFFICIENCY OF MANAGEMENT OF BRAND PROMOTION PROCESS OF LLC “TECHNICS AND TECHNOLOGIES” TO FOREIGN MARKET

2.1 Substantiation of proposals for brand promotion of LLC "Technics and Technologies" to foreign markets

Management of foreign economic activity of enterprise largely depends on the conditions that will be created in the country for development of its activities in external sphere, depends on the government's role in regulating and supporting the development of FEA at the level of a state. In all countries, without exception, especially in countries with transition economies where economic relations are unstable, government intervention in the development of FEA is an objective necessity. This is mainly connected with the aim to protect national interests in the carrying out FEA, more complete use of foreign economic activity as a factor of economic growth.

In conditions of "closed" economy, providing economics management, including FEA, based on government's monopoly and carried out mainly by administrative methods, the direct manufacturer was not interested in the development of export activities. Direct links between producers and consumers were absent. There was no clear concept of foreign economic activity, which would reflect its objectives, priorities and methods to achieve them. In market conditions or transition to them, the state impact on the economy, including foreign economic activity, is changing radically. This influence takes the form of state regulation, which means creating the appropriate conditions favorable to the effective development of the economy as a whole and its parts in particular. Thus, state regulation of foreign economic activity of the enterprise in the transition to a market economy consists in the creation of necessary conditions and promotion the development of the relations of the enterprise with foreign partners. [5]

Steps, that can be proposed are the following:

- Analysis of foreign countries, that could be an area for FEA of the LLC "Technics and Technologies"
- Preparation for a promotion activity (foreign domain for a website, local phone number etc., searching for a place to make an expo).
- Choosing of a promotion method (contextual advertising, website promotion in search engines, targeted advertising)
- Launching a test advertising campaign
- Expanding audience reach

For the beginning let's make a research, to understand which country is appropriate for the FEA of the LLC "Technics and Technologies".

In order to choose a country to which it is worth promoting a brand, it is currently worth considering a lot of factors. The first step is to start your analysis by looking for demand in markets that are potentially suitable for expansion.

Demand is a request from an actual or potential buyer or consumer to purchase a product for the funds available to him that are intended for this purchase. Demand reflects, on the one hand, the buyer's need for certain goods or services, the desire to purchase these goods or services in a certain quantity, and, on the other hand, the ability to pay for the purchase at a price that is within the "available" range.

Together with these generalized definitions, demand is characterized by a number of properties and quantitative parameters, of which, first of all, the volume or amount of demand should be distinguished.

From the standpoint of a quantitative measurement, the demand for a product is understood as the volume of demand, which means the amount of a given product that buyers (consumers) want, are ready and have the financial opportunity to purchase for a certain period in a certain price range [7].

To understand how the demand is being met in a potentially suitable market, it is necessary to identify the volume of supply of goods and services that potential competitors of LLC "Technics and Technologies" can or already offer.

Offer - the ability and desire of the seller (manufacturer) to offer their goods for sale on the market at certain prices. This definition describes the proposal and reflects its essence from the qualitative point of view. In quantitative terms, the supply is characterized by its size and volume. The volume value of the offer is the amount of a product (goods, services) that the seller wants, can and is able, in accordance with the availability or productive capabilities, to offer for sale in the market for a certain period of time at a certain price.

Like the volume of demand, the amount of supply depends not only on price, but also on a number of non-price factors, including production capabilities, state of technology, resource provision, price level for other goods, and inflationary expectations.

The next indicator for choosing a country for any brand that deals with physical goods (and agricultural equipment and its components, with which LLC "Technics and Technologies" works, are just that), should be a geographically advantageous location.

It is simply necessary for the correct and optimal product movement.

The distribution system has a very strong impact on the consumer. Commodity movement is not only the process of movement of goods from the manufacturer to the consumer, but also the activity of planning, controlling the physical movement of materials and finished products from their place of origin to places of use in order to meet the needs of consumers and to their advantage. The purpose of the distribution of goods is to ensure the delivery of the right goods at the right time and in the right place with minimal costs.

Costs in the distribution system depend on warehousing, inventories, transportation, etc. Attempts to minimize the costs of any particular type of activity can lead to an increase in the total cost of the distribution system. Therefore, it is very important to properly organize the system of product promotion from LLC "Technics and Technologies" to the buyer and vice versa, if we are talking about the supplier.

The indicator responsible for the volume of agriculture in the country was taken as the GDP indicator for 2018. It is also worth considering agricultural subsidies in addition to this, for the sake of completeness.

Based on these indicators, we will create a table of potentially suitable countries, which are geographically close to Ukraine.

