

Kyiv National University of Trade and Economics
International Management Department

FINAL QUALIFYING PAPER

on the topic:

“Managing the process of entity brand development”

(based on data of Limited Liability Company “VSESVIT”, Kyiv)

Student of the 2nd year, group 4a,

Specialty 073 “Management”

Specialization “Management of FEA”

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Kyiv 2020

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 Specialty _____ Management _____
 Specialization _____ Management of foreign economic activity _____

Approved by
 Head of the Department _____

on _____, _____, 20_____

Task for a final qualifying paper

Stronska Tetiana

1. Topic of a final qualifying paper *Managing the process of entity brand development*

Approved by the Rector's order from 15/11/2019, No. 3889

2. Term of submitting by a student his/her terminated paper _____

3. Initial data of the final qualifying paper

Purpose of the paper is to improve the process of brand development of LLC "VSESVIT".

Object of the research is the process of promotion of the company's brand "VSESVIT".

Subject of the research is the ways, methods, mechanisms and techniques of the brand promotion process of LLC "VSESVIT".

4. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task fulfilled

5. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. KEY DRIVERS OF BRAND DEVELOPMENT PROCESS OF LLC "VSESVIT"

1.1. Analysis of financial and economic activity of LLC "VSESVIT"

1.2. Analysis of foreign economic activity of LLC "VSESVIT"

1.3. Investigating the process of brand development in Ukraine and its effectiveness of LLC “VSESVIT”

Conclusions to part 1

PART 2. WAYS OF IMPROVEMENT OF THE BRAND DEVELOPMENT PROCESS OF LLC “VSESVIT”

2.1. Ways of improvement of the brand promotion process LLC “VSESVIT”

2.2. Development of the set of actions for adaptation of current strategy of brand development to external markets

2.3. Forecast estimation of the effectiveness of suggested actions and its impact on general performance of LLC “VSESVIT”

Conclusions to part 2

CONCLUSIONS AND PROPOSALS

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6. Time schedule of the paper

No.	Stages of a final qualifying paper	Terms of a final qualifying paper	
		de jure	de facto
1	Approval of the plan of a final qualifying paper with scientific adviser	17.10.2019	17.10.2019
2	Submission of scientific article to scientific adviser	5.12.2019	5.12.2019
3	Submission of scientific article to the responsible editor of the collection of articles	20.03.2020	20.03.2020
4	Submission of the first section to the scientific adviser	1.10.2020	1.10.2020
5	Submission of the second section to the scientific adviser	15.10.2020	15.10.2020
6	Submission of a final qualifying paper to the scientific adviser	20.10.2020	20.10.2020
7	Pre-Defence	22.10.2020	22.10.2020
8	Submission of a final qualifying paper to the Head of Department	1.11.2020	1.11.2020
9	Submission of a final qualifying paper to the Dean of the faculty on International trade and law	1.10.2019	1.10.2019
10	Peer review of a final qualifying paper	5.12.2019	5.12.2019
11	Defence of a final qualifying paper		

7. Date of receiving the task _17/10/2019

8. Scientific adviser of the final qualifying paper

L. Serova

(last name, initials, signature)

9. Head of the project team
(Manager of the educational program)

_____ (last name,
initials, signature)

10. The task received by the student _____
T.O.Stronska__

11. Resume of a scientific adviser of a final qualifying paper

Final qualifying paper of Stronska T.O. is relevant and dedicated to the improvement of the process of brand development of LLC “VSESVIT”.

Reviewed paper consists of content, introduction, main part (2 sections), conclusions and recommendations, references and appendices.

The content of the paragraphs is absolutely complied with the parts’ titles and the topic of the final qualifying paper. Content and structure of the final qualifying paper meet all necessary requirements and current standards for obtaining an educational master’s degree. Illustrative materials facilitate the perception of presented information.

The work is structured logically competently, in compliance with the design rules, using a scientific style. The development trends identified by the author can be used by LLC “VSESVIT” in the implementation of its professional activities. The recommendations made by the student can significantly affect the growth and brand development of the enterprise itself.

Final qualifying paper is a complete study about current stage of brand “VSESVIT” development and proposing ways of its improvement.

The final qualifying paper of Stronska Tetiana is made in full, meets the requirements and recommended for defense with the highest score.

Scientific adviser of a final qualifying paper _____
(last name, initials,
signature)

Note about preliminary paper defence _____
(last name, initials,
signature)

12. Resume about a final qualifying paper

A final qualifying paper of the student _____
(last name,
initials)

can be admitted to defence in the Examination Board.

Head of the project team
(Manager of the educational program)

initials, signature) (last name,

Head of the Department _____
(last name, initials, signature)

_____, _____, 20__ .

АННОТАЦІЯ

Стронська Тетяна Олександрівна

Управління розвитком бренда підприємства-суб'єкта ЗЕД

Випускна робота для здобуття ступеня магістра за спеціальністю 073 "Менеджмент", спеціалізація "Менеджмент зовнішньоекономічної діяльності". Київський національний торговельно-економічний університет, 2020.

У випускній роботі визначено суть просування бренду, обґрунтовано механізм розвитку процесу просування бренду на підприємстві. Представлено методологічні підходи до оцінки рекламної стратегії.

Проаналізовано фінансово-господарську діяльність ТОВ «ВСЕСВІТ», проаналізовано прозорість та результати зовнішньоекономічної діяльності досліджуваного підприємства. Оцінюється дослідження процесу просування бренду та поточних маркетингових показників компанії.

Обґрунтована необхідність пошуку шляхів впровадження інструментів цифрового маркетингу на ТОВ «ВСЕСВІТ». Запропоновано стратегію вдосконалення процесу просування бренду на досліджуваному підприємстві. Дається оцінка ефективності запропонованих заходів.

Ключові слова: процес просування бренду, маркетингова стратегія, стратегія просування бренду, цифровий маркетинг, соціальні мережі, зовнішньоекономічна діяльність.

ANNOTATION

Stronska Tetiana Oleksandrivna

Managing the process of entity brand development

Final qualifying paper for obtaining a master's degree in specialty 073 "Management", specialization "Management of foreign economic activities". Kyiv National University of Trade and Economics, 2020.

In the final the essence of brand promotion is determined, the mechanism of development of brand promotion process at the company is substantiated. The methodological approaches to the evaluation of the promotional strategy are presented.

The financial and economic activity of LLC “VSESVIT” is analyzed, the process and results of foreign economic activity of the investigated enterprise is analyzed. The investigation of brand promotion process and current marketing performance of the company is assessed.

The necessity of searching the ways of implementation of the tools of digital-marketing on LLC “VSESVIT” is grounded. The strategy of brand promotion process improvement on the investigated enterprise is offered. An assessment of the effectiveness of the proposed measures is given

Key words: brand promotion process, marketing strategy, brand promotion strategy, digital marketing, social networks, foreign economic activity.

SUMMARY
TO THE FINAL QUALIFYING PAPER
“Managing the process of entity brand development”
(based on the data of LLC “VSESVIT”, Kyiv)

Final qualifying paper: 64 p., Illustrations – 9, Tables – 16, formulas – 2,
appendices – 7, references – 26.

The object of investigation is the process of promotion of the company's brand “VSESVIT”.

The subject of investigation is the ways, methods, mechanisms and techniques of the brand promotion process of LLC “VSESVIT”.

Enterprise that is a basis for writing final qualifying paper is LLC “VSESVIT”.

Purpose of final qualifying paper is to improve the process of brand development of LLC “VSESVIT”.

Tasks:

- to analyze financial and economic activity of LLC “VSESVIT”;
- to analyze foreign economic activity of LLC “VSESVIT”;
- to analyze the process of company’s brand promotion in Ukraine and its effectiveness;
- to study ways of optimization of the process of brand promotion of the company;
- to conduct a short and mid-term efficiency forecast of proposed measures for LLC “VSESVIT”.

Methods of investigation: methods of axiomatic (basing on existing general theoretical positions); analysis and synthesis; method of comparison and generalization (analysis of financial and economic activity of the enterprise); methods of economic and mathematical modeling; expert assessment (determining the growth rate for forecast of financial results of the company).

In the introduction to the final qualifying paper the current situation and actuality and value of chosen topic are explained; the object of research, subject of research, significance and aim are defined. Main tasks of this diploma work are explained. Described the main methodological instruments used in the paper.

In the first part of final qualifying paper “Key drivers of brand promotion of LLC “VSESVIT”” are analyzed, the analysis of foreign economic activity of the company is provided. The investigation of brand promotion process and current marketing performance of the company is assessed.

In the second part of the final qualifying paper “Ways of improvement of the brand promotion process of LLC “VSESVIT”” the directions of brand promotion strategy implementation of LLC “VSESVIT” are justified. Expenses and estimated result of changes proposed were analyzed and calculated. The forecast of financial results for further periods is provided.

Conclusions and proposals contain theoretical generalization and ascertain solutions to the given scientific problem, the essence of which is in the comprehensive study, assessment and effective management of brand promotional process in the researched company.

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INTRODUCTION

The relevance of the highlighted topic lies in the fact that nowadays, managing brands in a modern interconnected and complex business environment is challenging. In modern business, it is not enough to create a certain product that is superior to competitors in terms of technical or operational parameters - it is necessary to achieve brand awareness and subconscious acceptance by potential customers.