Table 2.1.1

Geographical analysis of potential foreign markets to expand the brand of LLC "Technics and Technologies"

Country	Share of agriculture in the country's GDP	Average distance from closest company's warehousing (km)	Location of warehouse of LLC "Technics and Technologies"
Albania	21.83%	1500	Odessa
Moldova	13.8%	105	Odessa
Macedonia	10.2%	1350	Odessa
Montenegro	10.1%	1550	Vinnytsia
Serbia	9.66%	1100	Zhytomyr
Belarus	9.2%	300	Zhytomyr
Bosnia and Herzegovina	8.45%	1300	Vinnytsia
Bulgaria	6.7%	600	Odessa
Romania	6.4%	340	Odessa
Poland	3,6%	700	Zhytomyr
Germany	3,1%	1150	Zhytomyr

Source: conducted by the author.

When compiling Table 2.1.1, we took into account the geographical location of the warehouses of LLC "Technics and Technologies" closest to the borders of Ukraine and optimal according to the data provided to the author by the company. The final points in each of the countries under consideration were the large cities closest to the border.

It is also worth noting that transportation by water greatly reduces the cost of the process and logistics costs. So, for example, when transporting from a warehouse located in Odessa to Varna, Bulgaria (about 500 km both by land and by water), the price of the total transportation costs can be reduced by almost 70%.

Before moving on to the next analysis and choosing a country to expand the brand of LLC "Technics and Technologies", it is worth highlighting the current favorites for the indicators collected above.

Comparing the data to the table above by country and adding the collected extended data.

Table 2.1.2

In-depth analysis of countries - potential targets for the expansion of the brand "Technics and Technologies"

Country	Analysis
Albania	Although it has great demand and potential as an emerging market, is geographically too far away and without warehousing cross points is at this stage an inappropriate choice.
Moldova	The geographical proximity to the company's large warehouse and the high performance of the agricultural sector and its growth make Moldova a good choice for expanding the brand there.
Macedonia	Indicators that are smaller than that of the selected Albania (More than twice), and a difference of about 150 km, make Macedonia a weaker choice for LLC "Technics and Technologies".
Montenegro	Indicators that are smaller than that of selected Albania (More than twice), as well as the greater distance make Montenegro a very bad choice in the situation for LLC "Technics and Technologies".
Serbia	The presented figures are lower than those of the previous options.
Belarus	In the situation with Belarus, it should be borne in mind that despite the rather large agricultural sector, this country has strong production capacities of the domestic market for agricultural machinery. So this country should be viewed more as an exporter.
Bosnia and Herzegovina	Indicators that are smaller than that of selected Albania (More than twice), as well as the greater distance make Montenegro a very bad choice in the situation for LLC "Technics and Technologies".
Bulgaria	The ability to transport goods by sea is a definite plus. Alas, this plays a role mainly for large volumes, therefore, in the absence of any base for brand promotion in this country, the effect loses its significance at first.

Cont. of the Table 2.1.1

Romania	There is also the possibility of transportation by water (about 400 km), but the situation is similar to the above-described Bulgaria.
Poland	Poland's well-subsidized agricultural market would make it a good option if Technics and Technologies LLC had its own warehouse closer to the common border (for example, in Lviv). Given the current circumstances, it is nevertheless worth paying attention to logistically more profitable options.
Germany	One of the most developed agricultural markets not only in Europe, but also in the world. Unfortunately, for deliveries in large volumes, capable of completely covering transportation costs, the products offered must qualitatively stand out among their own counterparts of German production.

Source: conducted by the author and supplemented by company's authority.

All of the above analysis qualitatively distinguishes 4 representatives: Moldova, Belarus, Bulgaria and Poland. In addition to the arguments presented in Table 2.1.2, it is worth noting that there are already partners in all these countries, except Bulgaria, which makes the situation on the agricultural market less clear in relation to the remaining options.

Considering Moldova as an option for brand promotion, the author found data on subsidies.

It is known that, in particular, the Moldovan state compensates farmers (wine growers-gardeners) for the costs of purchasing new agricultural equipment. Only in contrast to Ukraine, compensation is paid for any equipment, both foreign and domestic. It's just that the payment rates are differentiated: when purchasing imported equipment, the farmer is returned 25%, and when purchasing Moldovan equipment - 35%. In both cases, the payment limit is 300 thousand lei (that is, \$ 17 thousand, the dollar / lei exchange rate is about 17.7), and when buying self-propelled harvesters for harvesting grapes - \$ 42 thousand.

The amounts are certainly not astronomical. But there are many programs of state subsidies in Moldova - a dozen and a half. Subsidies are financed by the National Fund for Agricultural and Rural Development (the standard of filling is at least 2% of the state budget). In 2019, the size of the fund amounted to 900 million

lei, of this amount, about 670 million lei (\$ 38 million) - for targeted payments to agrarians.

It is noteworthy that in agricultural subsidies Moldova officially gives preference to large entities - groups of producers, united into one legal entity. In 2019, the country's government increased the subsidy limit for one agricultural producer from 3 million to 5 million lei per year (\$ 282 thousand). And for a group of producers - up to 7.5 million lei (\$ 424 thousand). This is justified by the development of associative links, but does not change the essence. At the same time, the share of small and medium-sized agricultural enterprises among the recipients of subsidies today accounts for 65%. [6]

This data, combined with the convenient geographical location of Moldova in relation to large warehouses LLC "Technics and Technologies", significantly distinguishes it from the general list and makes it the main goal for a systematic strategic expansion of the brand.

2.2 Development of complex of measures to increase efficiency of brand promotion management of LLC "Technics and Technologies" to foreign markets

Having chosen in a previous segment a country (Moldova) to promote a brand of LLC "Technics and Technologies", it is worth considering and developing a marketing strategy taking into account all the accompanying factors.

As described earlier, this is a challenging time to enter new markets, and this applies to many industries. The reasons for this are the instability of the economic state of the world economy as a whole.

As for the agricultural sector as a whole, the indicators and data collected by LLC "Technics and Technologies" suggest that the partnerships that were concluded before the crisis remain quite strong. With the greatest apprehension, the companies

are now concluding new contracts. Accordingly, we can conclude that the agricultural machinery market is now, if not developing, then at least not degrading. This state can now be described as stagnation.

In this regard, taking into account that LLC "Technics and Technologies" already has partners purchasing products supplied by the company in the selected country, the right decision may be, among other things, strengthening these very relations. It needs to be considered how to achieve this when drawing up marketing strategy as a whole [8].

Marketing strategy is an element of the company's activity strategy aimed at developing, producing and communicating to the buyer the goods and services that best meet his needs. The marketing strategy is a program to achieve the main goal of the company - to ensure profit from market activities [9].

Despite the fact, that in the agricultural sector, brand promotion via the Internet is more the exception than the commonplace, in favor of direct interaction with potential partners and searching for them at specialized conferences and exhibitions, in times of a global pandemic, this certainly looks like the most suitable and profitable option.

Below the advantages of Internet marketing over classic marketing will be considered in Figure 2.2.1

Taking into account all the advantages of this way of promotion, as well as the current situation, the way of least resistance and optimization of the brand promotion process is definitely the promotion of the brand through the Internet. Choosing Internet marketing as the main set of measures to improve the position of LLC "Technics and Technologies" in Moldova, one must understand that there are several paths that can be followed in such a situation.