Modern consumerism is dependent on brands like never before. The consumer, who is able to find any product on the market, is becoming more and more selective, paying attention not to the quality of the product, but to the ability of the brand to reflect its social status. Regardless of whether a new brand is being introduced to the market or a well-known brand is being maintained, it is necessary to carry out work that takes into account the interests of consumers and most accurately conveys the brand concept.

Accordingly, in order to differentiate a brand, the use of standard schemes and mechanisms is not suitable. Each manufacturer develops unique tools that allow you to take a leading position in the market or segment.

The brand as a business tool of the company plays a huge role, since it contains the intangible assets of the product, its intellectual component, strengthens the connection between the product and the audience, stimulates consumers to buy, which ultimately brings profit to the company - the brand owner. But for this tool to be effective, a competent approach to brand development is required.

Promotion has been defined as the coordination of all seller-initiated efforts to set up channel of information and persuasion in order to sell goods and services or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communication with the marketplace take place as part of a carefully planned and control promotional program [4]. Each element finds its applications in a different way and has its own sets of advantages and weaknesses. Organization uses a variety of tools to engage

their audiences, generate brand awareness which may lead to maximization of the income.

The purpose of research is to improve the process of brand development of LLC “VSESVIT”.

According to the purpose of research, the following assignments were defined:

- to analyze financial and economic activity of LLC “VSESVIT”;
- to analyze foreign economic activity of LLC “VSESVIT”;
- to analyze the process of company’s brand development in Ukraine and its effectiveness;
- to study ways of optimization of the process of brand promotion of the company;
- to conduct a short and mid-term efficiency forecast of proposed measures for LLC “VSESVIT”.

The object of research is the process of promotion of the company's brand “VSESVIT”.

The subject of research is the ways, methods, mechanisms and techniques of the brand promotion process of LLC “VSESVIT”.

Research methods. Methods of axiomatic (basing on existing general theoretical positions); analysis and synthesis; method of comparison and generalization (analysis of financial and economic activity of the enterprise); methods of economic and mathematical modeling; expert assessment (determining the growth rate for forecast of financial results of the company).

The data sources of research are materials of the state statistical accounting, legislative and normative acts on economic questions, special scientific literature about the problems of theory and practice of foreign trade operations in the company and documents, provided by LLC “VSESVIT”.

The novelty of research lies in deep novating and methodological provisions analysis of the promotion process of brand “VSESVIT” of LLC “VSESVIT”.

The theoretical value of the research is determined by its contribution to general theory of brand management, and its results supplement the scientific knowledge about the organization and brand promotion process.

The practical value. The research results may be used by the managers of the company while planning and organizing the promotional process of the brand.

The final qualifying paper consists of practical issues of foreign trade operations efficiency analysis and assessment, and brand promotional process evaluation. In the last part of the paper, the directions for improvement of promotional strategy were proposed.

PART 1

KEY DRIVERS OF BRAND PROMOTION PROCESS OF LLC “VSESVIT”

1.1. Analysis of Financial and Economic Activity of LLC “VSESVIT”.

“VSESVIT” is a modern Ukrainian company that occupies a leading position in the businesses it operates. “VSESVIT” includes system IT integration.

The company has more than 20 years of experience in the Ukrainian market, it has gone through all the changes and crises that have saturated the recent business history of the country. They managed to create a competitive team of like-minded people who are able to feel the current market trends, create a competitive product and successfully sell it to our customers and buyers. The company's staff consists of several hundred highly qualified specialists who provide the processes of production, sales, maintenance of their products.

“VSESVIT” is a national producer of Ukraine. The company manufactures personal computers and servers of the “ROMA PC” and “ROMA SERVER” brands.

When considering any company, we must start with an economic and financial analysis in order to obtain a complete and objective assessment of the financial situation, to understand the conditions of financial results and the effectiveness of any activity carried out by the company, and to make effective management decisions.

The provision of information for financial and economic analysis, as well as for financial management in general, includes legislative and regulatory documents, financial statements, financial statistics and other data, including information on the state of the stock market, interest rates, exchange rates, credit ratings. Etc. The quality of financial analysis, as well as the quality of management decisions taken largely depends on the quality and quantity of incoming financial information, as well as on the qualifications of financial analysts and financial managers involved in financial analysis. And planning [6, p. 121].

The balance sheet, statement of cash flow, statement of financial position, statement of comprehensive income, statement of owner's equity, and other notes are the main information sources for determining the financial position of a company, its financial results and general performance. It also contains all significant accounting policies and other explanatory information.

Financial results analysis of company activity (tables 1.1 – 1.3); company's liquidity analysis (table 2.4); financial sustainability analysis of the company (table 2.5); profitability analysis of the company (table 2.6); business activity analysis of the company (table 2.7) are the main parts of any financial analysis.

Starting with the company's volume of assets in financial and economic analysis of LLC "VSESVIT", we can look through the company's assets volume dynamics, which are shown in the tab 1.1. There is all the basic information about the main resources of the business, and how they have been changing during the last five years.

Since 2015, we have observed stable increase in company's assets from 1 415 817 to 1 734 578 in 2019. Great negative change of the assets occurred in 2017, it could be explained by the company's loss of its retail points in Donetsk and Luhansk regions. The company had very powerful office in Donetsk, so its loss caused noticeable damage for the other offices around the country as well. Nevertheless, as for section I in total, we may see that the total amount of non-current assets in the last reporting period increased almost by 30 percent, and almost by 85 percent compared to 2015. Section II of the table contains information about current assets of the company. During the period 2015 – 2019, company's inventories increased almost twice. This fact indicates the positive development trend in the company. But also, an increase in inventory may mean that some factor is preventing the sale of products. So, we need to analyze other indicators to evaluate this situation.

Looking at the financial data of LLC "VSESVIT" we can say that the company has the positive dynamics in general. Though we cannot say that the dynamics is stable, but still, it is positive.

As we can see from the analysis of assets of LLC “VSESVIT” for a period of five years since 2015 to 2019, we can see that last year, 2019, company had good situation compared to the previous years.

Table 1.1

Dynamics of Assets Volume of LLC “VSESVIT” in 2015-2019, thous. UAH

ASSETS	Absolute deviation, UAH				Relative deviation %			
	2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018	2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018
I. Non-current assets:								
Intangible assets:	189	5	-666	-703	15	0	-46	-92
- initial value	2090	365	22	141	46	6	0	2
- accumulated depreciation	1180	722	358	1845	29	14	6	29
Unfinished capital investment	5561	737	15596	-19504	0	13	248	-89
Fixed assets:	-9225	15231	72430	65415	-25	56	170	57
- initial value	-14445	36357	48538	89739	-8	21	23	34
- depreciation	313	14687	-16112	27112	0	10	-10	18
Deferred tax assets	0	0	0	1880	0	0	0	27
Other non-current assets	-5421	0	0	0	-100	0	0	0
Total non-current assets	-19758	68104	120166	165925	-5	18	27	29
II. Current assets:								
Inventories	86750	219244	74810	-7054	21	43	10	-1
Receivables on products, goods, works and services	634	-1224	-18	-1	102	-98	-60	-8
Receivables on settlements: the advance payments	620	2078	-2588	440	0	335	-96	400
from budget	-62795	10205	13200	-23498	-100	10742	128	-100
including income tax	-62000	0	0	0	-100	0	0	0
Other current receivables	-13823	-1600	-1247	6	-31	-5	-4	0
Cash and cash equivalents	-31989	-116112	-85454	-14893	-8	-30	-31	-8
Cash	1899	45	-1944	0	0	2	-100	0
Bank accounts	380234	-123801	-256433	0	0	-33	-100	0
Deferred expenses	-321	75	112	558	-57	31	35	129
Other current assets	2345	528	-318	-2346	0	23	-11	-92
Total current assets	301554	-10562	-259880	-46788	30	-1	-20	-4
Total	281796	57542	-139714	119137	20	3	-8	7

Source: constructed and calculated by the author, thous. UAH [Appendix A]

Analysis of the dynamics of assets structure for the same investigated period of LLC “VSESVIT” shows us company’s tendency to build up it’s non-current assets, and, therefore, decrease the proportion of current assets.

Assets structure of 2015 and 2019 is demonstrated in the figure 1.1. We can see, that amount of non-current assets increased twice in the end of the investigated period, compared to the beginning.



Fig. 1.1. Dynamics of assets structure of LLC “VSESVIT” in %, for 2015 – 2019 (on 31.12)

Source: constructed and calculated by the author, thous. UAH [Appendix A]

Regarding the liabilities of the company, at the table 1.2 we can see the data of company’s equity, long-term liabilities and provisions, current liabilities and provisions.

From the first glance at a table, one can see that the company involves some long-term bank credits and other liabilities.