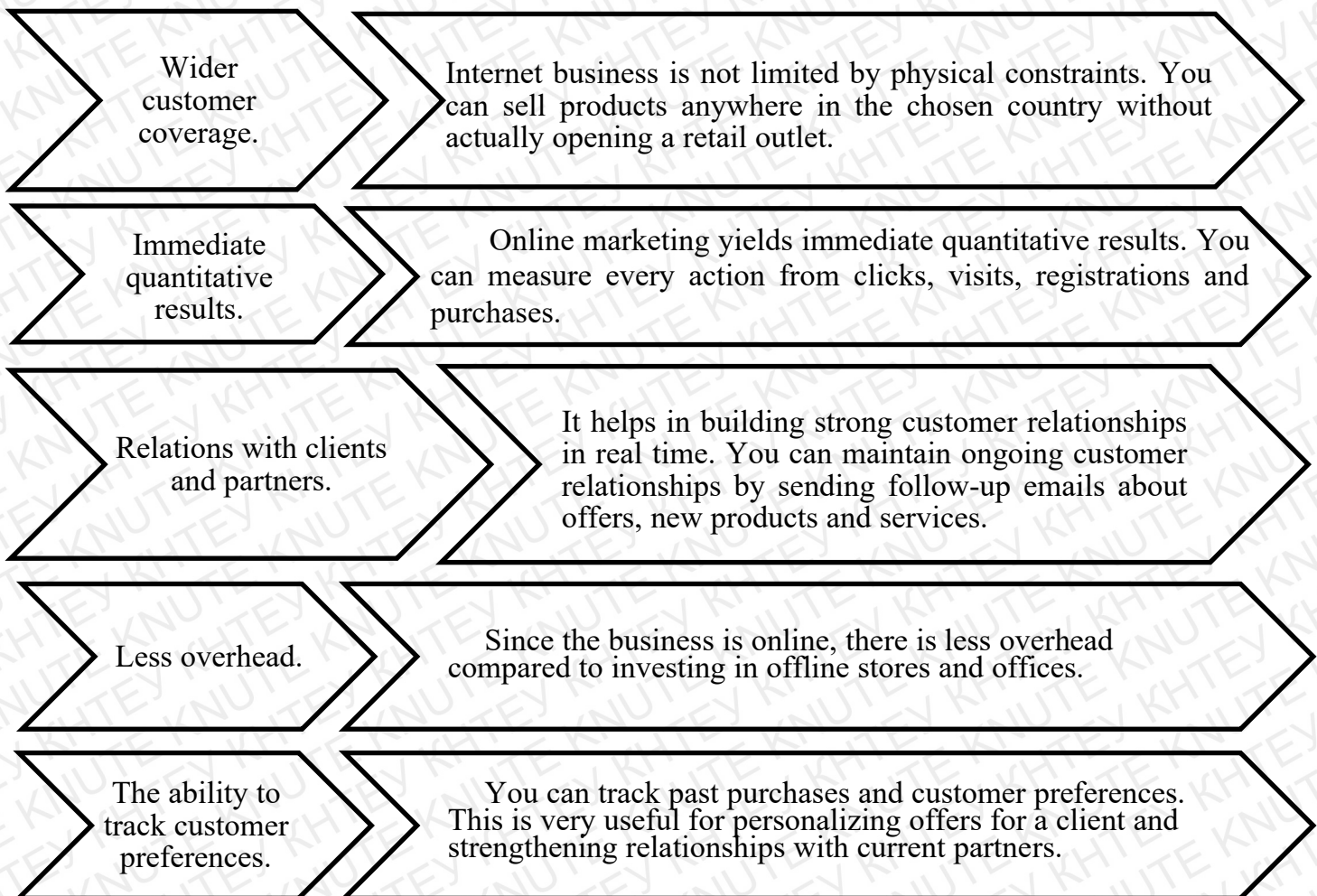


Fig. 2.2.1 Advantages of deciding Internet marketing strategy for expanding to new foreign market

Source: created by the author.

Taking into account all the advantages of this way of promotion, as well as the current situation, the way of least resistance and optimization of the brand promotion process is definitely the promotion of the brand through the Internet. Choosing Internet marketing as the main set of measures to improve the position of LLC "Technics and Technologies" in Moldova, one must understand that there are several paths that can be followed in such a situation.

Among them are SMM, promotion through their own website by the contextual advertising, email marketing and the so-called Search Engine Optimization promotion. Next, let's highlight the main pros and cons of each of the Internet promotion methods.

Table 2.2.2.

Main Pros and Cons of chosen internet promoting methods

Type of internet promoting method	Main Strengths	Main Weaknesses
Social Media Marketing	The minimum level of financial costs at the initial stage of promotion. Formation of a stable positive image of a product, company, brand among a wide audience.	The long wait for a positive effect, which occurs only after a certain number of subscribers, likes, comments or other manifestations of social activity are recruited.
Contextual Advertising	The ability to easily and quickly change the parameters of an advertising campaign at any time. Accurate control of all financial expenses with the ability to set limits for the daily budget.	The high cost per click on an advertising message from a thematic niche with a high level of competition. Also, the lack of competent settings for contextual advertising will quickly eat up your budget without achieving your goals.
Email Marketing	The ability to build long-term relationships with potential customers based on email correspondence. Mailing to the base of potential clients can be done selectively, depending on various criteria.	The lack of a predictable result and a high level of distrust towards emails from unknown addresses.
SEO (Search Engine Optimization)	High level of trust of the target audience in the search results. Low acquisition cost. Directly depends on the topic of the site and the level of competition in the niche. Inertial effect. Allows you to receive a stable influx of customers even after a certain period of time.	A high level of competition among popular target queries, which provokes a high labor intensity to get to the first lines of search results. It will take a long time to reach the first positions in the TOP-10 search results.

Source: created by the author.

Based on the fact that LLC "Technics and Technologies" has its own website with the international domain .com, but lacks any social media, the method of promoting through SMM looks rather energy-consuming and inefficient.

Contextual advertising is inherently related to the SEO method. But taking into account that the agricultural machinery market is narrowly targeted and differs quite a lot from, for example, the footwear market, most often a potential client will search the Internet for a pre-targeted request. [10]

Therefore, SEO looks like a stronger method in situations with highly specialized markets.

Email marketing in the situation that LLC "Technics and Technologies" has at the moment is applicable for the renewal of contracts that took place with Moldovan partners in the past. And also in order to send out business proposals for new products or certain promotions on the company's database of companies working in the agricultural sector of Moldova.