Table 1.2

Dynamics of Liabilities Volume of LLC “VSESVIT” in 2015-2019, thous. UAH

LIABILITIES	Absolute deviation, UAH				Relative deviation, %			
	2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018	2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018
I. Owner's equity								
Retained profit	558359	-288804	-726166	202903	86	-24	-79	104
Total for section I	558359	-288804	-726166	202903	85	-24	-78	100
II. Long-term liabilities and provisions								
Long-term provision	38335	98747	274857	91373	94	125	155	20
Total for section II	38335	98747	274857	91373	94	125	155	20
III. Current liabilities and provisions								
Current debts for: goods, work, services	-30112	174435	165054	108631	-33	289	70	27
- payments to the budget	-30418	3998	7767	-23960	-43	10	17	-46
- including income tax	-242561	-182440	3322	-19213	-54	-87	12	-62
- insurance settlements	130	-120	5	765	108	-48	4	567
- paying of wages	-3300	136	-13	2357	-89	34	-2	452
- received advance payments	13435	35133	9978	61543	1515	245	20	104
- settlements with parties	-5785	195123	80000	-213311	-19	767	36	-71
Current provisions	-6199	-3777	20955	-32051	-15	-11	69	-62
Other current liabilities	-10088	25111	24527	-59900	-40	164	61	-92
Total for section III	-314898	247599	311595	-175139	-44	62	48	-18
Total	281796	57542	-139714	119137	20	3	-8	7

Source: constructed and calculated by the author, thous. UAH [Appendix A]

For section I, owner's equity (table 1.2) we can observe that the best performance the company had at 2017 and then – decrease. Till the end of the investigated period we can see, that the situation started to look better, but still, in 2019 there is worse numbers of owner's equity compared to 2017.

In section II we can see that the long-term liabilities of LLC “VSESVIT” are increasing, which basically means that the company saves money more and more every year and that may be good. Long-term provisions are usually money set aside for employee benefits such as gratuity; leave encashment, provident funds etc. (table 1.2).

Information on current liabilities and provisions are expressed in section III of the given table. Here one can see rapid increase in volume of these liabilities as at 2017 the company needed additional resources and funds to increase its though production – we can observe increasing of settlements of partners, even though it stills low comparingly to owner's equity. Since 2017, the company's current

liabilities have been dropping, though current provisions and paying of wages increased as the trend of hryvnya inflation remained unchanged.

To sum up the analysis of liabilities volume dynamics, we can see that the that the best performance the company had on 2016, when the owner's equity took the major part in liabilities structure and exceeded 70%. Analyzing the rest of the investigated period and looking at the dynamics of company's liabilities structure at the figure 1.2 we can see, that company is struggling with current liabilities and in 2018 company had the biggest problem with that. Till the end of the investigated period situation got a bit better, but still it is fat from the company's performance in 2016. Detailed calculation of this part are presented in Appendix A.

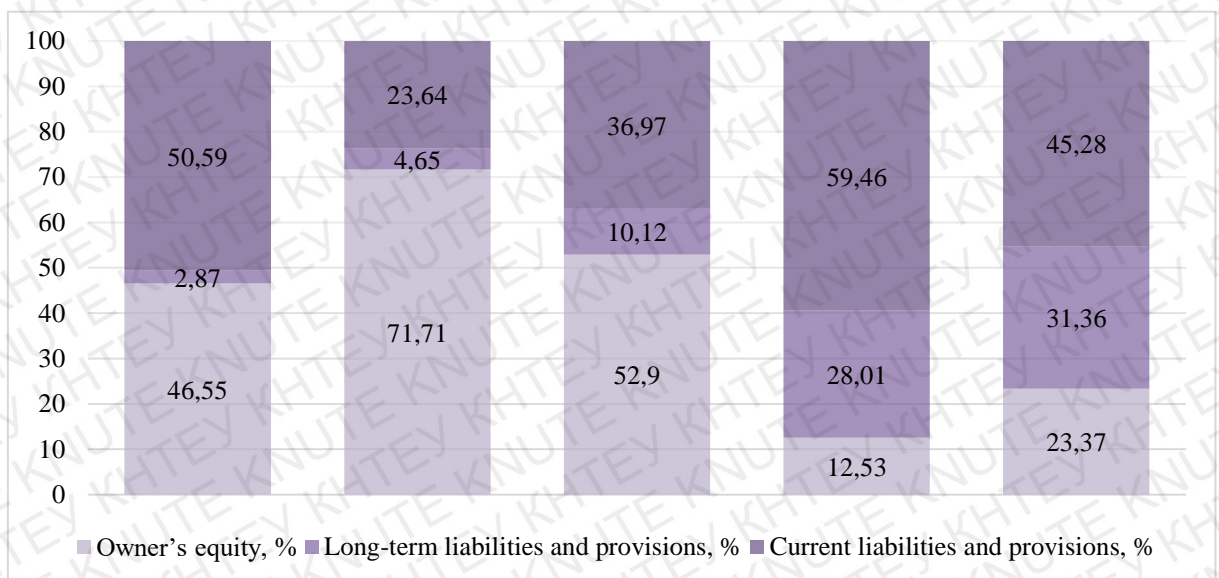


Fig. 1.2. Dynamics of liabilities structure of LLC "VSESVIT", for 2015 – 2019 (in %)

Source: constructed and calculated by the author, thous. UAH [Appendix A]

The last step at this stage of analysis is the study of dynamics and structure of financial results. Below is given the exact numbers of revenues and expenses of LLC "VSESVIT" during 2015-2019 (table 1.3).

We can see, that net income greatly increased in 2019 compared to 2015: in 2015 they had 517878 thous. UAH and in 2019 – 1055191 thous. UAH, increment is 103,75%. In five years, company managed to increase its income. For now, we

may say that the company remaining profitable and still grooving up in long-term period.

Table 1.3

Financial Results Structure and Dynamics of LLC “VSESVIT” in 2015-2019, thous.

UAH

Item	Absolute deviation, thous. UAH.				Relative deviation %			
	2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018	2016/ 2015	2017/ 2016	2018/ 2017	2019/ 2018
Net income	-54298	115354	314424	161833	-10	25	54	18
Cost of sales of products (goods and services)	-72623	95886	266819	151724	-15	23	52	19
Gross profit	18326	19467	47605	10109	66	42	73	9
Other operating income	-13718	38609	2922	71283	-88	2044	7	164
Administrative expenses	-11113	3909	793	15004	-69	80	9	156
Selling expenses	29089	12838	25022	39663	476	36	52	54
Other operating expenses	-18531	41334	-1313	77192	-99	15124	-3	192
Financial results of operations:								
profit	5162	-4	26026	-50467	229	0	351	-151
loss	0	0	0	17026				
Other financial income	0	0	884	2627				297
Other income	5314	4426	34926	17124	389	66	314	37
Financial expenses	6758	12446	-6783	6038		184	-35	49
Other expenses	5860	4231	35112	120765	535	61	314	261
Financial results before tax:								
profit	-2143	-12255	33507	-157519	-85	-3177	-282	-728
loss	0	0	-11869	135881	0	0	-100	0
Expenses (income) income tax	34	319	5535	-5609		932	1568	-95
Net financial result:								
profit	352	-11868	27266	-151352	-	-3376	-237	-961
loss	0	11516	-27266	151352	-	-	-237	-961

Source: constructed and calculated by the author, thous. UAH [Appendix B]

At the next stage of financial analysis of the enterprise, we are moving to investigation of company's liquidity (table 1.4). The company's liquidity analysis based on certain ratios allowed determining the ability of the company to pay its current liabilities. At this stage, we analysed, firstly, current ratio, which showed the change of available resources to cover current liabilities. Quick ratio was calculated shows the payment possibility of a company to pay current liabilities, provided in-time settlements with debtors. The next ratio, subject for analysis was cash ratio,

which is one of the most representative, because it shows the amount of debts that could be paid immediately. In the end was calculated working capital of the company, which basically shows the company's ability to expend its production.

Table 1.4

**Analysis of Liquidity of LLC “VSESVIT”
for 2015-2019**

N i/o	Indicator	For 31.12					Analysis			
		2015	2016	2017	2018	2019	Absolyte deviation, +/-			
							2016/2015	2017/2016	2018/2017	2018/2019
1	Current ratio	1,42	3,28	2,01	1,09	1,27	1,9	-1,3	-0,9	0,2
2	Quick ratio	0,83	2,02	0,89	0,25	0,26	1,2	-1,1	-0,6	0,0
3	Cash ratio	0,59	0,98	0,42	0,2	0,22	0,4	-0,6	-0,2	0,0
4	Working (Net) capital, thous. UAH	297384	913836	655675	84200	212551	616452,0	-258161,0	-571475,0	128351,0

Source: constructed and calculated by the author, thous. UAH [Appendix A, B]

As it was mentioned before, current ratio shows whether is company able to cover its current liabilities. To find it we have to divide current assets by current liabilities. Normally, the ratio has to be >1 , then it shows that company can fully cover all the liabilities with its assets. This is the first indicator investors are taking a look on. But there is another side of high current ratio it could be justified that company may be using its current assets ineffectively. Looking at these numbers, we can say that LLC “VSESVIT” used its current assets ineffectively in 2016 for sure, 3,28 is too high. Though, we can also see that the situation has positively changed till the end of the investigated period and in 2019 this indicator is 1,27, which means that company fully covers all the liabilities with its assets.

Quick ratio is also known as “acid test” to the business, because it shows company's capability to pay it's current liabilities by near cash assets with high liquidity. The ratio is basically the difference between total current assets and inventories, divided by total current liabilities. A result of 1 is considered to be the normal quick ratio, as it indicates that the company is fully equipped with exactly

enough assets to be instantly liquidated to pay off its current liabilities. In our case, ratio 0,26 in 2019 means that company is not able to fully pay off its current liabilities in the short term.

The cash ratio is a liquidity measure that shows a company's ability to cover its short-term obligations using only cash and cash equivalents. It calculates as a sum of cash and its equivalents divided by total current assets. In 2019 company's cash ratio is equal to 0,22, which indicates on there are more current liabilities than cash and cash equivalents. It means insufficient cash on hand exists to pay off short-term debt. This may not be bad news if the company has conditions that skew its balance sheets, such as lengthier-than-normal credit terms with its suppliers, efficiently managed inventory, and very little credit extended to its customers.

Net working capital is the difference between current assets and current liabilities. If a company has substantial positive working capital, then it should have the potential to invest and grow, can fund its current operations and invest in future activities and growth. LLC “VSESVIT” has positive net working capital during all five years, which is good point.

To sum up, we may mention that company still able to pay off its current liabilities and for the last two years (2018-2019) all indicators have positive trend.

Moving further to the analysis of company's financial sustainability, we characterised the structure of the company's financing sources, its financial sustainability degree and the level of independency from external financing sources (table 1.5).

Equity ratio measures the amount of assets that are financed by owners' investments by comparing the total equity in the company to the total assets. The debt ratio shows the percentage of company financing which comes from creditors and investors. A higher debt ratio indicates that more creditor financing (bank loans) is used than investor financing (shareholders). A lower debt to equity ratio usually implies a more financially stable business. Normally, equity ratio varies between 1

and 1.5, in our case we can see that this indicator is far from 1, which means that LLC “VSESVIT” hasn't relied on borrowing to finance operations.

Table 1.5

**Analysis of the financial sustainability ratios of LLC “VSESVIT”
for 2015- 2019**

N i/o	Indicator	For 31.12					Analysis			
		2015	2016	2017	2018	2019	Absolyte deviation, +/-			
							2016/2015	2017/2016	2018/2017	2018/2019
1	Equity Ratio	0,47	0,72	0,53	0,13	0,23	0,3	-0,2	-0,4	0,1
2	Debt Ratio	0,04	-0,48	-0,16	0,47	0,22	-0,5	0,3	0,6	-0,3
3	Capitalization Ratio	0,06	0,06	0,16	0,69	0,57	0,0	0,1	0,5	-0,1
4	Accounts Payable- to-Accounts Receivable Ratio	1,77	3,6	7,64	10,1	19,34	1,8	4,0	2,5	9,2

Source: constructed and calculated by the author, thous. UAH [Appendix A, B]

The debt ratio for a given company indicates whether it has loans and, if so, how its loan financing compares to its assets. It is calculated by dividing the total liabilities by the total assets, with higher debt ratios indicating a higher degree of debt financing. From the point of view of net risk, lower ratios (0.4 or lower) are considered the best debt ratios, and there is 0,22 in 2019. This is good situation for LLC “VSESVIT”, because interest on debt must be paid regardless of the profitability of the business, too much debt can compromise the entire transaction if cash flows out. Companies that are unable to service their own debt may be forced to sell assets or file for bankruptcy.

The capitalization ratio compares total debt with total capitalization (capital structure). The capitalization ratio reflects the degree to which a company operates with equity. LLC “VSESVIT” has 0,57 capitalization ratio in 2019 which is a normal proportion between long term debts and all source of investment.

An indicator Accounts Payable-to-Accounts Receivable shows if the company is heading for a cash flow issue. In our case we can see great numbers,

especially in 2019 – 19,34 – accounts receivable are more than accounts payable. It means that there is a diversion of funds from the company's turnover.

Therefore, we can meet the conclusion that the level of company's financial independence is positive and remains quite high.

Next, we calculated profitability ratios of the company to determine the efficiency of money invested in the company, and the rationality of their use. Main ratios which will help to determine it are return on assets, return on equity, return on sale and return on current expenses based on financial results data (table 1.6) and average values from balance sheet [Appendix A, B]. These indicators during the last the investigating period mostly showed negative values. Negative ROA (-0,08112) suggests that the company can't use its assets effectively to generate income, thus it's not a favorable investment opportunity at the moment. ROE is also negative (-0,44722), but it is not necessarily bad, mainly when costs are a result of improving the business, such as through restructuring. ROS, which indicates how much profit an entirely makes after paying for variables costs of productions such as wages, materials, is negative as well in the last year. This may be caused by poor financial management or waste.

Table 1.6

**Analysis of the profitability ratios of LLC “VSESVIT”
in 2015-2018**

N i/o	Indicator	For year					Analysis			
		2015	2016	2017	2018	2019	Absolyte deviation, +/-			
							2016/ 2015	2017/ 2016	2018/ 2017	2018/ 2019
1	Return on assets (ROA)	0,00025	-0,00688	0,01284	-0,08112	-0,07508	-0,00713	0,01972	-0,09396	0,00604
2	Return on equity (ROE)	0,00041	-0,01106	0,03827	-0,44722	-0,43271	-0,01147	0,04933	-0,48549	0,01451
3	Return on sale (ROS)	0,00092	-0,02311	0,02773	-0,14578	-0,11929	-0,02403	0,05084	-0,17351	0,02649

Source: constructed and calculated by the author, thous. UAH [Appendix A, B]

After, we calculated business activity ratios of the company to determine the efficiency of business activity ran be the company, and its effectiveness. Main ratios which will help to determine it are assets turnover, inventory turnover, accounts receivable turnover, accounts payable turnover, days inventory outstanding and cash conversion cycle based on financial results data (table 1.7) and average values from balance sheet [Appendix A, B].

Table 1.7

**Business activity ratios of LLC “VSESVIT”
in 2015-2018**

N i/o	Indicator	For year					Analysis			
		2015	2016	2017	2018	2019	Absolyte deviation, +/-			
							2016/2015	2017/2016	2018/2017	2018/2019
1	Asset Turnover	0,3	0,34	0,53	0,63	0,73	44,79	-42,25	-31,33	-8,71
2	Inventory Turnover	0,9	0,83	1,02	1,17	1,22	19,24	-45,01	-31,1	-19,26
3	Accounts receivable turnover	494,75	901,77	42540,86	91755,74	110970,62	16,79	-21,06	-5,73	-12,54
4	Accounts Payable Turnover	5,54	3,48	2,46	2,05	1,64	115,37	-52,95	-10,08	-16,68
5	Days Inventory Outstanding	399,64	432,08	351,92	307,72	263,52	43,18	-47,69	-12,06	-8,88

Source: constructed and calculated by the author, thous. UAH [Appendix A, B]

Positive dynamics in such indicators as asset turnover, inventory turnover, accounts receivable turnover and accounts payable turnover mean positive dynamics for the whole company. LLC “VSESVIT” efficiently uses its assets, has no problems with paying bills and has efficient organisation of relationships with supplier. And decreasing of such indicators as days inventory outstanding and cash conversion cycle, which we see looking at our results, means that the company is able to quickly turn inventory in sales (in 2019 situation is getting better than in 2015) and quicklier generates its cash.

To sum up the financial and economic analysis results, we can see that the performance of business activity of LLC “VSESVIT” during the investigating period remains quite high and well-performing, despite the fluctuations founded. We may see that all the tie company has been remaining profitable, regardless all the economical factors which could have had negative impact on business in Ukraine. Company has increase its current assets in order to be able to cover current liabilities. But meanwhile we can notice the tendency of increasing the liabilities, which also may bring more financial independence for the business.

The net capital of the company proves the possibility of the company to expand its area of activity. Therefore, the company’s trade operations are planned and organized well enough, though some changes could be done to maintain current position on the market.

1.2. Analysis of foreign economic activity of LLC “VSESVIT”.

LLC “VSESVIT” is an official assignee of brands “Samsung”, “LG”, “Lenovo”, “HP”, “Epson” by importing and realization of goods. Using the method of direct import company is working with 4 countries and about 14 plants-suppliers.

The dynamics of import for product groups is represented in table 1.8 As we can see by the table 1.8, major part of products company receives from Vietnam, China, Thailand and Malaysia.

Table 1.8

**The dynamics of import structure of LLC “VSESVIT”
in 2015-2019**

N i/o	Product groups	2015	2016		2017		2018		2019	
		Fact	Fact	Absolute deviation, +/-	Fact	Absolute deviation, +/-	Fact	Absolute deviation, +/-	Fact	Absolute deviation, +/-
1	Total volume of import	100	100	0	100	0	100	0	100	0
1.1	Computers/ laptops	51,5	49,7	-1,8	52,1	2,4	52,8	0,7	53,1	0,3

Continuation of the table 1.8

1.2	Monitors	26,6	30,7	4,1	31	0,3	30,9	-0,1	31	0,1
1.3	Accessories for computers	21,9	19,6	-2,3	16,9	-2,7	16,3	-0,6	15,9	-0,4

Source: constructed and calculated by the author on the basis of Supply chain and Customer Service department data.

Mentioned countries-suppliers constantly providing the delivery of goods, which are planned and completely regulated on each stage of operation (there is a scheme of country-partners of the company – figure 1.3).



Fig. 1.3. Average volume of countries importers of goods to LLC "VSESVIT" in %, for 2015 – 2019.

Source: constructed and calculated by the author on the basis of Supply chain and Customer Service department data.

Planning, realization and controlling are headed by the import and export department, since the stage of consolidation and forming of the order and ends with the delivery of goods to the warehouse of the company.