Based on the above arguments, the optimal strategy that is applicable for LLC "Technics and Technologies" when expanding the brand to the agricultural market of Moldova is presented in figure 2.2.4

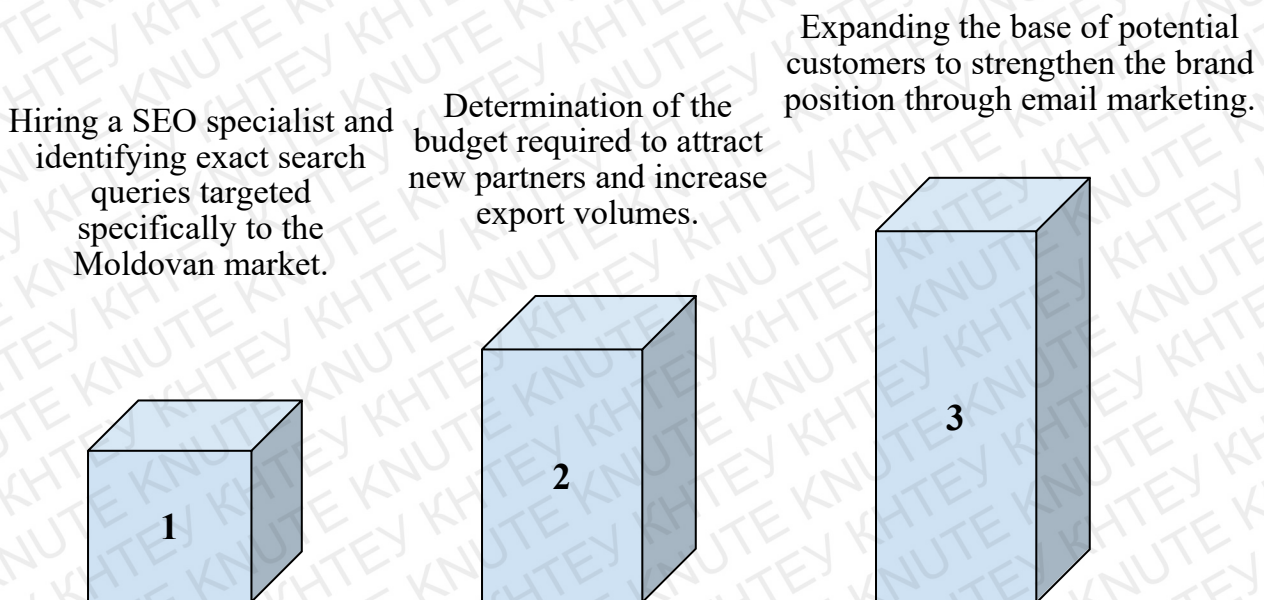


Fig. 2.2.4. The steps for the implementing the measures for a brand promotion to chosen market

Source: conducted by the author.

So, the first step to expand the positions of LLC "Technics and Technologies" in the market of agricultural products and components for them in Moldova will be hiring an SEO specialist. The specialist will be able to select key search queries that will be optimal for the company. Based on the first results, it will be possible to

understand the budget required each month to keep the LLC "Technics and Technologies" website in the first lines of search engines.

The second step will be to create a database of potential and existing customers and partners from the data obtained as a result of SEO work and those that are publicly available.

The third stage, to increase the effect, should include the systematic distribution of emails with content depending on the goals. For potential clients - advertising mailings. For new clients and old partners - mailings with individual offers of cooperation. Taking into account the recent start of subsidizing agriculture in Moldova (from 2019), it is the individual proposals that should work better than just mailing.

The market for agricultural machinery and its components in the selected country has not yet reached the supply limits. Also, the Technics and Technologies brand has a good brand image in Ukraine, and in addition is the exclusive supplier of some Ukrainian manufacturers of agricultural machinery components. Based on this, it can be assumed that the expansion of the brand's influence will proceed at a fairly fast pace, possibly depending solely on the seasonal characteristics of market consumption.

So, in chapter 2.3 it is necessary to analyze, how much approximately will it cost and calculated the effectiveness of the proposed measures.

2.3 Forecast of the offered measures effectiveness to LLC "Technics and Technologies"

When applying the measures proposed in clause 2.2 to promote the brand of LLC "Technics and Technologies" in the international market, the result will be the qualitative changes shown in Figure 2.3.1.

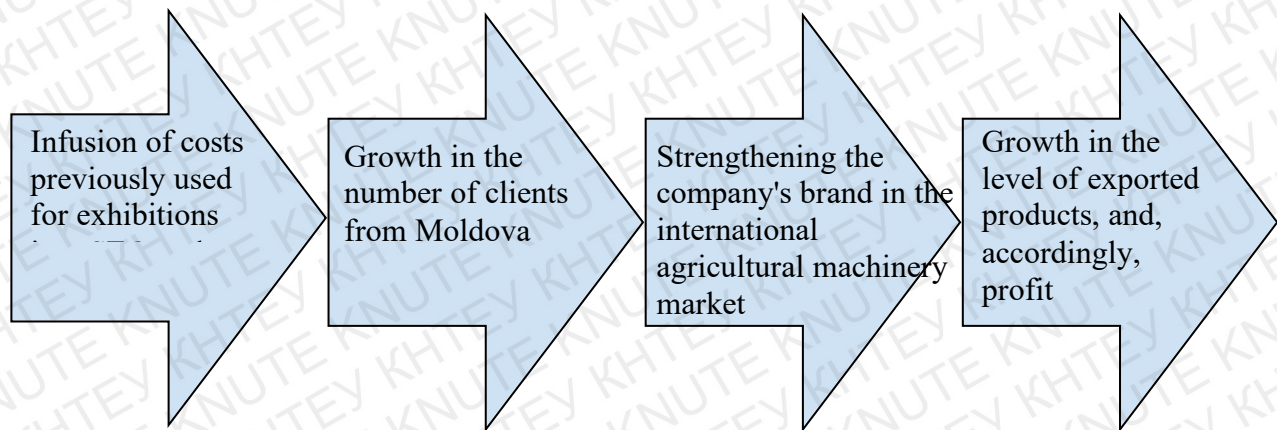


Fig. 2.3.1 The influence of the measures for a brand promotion to chosen market

Source: conducted by the author.

Implementing the brand promotion strategy, the main item of expenditure is expected to be SEO services. The average price of SEO services in the Moldovan market for a company of a size similar to LLC "Technics and Technologies" currently varies between \$ 1,000 - \$ 1,500, which in terms of hryvnia is equal to 27,000 - 40,000.

Also, for the successful implementation of such a promotion system, the readiness of the company's employees for a new format of work for them is simply necessary, therefore, presumably, the maximum efficiency of the workforce was achieved only within 2 months of adoption.

Also, do not forget that the introduction and expansion of a brand to new markets is a long process that has a cumulative effect. Accordingly, the management of LLC "Technics and Technologies" must understand that instant results are impossible in any way. Nevertheless, the strategy proposed in clause 2.2 is optimal under the current global and local circumstances.

Table 2.3.2 shows the estimated costs of implementing the proposed measures.

Table 2.3.2

The amount of approximate implementation costs for LLC "Technics and Technologies" for 4 months

№	The costs	The amount, UAH
1	Administrational costs	10 000
2	Educational costs	20 000
4	Hiring SEO specialist in Moldova	90 000
Total		120000

Source: conducted by the author.

Firstly, it should be noticed, that these measures are made for the four months because of risk strategy, which declares, that we should overthink and calculate the efficiency of the proposed measures and after that make a decision to continue providing them or we should make another strategy or to improve the existing one.

It is worth noting that exactly after 4 months of work in Internet marketing mode, the brand position should already begin to give tangible results, since approximately during this time the SEO system should start working almost flawlessly and without much effort from the outside. And the employees of LLC "Technics and Technologies" will already be trained and develop an effective system to support email marketing.

Also, due to the peculiarities of the agricultural market as a whole, it is worth taking into account the seasonality, therefore, the sample for assessing the efficiency should necessarily be larger than a quarter.

It is worth noting, that the cost of maintaining the CEO of the system is significantly lower than its implementation, and on average in the Moldovan market fluctuates around \$600 - \$1000. And if we calculate the costs of introducing a new promotion strategy and the cost of maintaining it 4 months after implementation, then a total of about 210 thousand hryvnia comes out, which is lower than the

marginal lower expected revenue from Moldova export for LLC "Technics and Technologies" after 1 year.

Calculations shows the positive dynamic of the product profitability ratio, it means, that with the successful application of the measures proposed earlier, it is planned to increase the volume of exports to Moldova with a dynamic greater, than that of all other export countries of LLC "Technics and Technologies". That is, in the next reporting year, taking into account the positive dynamics of the company as a whole, as well as the targeted marketing strategy of strengthening the brand, we can expect an increase in export volumes to Moldova from 37,000 UAH to 250,000 - 300,000 UAH.

Table 2.3.3. represents the forecast of the dynamics of the financial results of LLC "Technics and Technologies" for 2021-2022, taking into account the above mentioned proposals.

Table 2.3.3.