In order to receive all the goods in time and meet the Margin Date of Delivery and synchronize all the processes, LLC “VSESVIT” engages different types of delivery, which are represented in the table 1.9.

Table 1.9

The dynamics of types of goods transportation at LLC “VSESVIT” in 2015-2019

Shipping method	Terms of delivery	Amount of deliveries					Company carrier
		2015	2016	2017	2018	2019	
Sea transportation	CIP Kiev	221	191	208	180	181	Maersk Line
Air transportation	CIP Kiev	19	16	38	68	119	Panalpina
Air track	CIP Kiev	59	44	37	56	60	UTi/ITG
Tracks	CIP Kiev	129	29	64	66	47	Astra/Lynya Vetra
Courier Delivery	CIP Kiev	90	80	95	74	68	DHL/TNT/UPS/Fedex
Total	X	518	360	442	444	475	X

Source: constructed and calculated by the author on the basis of Supply chain and Customer Service department data.

As we can see, company uses five types of goods supplying. The higher amount of deliveries were made by sea transportation – approximately 38% in average, and provided by the international leader of sea transportations – Maersk Line.

The volume of air transportation in 2019 is rapidly increasing. Terms of delivery are stable: CIP Kiev has been fixed in company’s contracts during more than 7 years.

Total volume of deliveries is differing, but in general dynamics it goes to decrease, what is caused by the optimization of cargo consolidation in the company. General analysis of import’s dynamics is represented in the table 1.10.

Table 1.10

The dynamics of import of goods at LLC “VSESVIT” in 2015-2019

Product group	Amount of goods imported , thous. UAH					Deviation	
	2015	2016	2017	2018	2019	2019/ 2015	2019/ 2015 (%)
Computers/ laptops	428902	411223	438877	500213	505274	76371	18
Monitors	234222	254982	222900	243111	245321	11099	5
Accessories for computers	132890	135789	143112	140120	154212	21322	16
Total	796014	801994	804890	883444	904808	108793	14

Source: constructed and calculated by the author on the basis of Supply chain and Customer Service department data.

By the table 1.10 we can see that the volume of import has increased for 14% during the investigated period. Analyzing product groups, we can see that the higher increase has computer/laptops category – 18%, and the lowest – monitors – 5%.

The dynamics of the effectiveness of import operations is provided in the table 1.11. By the table we can see that net sales of import on domestic market constantly remains positive, even more, it has increased on 16,84% during the investigating period. Meanwhile, total expenses for foreign economic activity has also increased for 14,16%, what can be justified as ineffective scenario of using its resources for the logistic.

Table 1.11

**The dynamics of the effectiveness of import operations indicators at LLC “VSESVIT” in
2015-2019 (thous. UAH)**

№	Indicators	Year					Absolute deviation, +/-			
		2015	2016	2017	2018	2019	2016/2015	2017/2016	2018/2017	2019/2018
1	Revenue from sales of import products	1390205	1290831	1442265	1699568	1624285	-99374	151434	257303	-75283
2	Costs of goods imported	796014	801994	804890	883444	904808	5980	2896	78554	21364
3	Expenses related to the sale of import products	440501	259043,3	261633,7	264250,1	266892,6	-181457,7	2590,4	2616,3	2642,5
3.1	Transportation costs to the border, millions	408937	252000	254520	257065,2	259635,9	-156937	2520	2545,2	2570,7
3.2	Customs clearance expenses	19389	3877,8	3916,6	3955,7	3995,3	-15511,2	38,8	39,2	39,6
3.3	Other operational expenses	12175	3165,5	3197,2	3229,1	3261,4	-9009,5	31,7	32	32,3
4	Profit from import operations	153690	229793,7	375741,3	551873,9	452584,4	76103,7	145947,6	176132,7	-99289,5
5	Net import profit	126025,8	188430,8	308107,8	452536,6	371119,2	62405	119677	144428,8	-81417,4
6	Efficiency ratio						0,0	0,0	0,0	0,0
6.1	Profitability of sale, %	9,1	14,6	21,4	26,6	22,8	5,5	6,8	5,3	-3,8
6.2	Profitability of total cost, %	15,8	23,5	38,3	51,2	41,0	7,7	14,8	12,9	-10,2

Source: constructed and calculated by the author on the basis of Supply chain and Customer Service department data.

As a conclusion to our investigation of the specifics of import operations at LLC “VSESVIT” it was defined that company has good network among suppliers and has a partnership with 4 countries by using direct import as the main form of cooperation. As a result, supplies are being delivered by five types of transportation and company is aiming to switch for four types.

To reach high effectiveness of import operations and meet the margin delivery dates company also engaging reliable delivery-partners – professionals of its affairs. The set of these main principles lead company to profitability, and constantly providing company by assets, what gives the ability to reinvest resources to multiply its profit.

1.3. Investigating the process of brand promotion in Ukraine and its effectiveness in LLC “VSESVIT”.

Knowing this would make any seller omnipotent: forecasting demand is tantamount to guaranteed sales growth. But there is no definitive answer (as well as omniscient salespeople), and some clues provide the concept of added brand value.

A brand is the reasons why someone buys a product or service. And the key word here is reasons, they are what create value. A strong brand with clear and compelling reasons will win a loyal audience. It resonates with her. It will make you feel what it will not get without the brand.

“VSESVIT” uses an artificial and technical approach to market research, in which the market is an object created and constantly created with human participation, influenced by its goals and principles. According to this approach, the market needs to be built accordingly and then used what is built. The firm is actively involved in creating needs and the very ones that it can and intends to meet.

The marketing department plays a key role in developing a coherent strategy. “VSESVIT”'s business strategy pushes itself away from the specific market, building on the experience of those who are familiar with it - the marketing department, because it has a consciously better understanding of the needs of customers, competitors and intermediaries of the company. The marketing department is engaged not only in promotion, but in marketing itself. However, not forgetting that the concept of marketing includes not one P (promotion), but four - product, price, place, promotion.

At the stage of promotion, the leading role is played by the results of marketing research and marketing actions, as those who study and shape the needs of the market.

At the stage of evaluating the economic activity of the company and working on development programs as a necessary part of the operation, the marketing department, together with the financial department, develops a plan for the improvement of certain areas in the company. Produces a profitability analysis of the company. Explores ways to maximize profits. Acquisition decisions of competing companies are made not only on the basis of financial performance, but also on the results of research and forecasts of the marketing department.

The marketing department has 3 functional units, each department has its own manager, who in turn reports to the managing marketing department. However, in the overall structure of each conditional region, its own marketing department is responsible.

It is important to mention, that “VSESVIT” spends much time and strengths on developing marketing plan and its implementation, this procedure happens one time per year on the regular basis. This process has several steps:

- **Marketing audit.** Without a detailed and scrupulous study of which, further steps will be meaningless. It helps to understand the company's own position in the market, understand the strengths and weaknesses of the enterprise, compare with key competitors in its category, and identify possible threats and opportunities. Marketing department at “VSESVIT” does this audit on the regular basis every year.
- **Objectives.** “VSESVIT” determines what it wants to achieve. It is necessary to emphasize the importance of meeting all the company's goals with the SMART model (specific, measurable, achievable, realistic and time-limited). For example, “VSESVIT” set an objective in 2014 – an increase in market share for a product in Ukraine from 5-10% over 3 years. They reached it.
- **Strategy and plans.** The strategies used are of different types depending on the situation in which the enterprise is located. For example,

VSESVIT has been attacks (working to increase the number of new customers) for the last 2017-2019, while development strategy (working with existing customers) was used on 2016.

- **Distribution plan.** Many results will depend on the correct choice of distribution channels. Distribution includes various marketing channels (direct sales, e-commerce, telemarketing, etc.), physical distribution (warehousing, logistics, packaging) and support (customer service quality). Distribution plan, as the part of the marketing plan, is also renewing once a year and changes accordingly to the company's position on the market. For the period 2016-2019 "VSESVIT" was concentrated on the direct sales, e-commerce and tenders. Last ones are the biggest distribution channel of the company in Ukraine. "VSESVIT" works predominantly with government procurements on the special tender platforms in the Internet (<https://zakupki.prom.ua>; <https://smarttender.biz>). Though, tenders are the major part in distribution plan, offline stores with products of "VSESVIT" are also important (Kyiv, Zaporizhia, Dnipro).

- **Promotion.** "VSESVIT" disassembles the structure of the sales process to details, to reorganize or strengthen the team that can take over the implementation of plans. In the advertising part of the promotion, the company uses online advertising, which will help to achieve and then measure the results obtained within the framework of the implemented campaign.

However, in addition to the benefits, promotion and marketing strategy of the LLC "VSESVIT" has unconditional disadvantages, one of the most significant is ignoring customer retention marketing. It is a big mistake for a company, because:

- 1) it is easier to sell to someone with whom you have already built a strong relationship;
- 2) it is more profitable to sell to existing customers.

Statistics show that: the probability of a sale to an existing client is 60-70%, but the chances that a new user will make a purchase is only 5 to 20%. To convince

a user from the target audience to buy your product, they will have to spend 6-7 times more finance than if they were attracting an existing client. Once a user makes a purchase, the company has to be sure that the marketing strategy continues. Even though the client is already his, they need to continue to fuel interest (for example, through storytelling). Otherwise, the client will go to competitors. In the era of advanced IT technologies, it is very difficult to gain customer trust. Therefore, the strategy of attracting target audience comes down to creating value that potential customers want to own.