Forecast of the dynamics of the financial results of LLC "Technics and Technologies", UAH

Indicator	2019 (Fact)	2020 (Plan)	2021 (Forecast)	2022 (Forecast)
Net income from sales of products (goods, works, services)	1758642	1895000	2080000	2195000
Cost of sales (goods, works, services)	1789	2500	3000	3400
Gross: profit	1760431	1897500	2083000	2198400
Net financial result: profit	374969	412500	465000	493400

Source: conducted by the author.

At the end of the year, after the implementation of the proposed strategy and the achievement of the export volumes to Moldova exceeding UAH 250,000, the strategy can be described as successful. In this case, regardless of the economic and

epidemiological situation (because the strategy is fully applicable through the Internet) LLC "Technics and Technologies" can choose a new target country to promote the brand.

For example, LLC "Technics and Technologies" may try to start a similar promotion in those countries that were also highlighted earlier in this work. So, for example Bulgaria, Romania and Serbia.

CONCLUSIONS TO SECTION 2

In the second section, first of all, were identified potential markets for the expansion of the "Technics and Technologies" brand, disassembled and selected the most suitable of all presented. Further actions determined the current position and state of LLC "Technics and Technologies" as a brand, and suggested possible ways to move to a new international market, taking into account the global crisis in connection with the 2020 pandemic.

Having identified the most correct channel for expanding the brand's influence at this time, the methods and types of Internet promotion suitable for LLC "Technics and Technologies" were analyzed. They turned out to be SEO and email marketing in view of the specificity and narrow focus of the market for agricultural machinery and accessories.

In the 2nd segment of Section 2, a plan was first developed to effectively and easily implement the proposed brand expansion measures. The plan is presented in 3 steps:

1. Hiring a SEO specialist and identifying exact search queries targeted specifically to the Moldovan market.
2. Determination of the budget required to attract new partners and increase export volumes.
3. Expanding the base of potential customers to strengthen the brand position through email marketing.

In the last segment of the 2nd section, the possible consequences of the implementation of the previously proposed system were considered and predicted. At a cost of 120,000 UAH, we can expect an increase in export volumes to Moldova from 37,000 UAH to 250,000 - 300,000 UAH.

CONCLUSIONS AND PROPOSALS

In the final qualifying paper the peculiarities of brand promotion to the new international market on the basis of LLC "Technics and Technologies" was considered and disclosed.

The specificity of LLC "Technics and Technologies" is that it is a company associated with agriculture and have been trading in agricultural machinery for many years.

For now, the main activities of the enterprise are:

- sale of agricultural machinery of foreign and domestic manufacturers;
- sale of spare parts;
- sale of equipment, devices.

The company is primarily a dealer and a representative of many small and large manufacturers, mostly from Ukraine or imported agricultural machinery and its components from China.

This postpones its influence on the perception of LLC "Technics and Technologies" as a brand and brings some changes in possible strategies for promoting and expanding the brand to international markets.

The first section of the work analyzed such indicators of LLC "Technics and Technologies" over the past 5 years as

- Analysis of financial statement of the enterprise;
- Analysis of solvency (financial stability) of the enterprise;
- Liquidity analysis of the enterprise;
- Analysis of business activity;
- Analysis of the profitability of the enterprise.

This was done to determine the overall economic sustainability of the company. The general conclusion from the analysis of economic activity and foreign economic activity of LLC "Technics and Technologies" is that the company has stable positive dynamics, and despite the internal crisis in 2016, it not only managed to reach the previous level, but also to increase the indicators after 3 years.

In the next paragraph of the first section, the activities of LLC "Technics and Technologies" in the international market were discussed in detail. The percentage of sales to international markets of the company's total sales was revealed. The indicator for 2019 was 17.5%.

In addition, the trade balance for LLC "Technics and Technologies" was analyzed, with the calculations of all countries with which the company cooperates. The main supplier among the countries is China, which occupies 49% of the total import of the enterprise, and the main country for sale was Poland, with a share of 39% of the total. According to data for 2019, Imports exceed exports with a difference of 288 thousand hryvnias.

In the third segment of the first section, the current marketing strategies of Technics and Technologies LLC were analyzed in order to identify strengths and weaknesses. According to the conclusion that was made after the analysis, the strategies currently used, alas, lose a significant part of their effectiveness due to the global pandemic in 2020. In this regard, in the second section of this work, the rationalism of introducing new strategies for brand promotion in foreign markets was considered.

The first thing that was done was the analysis of countries suitable for the expansion of LLC "Technics and Technologies" in terms of the efficiency of the market for agricultural products and their components, as well as geographically optimal diversification. According to the results of the comparison of potentially suitable countries, Moldova was selected primarily due to its strategic proximity to the large warehouse of LLC "Technics and Technologies" in Odessa, which turned out to be much closer than other options considered for potential brand expansion points. In addition, it was discovered that starting from 2019, it was in Moldova that a subsidy program for purchases of imported agricultural equipment was launched, which will certainly have a positive effect for dealers and manufacturers of this very imported equipment, which LLC "Technics and Technologies" is.

Further, in the work, a set of measures was developed to expand the brand's influence on the previously selected market of Moldova. Among all the considered methods, SEO and email marketing were regarded as the most powerful methods in situations with highly specialized markets, which was the main reason for choosing these methods to strengthen the brand position.

In the last segment of the second section, a plan was developed for the potentially successful introduction and strengthening of the position of the "Technics and Technologies" brand in the agricultural market of Moldova. According to calculations, with a favorable outcome and successful implementation of all points of the simple proposed plan, in just a year, the export indicators for the company in relation to the selected market should increase from 7 to 8.5 times.

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APPENDIXES

Appendix A

Article	Code line	2105	2016	2017	2018	2019
Net income from sales of products (goods, works, services)	2000	862952	798045	1208762	1459232	1758642
Other operating income	2120	864	1458	1658	1354	1789
Other income	2240					
Total income (2000 + 2120 + 2240)	2280	863816	799503	1210420	1460586	1760431
Cost of sold products (goods, works, services)	2050	-629841	-588623	-875621	-1098623	-1385462
Other operating expenses	2180	-19576	-13654	-28985	-31524	-28615
Other expenses	2270	-85367	-91578	-108231	-96785	-116648
Total costs (2050 + 2180 + 2270)	2285	-734784	-693855	-1012837	-1226932	-1530725
Financial result before taxes (2280 - 2285)	2290	129032	105648	197583	233654	229706
Income tax	2300	23226	19017	35565	42058	41347
Net profit (loss) (2290 - 2300)	2350	105806	86631	162018	191596	188359

Appendix B

Assets	Код рядка	On 1.01 2015	On 1.01 2016	On 1.01 2017	On 1.01 2018	On 1.01 2019
I. Non-current assets						
Intangible assets	1000					
initial value	1001					
accumulated depreciation	1002	()				
Incomplete capital investments	1005					
Fixed assets:	1010	6120	5482	7512	8654	12543
initial value	1011	9853	9107	12987	14893	17845
wear and tear	1012	15024	14208	8135	9784	13542
Long-term biological assets	1020					
Long-term financial investments	1030					
Other non-current assets	1090					
Total for section I	1095	11291	10583	2660	3545	8240
II. Current assets						
Stocks:	1100					
including finished products	1103	2035612	2129654	2864931	3105486	3235487
Current biological assets	1110					
Accounts receivable for goods, works, services	1125	15648	45842	8452	9874	16542
Accounts receivable according to budget calculations	1135					
including income tax	1136					
Other current receivables	1155					
Current financial investments	1160					
Money and their equivalents	1165	3200	5425	4218	5423	5842
Deferred expenses	1170	11284	25642	14256	15484	15693
Other current assets	1190	5187	4987	6843	8147	91364
Total for section II	1195	2039635	2119866	2881796	3124666	3331844
III. Non - current assets held for sale, and disposal groups	1200					
Balance	1300	2050926	2130449	2884456	3128211	3340084

Appendix C

Liabilities	Код рядка	On 1.01 2015	On 1.01 2016	On 1.01 2017	On 1.01 2018	On 1.01 2019
I. Equity						
Registered (share) capital	1400	63000	63000	63000	63000	63000
Additional capital	1410					
Reserve capital	1415					
Retained earnings (uncovered loss)	1420	45327	28621	43218	85817	113254
Unpaid capital	1425		-13000			
Total for section I	1495	108327	78621	106218	148817	176254
II. Long - term liabilities, targeted funding and providing	1595	55000	55000	55000	55000	55000
III. Current liabilities						
Short-term bank loans	1600					
Current accounts payable for: long-term liabilities	1610					
goods, works, services	1615	54752	81234	42135	46548	52138
calculations with the budget	1620	3445	7521	2453	6541	8412
including income tax	1621	3301	5123	1452	4985	5974
insurance calculations	1625					
payroll calculations	1630	25	3628	65	823	459
Deferred income	1665					
Other current commitments	1690	8762	14237	4621	952	4658
Total for section III	1695	66984	106620	49274	54864	65667
IV. Liabilities related to non-current assets held for sale and disposal groups	1700					
Balance	1900	230311	240241	210492	258681	296921

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на тему:

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