The Internet promises to dramatically change the dynamics of international trade and, like a telephone or fax today, become its main driving force tomorrow. The development of the Internet provides a real opportunity for small firms to compete on an equal footing with the global giants in the global marketplace, and for consumers to benefit from the increased supply of goods, services and information that will be provided to them by the Internet. Today, the Internet is erasing the boundaries that arise when interacting with clients and business employees, eliminating obstacles in the form of location, time zones, and creating a friendly, hassle-free business environment.

Nowadays, thanks largely to Internet marketing features, there has been a increase in Internet usage, which is further accelerated by the continuous development of WorldWideWeb (WWW) for a second. Even today, many companies, especially those operating around the world Transnational Companies (TNCs), are aware of the huge potential of the Internet as a marketing intermediary, which is both a medium of communication and a means of business interaction [14].

According to current estimates, the volume of international transactions over the Internet is much more than \$1 billion. However, at present, even in the US, far ahead of other countries in the development of the Internet, transactions via the Internet are mainly limited by the number of product categories, which depends on: information about goods that can be presented electronically; the ability of the

Network; the rules of commerce over the Internet; the security of transactions on the Network.

However, at “VSESVIT”, the share of internet marketing is a comparatively small part which is still increasing. Worldwide, large companies are characterized by the following Internet-based (descending) model of information / agreement:

1. Visual and textual product information.
2. Information Collection / Marketing Research.
3. Customer Support / Service.
4. Internal support and service.
5. The ability to conclude agreements.

“VSESVIT” tries to follow this scheme, but they believe that it is limited to the first two items, which are sufficiently represented on the Internet. This is definitely not the case, and by analysing the situation, we can say that it would be worth splitting the site into three parts, which would most fully cover not only the Internet audience (which according to NetCraft's research is growing by more than 30% a year).

For Ukraine penetration of internet is 60%. We may understand that the figures in the regions are generally depressing. There, the penetration of Internet technology is less than 15 percent. However, in this area in the last year and a half there is a very good upward trend, with an annual growth of Internet communications of about 176%. Which strengthens the position of Internet marketing as a very cheap and effective tool for strengthening the brand position in the Ukraine market [13].

One of the areas of internet marketing is direct and indirect online advertising and customer support. Direct online advertising is so called "banners" are an animated (in most cases) image up to 15x30 cm in size, which is placed on a group of similar sites on the Internet. By clicking on it you can get to a certain page of the site of the company "VSESVIT", which houses the entire collection of goods with colourful description and specific information about a particular model of computer equipment or any other product.

The Internet has the same advertising agencies that advertise on a group of sites. These are called banner networks. Adding their banners to a group of 5 IT sites with impressions of about 100,000 per day during the month (the number of impressions is due to the fact that the advertising message is shown to each visitor of the site, regardless of his passions and target parameters). Engaging such tool helps company follow the amount of people who visited the site by banner.

The thing which works as the biggest inhibiting factor of internet promotion is the absence of online store. This fact also makes internet promotion unmeasurable. In addition, the Internet allows the use of new data collection tools, which significantly expands the boundaries of information available to marketers.

Also, every brand efficiency should be measured. The problem is there are no exact indexes which show whether some brand is efficient or not. It is up to every separate company to choose what indicators are important to include in such analysis.

To measure efficiency of brand “VSESVIT” we analyzed preference rate, feelings towards brand, Q-score. We interviewed 100 people, some of the questions are presented in Appendix C, and built-up figures which demonstrate the results.

The key point of analyzing of preference rate of brand “VSESVIT” is to understand how many people are aware of this brand, how many of them prefer this brand and how many – don’t. Looking at the results of this survey we can see, that majority of interviewed people are aware of this brand and prefer it to buy (figure 1.4).

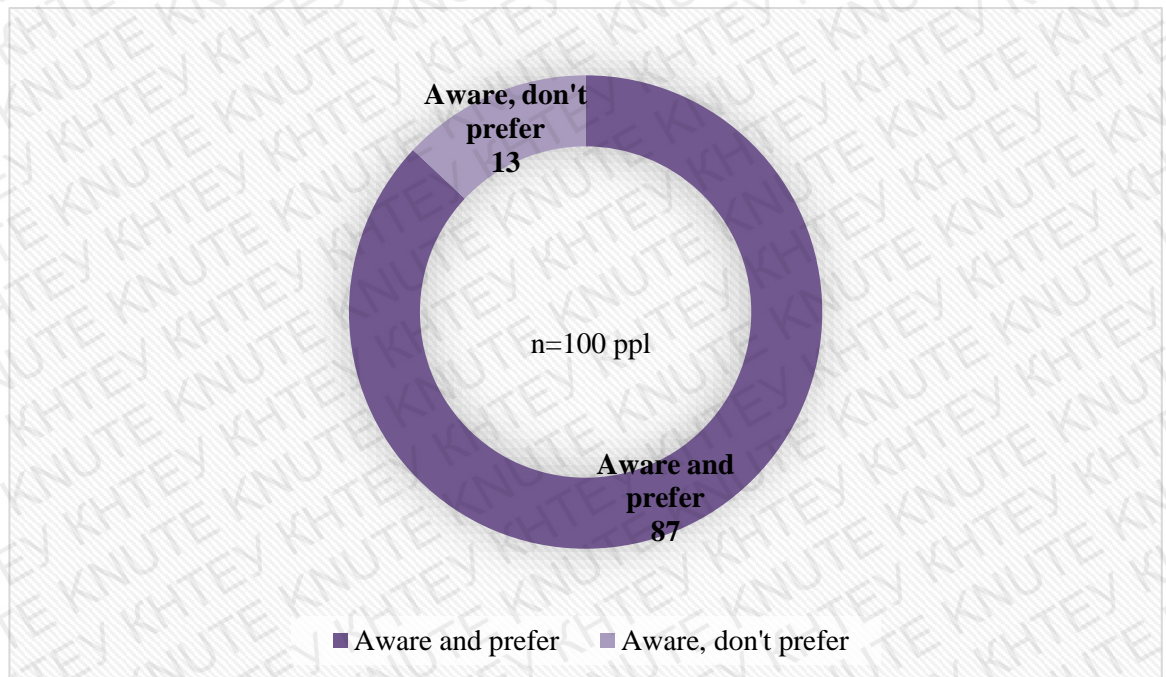


Fig. 1.4. Results of the survey for estimation of the preference rate of the brand "VSESVIT"

Source: constructed by the author [Appendix C]

Feelings towards the brand is very important factor which helps to understand true relationship between brand and its customers. This factor is important to measure on the regular basis to check if there is everything okay or people see some problems in the brand and start to feel worse about the brand.

We interviewed 100 people, give them 3 options of feelings about the "VSESVIT" to choose (positive, neutral, negative). Looking at the results of this survey we can see, half of the interviewed people feel positive about "VSESVIT" which is a good point (figure 1.5). But also, we can see, that almost half of people feel neutral, which is the factor which should be changed. Obviously, it will be better for every brand if its customers feel more positive than neutral. The brand "VSESVIT" should work on its relationship with customers and strengthen emotional bonds.

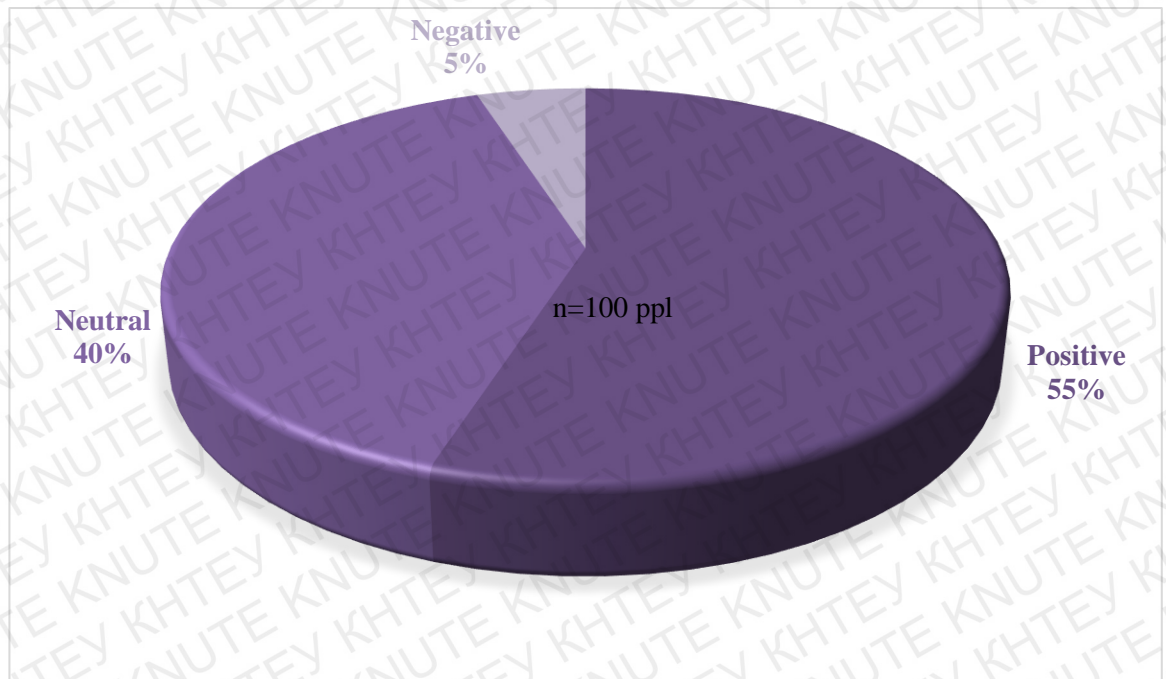


Fig. 1.5. Results of the survey for estimation of the customers' feelings towards brand "VSESVIT"

Source: constructed by the author [Appendix C]

Also, important indicator for brand efficiency measurement is Q-score. Q-score is an indicator of the popularity and attractiveness of a brand. The higher Q-score, the higher brand value among those who know about it. Q-score respondents are given choices for each person or item being surveyed:

- A. One of my favorites
- B. Very Good
- C. Good
- D. Fair
- E. Poor
- F. Never heard of

There are 2 types of this score – positive and negative. The positive Q-score is calculated by counting how many respondents answered A divided by the number of respondents answering A-E, and calculating the percentage. And the negative one is the same, but among those respondents who answered D or E divided by the number of respondents answering A-E.

On the basis of people's answers, we build graph with the results of this survey (figure 1.6). We can see, that majority of interviewed respondents found brand "VSESVIT" attractive (67%).

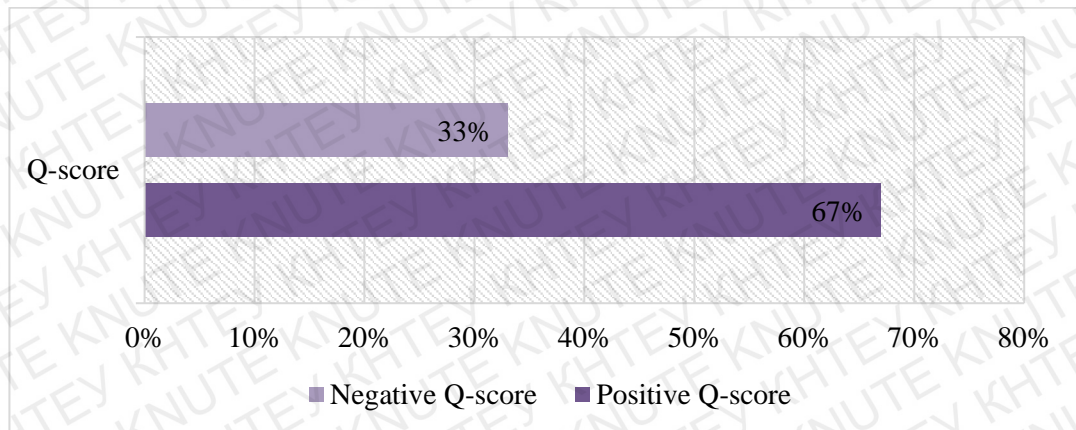


Fig. 1.6. Results of the Q-score measurements for the brand "VSESVIT"

Source: constructed by the author [Appendix C]

Of course, to have complete understanding about the brand efficiency we need to include analysis of website traffic. There is information about website of the LLC "VSESVIT" – vsesvit.pro – from Google Analytics [Appendix G].

Google Analytics is the perfect tool for measuring brand awareness as it identifies traffic sources, identifies user demographics, and shows how engaged your audience is.

We can see that the traffic on the website remains generally stable during past 5 years – about 5 000 000 sessions per year, which is a good result.

To sum up about efficiency of the brand "VSESVIT" we can say, that it is efficient: it has good awareness and reputation among its customers, people like this brand and feel positive about it.

To deeper our understanding about the level of customer's satisfaction by the brand, we made a survey about their experience of interaction with the products and the brand in general. The questionnaire provided with clearer understanding of brand's awareness among customers and their loyalty to "VSESVIT". Based on

results, we created a graph of customers satisfaction from brand's quality (figure 1.7).

As we can see by the graph, the quality of "VSESVIT"'s products is remarkably higher than basic requirements to the quality and covers the level of quality which is really needed. Besides, customers still state that the quality VSESVIT provides, does not meet the level of quality they would like to have. This gap partly could be filled in by increasing the level of customer's loyalty to the brand. This could be done by increasing of the awareness about technologies and novations which are being used in goods production.

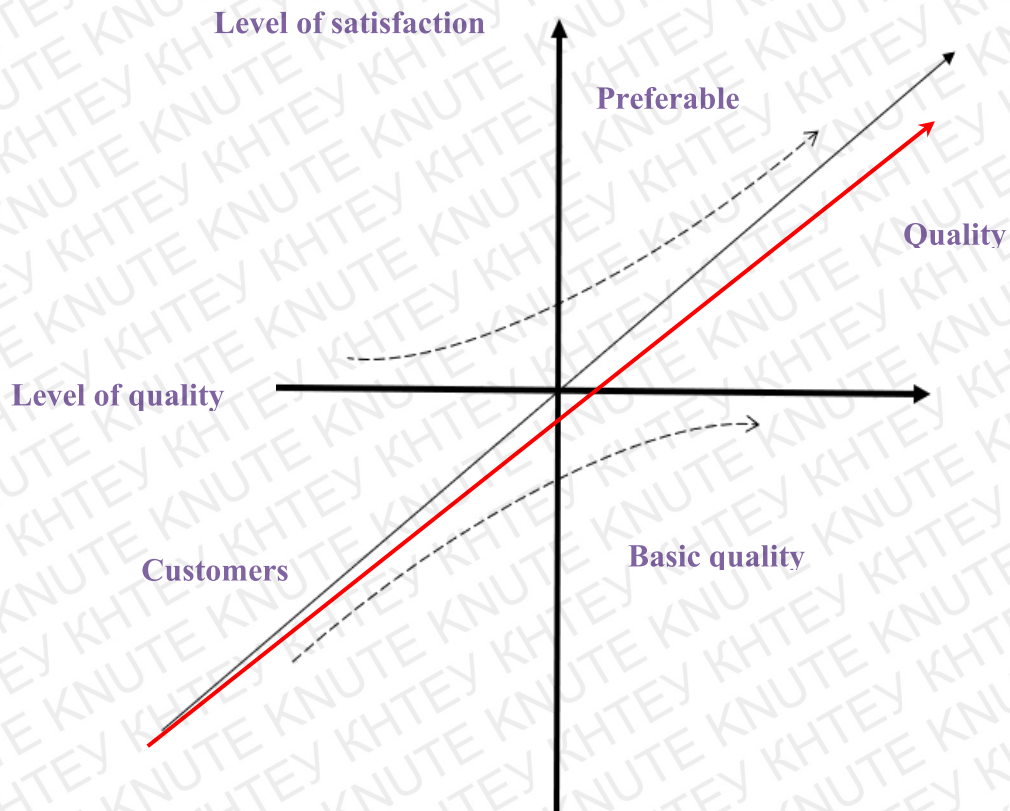


Figure 1.7. Estimation of the level of customer's satisfaction by the functional quality of the brand of LLC "VSESVIT"

Source: constructed by the author [Appendix D]

For better understanding of current company's position at the market, we made a SWOT-analysis of LLC "VSESVIT" marketing strategy (table 1.12)

It is believed that when developing a strategy, the focus should be on the Weaknesses field as it provides an opportunity for development.

Strengths help to find competitive advantages the company. Threats are mainly due to increased pressure from competitors. Taking into account the strengths of “VSESVIT” (high loyalty among the clients, reputation), the strategy can be defined as defensive, as the factors that hit the field of weakness and threat must also be taken into account. The defense strategy is formulated on the basis of the results of marketing research in “VSESVIT”.

Table 1.12

SWOT-analysis of LLC “VSESVIT” marketing strategy on 01.12.2020

STRENGTHS	WEAKNESSES
1. Good reputation of the company. 2. Stable financial conditions 3. Regular updating of marketing strategy 4. High loyalty among the clients	1. Non-usage of digital marketing tools in promotion. 2. Small popularity in the market. 3. Insufficient attention to customer interests. 4. Small share of a highly profitable audience.
OPPORTUNITIES	THREATS
1. Usage of digital tools in promotion. 2. High growth in the industry. 3. Development of Internet commerce. 4. Expansion of the product line.	1. High competition level 2. Threat of new competitors entering the market

Source: constructed and calculated by the author

Thus, for the company, the main problems that should be addressed first are:

- Finding new ways to manage.
- Non-usage of digital marketing tools in promotion.
- There is no attention to the customers.
- Market oversaturation.

Moreover, company should not forget about opportunities and develop it as well as defending weaknesses and threats. Otherwise, unrealized opportunities becoming the threatens. To our point of view there is a needing to pay more attention to the block of Opportunities and develop them as strongly, as company defenses from the weaknesses. More argumentation and detailed analysis of this statement is provided in II chapter of the research.

CONCLUSIONS TO PART 1

Research of the financial performance of the company, its economic activity and foreign trade operations and current status of promotional plan, helped as to define essential principals of running business activity by the company.

Overall financial and economic activity analysis of the company showed that to get correct picture of company's performance we may use appropriate data sources, namely statements of financial activity, which are in open access to everybody. To give objective estimation about company's activity, for the period of 5 years, since 2015 to 2019, was investigated and corresponding calculations were made. Based on the results of calculations it became possible to perform the analysis of company's liquidity, financial sustainability, profitability and business activity. By the analysis we can see that company has been performing quite good and was remaining profitable all time during the investigating period.

The analysis of foreign economic activity was made as well. It was established that all the goods company sells are imported from 4 countries: Vietnam, China, Thailand and Malaysia. Main type of transportation is sea transportation. To meet appropriate conditions and terms of delivery, reach high effectiveness of import operations and meet margin delivery dates company also engaging reliable delivery-partners – professionals of its affairs. The set of these main principles lead company to profitability, and constantly providing company by assets, what gives the ability to reinvest resources to multiply its profit.

PART 2

WAYS OF IMPROVEMENT OF THE BRAND PROMOTION PROCESS OF LLC “VSESVIT”

2.1. Indicators for improvement of the brand promotion process, of LLC “VSESVIT”

As we have described in previous part, LLC “VSESVIT” has points to improve in its brand promotion plan. But firstly, before we start the promotion plan, we have to understand the specifics of the market, and the sphere of activities.

One of the most difficult and tricky thing of brand management – is its complexity and lack of metrics of the effectiveness of results of actions which were taken. The one representative index for marketers which shows the effect for the brand is market share. For now, among brands which are specialized in selling computer equipment, “VSESVIT” owns the market share of 5,2% in Ukraine. The brand is confident player at the market, it has already finished it long run for the customers and concentrates its forces at keeping his attention. To improve brand promotion process we have to understand the weaknesses of current strategies and areas where customer’s attention is concentrated.

Currently, company has already started using tools of digital marketing: “VSESVIT” has its account on Instagram and Facebook, channel on Telegram. The most effective tool for the communication with your target audience is an Instagram and Facebook, of course. Telegram is okay to keep clients in line with all the updates the company has, but for the communication better to use Instagram and Facebook.

To our point of view, one of the weakness of current promotional strategy is its concentration on existent customers and weak pressure for engaging new ones. Having accounts on social media platforms is necessary thing to do for every modern business, but “VSESVIT” doesn’t use this tool as much as it is possible.

One of the most effective tools is targeted advertisements. It is located on social platforms and reaches to the customer by the algorithms, which define its interests.

According to Nielsen UA, two the most popular social networks in Ukraine are Facebook and Instagram [13]. Therefore, Instagram is in more favorable position for targeting customers than Facebook. It offers large variety of formats and features of communication with the customer: Stories, Masks, Filters, IGTV, shopping tags, Subscribing to hashtags, creating your own masks for Stories, GIF-stickers etc.

According to Statista, 50,7% of Ukraine citizens are Internet users – what is about 21,4 million of people. Among those, 51,4% are users of Instagram – which is about 11 million of people [14]. Moreover, Instagram is the main platform for sharing attractive creative content, behind-the-scenes shots and “here and now” moments due to the specific character of “visual-first”. Furthermore, it also gives an opportunity to sell goods through this platform and follow the changes in engagement to the brand among users. To our mind, “going deeper” to Instagram is one of the most gainful opportunities for the brand.

Besides, we can use the increasing popularity of messenger Telegram among Internet users and the features it offers to businesses for company’s interests. That basically means that we have to develop this channel as well, not just keep it on the level it is now.

There is one more modern social platform, which engages the audience a lot – TikTok. TikTok is a social network where users post short videos from 15 to 60 seconds. The app has a built-in video editor with masks, stickers, popular music and effects. There are also the usual likes (heart), comments and private messages. Digiday writes that TikTok's active audience is 800 million people a day. We subtract bots, dead souls and abandoned accounts, and the figure will still remain impressive. For 2018, 1.5 million people aged 10-25 are actively watching videos from Ukraine. The average timeline on TikTok is 13 minutes per person per day.

Due to this statement we created set of actions could be taken to implemented to brand promotion plan to improve brand awareness and make interaction with customers more measurable.

1. Diversification of public relations channels.
2. Targeting wider audience.
3. Engagement bloggers and influencers (on the TikTok platform as well).
4. Rolling-out of telegram-bot.

According to App Annie review, 48% of shoppers “will consider” buying products based on social media ads, which is pushing some brands to increase their social media spending this holiday season. Just over half (57%) of shoppers say social media ads help them find new products, and one-third say 'compelling creative' is what catches their attention [15]

We need to start from the developing Instagram and Facebook platform. These pages are not regularly updated with new products of the company. We need to fix it and start to post actual information on these platforms on the regular basis. This will strength connection between the company and clients. It works this way: person sees that Instagram account of some company hasn't been updated for 6 months, this person feels that this company is old-fashioned (read: outdated) and doesn't want to buy anything. But if accounts of the company are active, regularly updated, there are comments, followers – person starts to trust such company. This scenario gives a lot of opportunities to the marketers:

- Ability to follow engagement of customer on each stage of his interaction with the brand.
- Ability to reduce the way of customer to the purchase.
- Controlling the effectiveness of costs invested into this type of promotion.
- Collecting data about unique customers.

As it was already mentioned, one of the biggest problems of such promotion rollout is lack of general metrics of its effectiveness. Company has opportunities to

connect platforms and make the validation of data base more effective [Appendix E].

What is important – we need to develop promotion strategy for paid promotion on Instagram and Facebook. This step will help to reach new audience.

The second step is rolling out of telegram-bot which could help user to choose the product he needs and provide him with the information where he can buy the good of the configuration he needs and the link for completing purchase online. This action could be crosslinked with promo actions provided by the bloggers within the Instagram and the ability to complete this interaction within one platform. For example, user finds information about new bot from any of influencer at Instagram, then he/she follows the link and turns to Telegram-bot, which helps him to choose the item customer needs (with the help of brief survey) with the information, where this item could be bought in the configuration, which is needed and with the link to Instagram-post where user can buy the same item online.

On its side, telegram-bot gives one more list of advantages:

- Ability to follow engagement of customer on each stage of his interaction with the brand [Appendix F].
- Ability to follow volume of interactions per each unique user.
- Ability to follow the ways of reaching to bot (via external link even where this link was found).
- Ability to follow the tendencies among customers about preferable channel of purchasing (traditional or online).
- Ability to follow the changes of customer's demand.

To make this concept wider, we can engage the database which already exists with loyalty card owners by informing them about new possible option by the first welcoming message.

This may help to increase sell-outs and user's engagement into interaction with the brand.

We suggest starting targeting them within Instagram as well, as this is the most favorable platform for this group, and it would help us to reduce expenses for measuring the effect and content creating. By the linking of all these tools, we can combine all the measures of users engagements and interpretate received data to KPI we need:

- impressions;
- TA Impressions;
- reach;
- TA Reach;
- views;
- clicks.

Developing TikTok platform is an important step as well. At the moment, there are 3 main ways to promote on TikTok:

1. Development of your own account using organic search results in recommendations. The positive point is a full-fledged account with its own subscriber base you can insert an active link and mail into your profile you can target the required country and audience full analytics. The negative – to achieve a good effect, you need to constantly generate content (25-70 videos per month).

2. Organization of activities with bloggers (challenges, commercials, etc.). The positive point is the ability to quickly get great views and reach the audience of bloggers becomes more loyal to your brand, negative – the inability to insert a link and clearly measure transitions and conversions difficulties in targeting and selection of a blogger, communication with him you can pay for an ad that will get very few views and have no effect.

3. Setting up official advertising, Pros: low entry threshold compared to other promotion methods predicted to have a higher ROI due to little competition in the auction, cons – quite high prices for some ad formats that are not always affordable for small and medium businesses not yet available in Ukraine.

As a result, set of these actions connected within each other and rolled out as a mix could be a powerful improvement for current promotional strategy and would help marketers to measure their expenses for promotion at particular platform and correlate it with the result of implementation of such adaptation to the total effect from the actions taken. Ability to code the metrics we are aiming to receive from both gives huge advantage for further development of marketing and promotion strategy.

2.2. Development of the set of actions for adaptation of current strategy to the market.

In this chapter we will consider suggested actions and adapt current strategy of LLC “VSESVIT” to the to Ukrainian market.

Suggested strategy we can divide on several blocks:

1. Development of telegram-bot.
2. Customizing of Instagram and Facebook Advertising.
3. Customizing of Instagram and Facebook account to sales platform.
4. Creation of account on TikTok platform, filling it with the relevant content.
5. Cooperation with opinion leaders on the TikTok, Instagram platforms, making collaborations.
6. Consolidation of data.
7. Estimating of the results.

First block – development of telegram-bot involves involvement of external company for development of the bot. Firstly, with switching to the bot, user will have a brief questionnaire about the request he has. Based on received answers and existed database the bot will suggest to the customer the most convenient product within available stock; the list of stores where this item is available; option to book the good for trying at some particular time and store; option to book the good for some period of time; and option to order the item online.

During the operation, bot will collect users answers, and convert them to database (table 2.1).

Table 2.1

Preliminary database formed by the bot

User	Source	Interaction	Step 1	Step 2	Step 3	Step 4
@user 1	Instagram	1	1	1	1	0
@user 2	Facebook	2	1	1	1	1
@user 3	Telegram	1	1	1	1	0
@user 4	TikTok	1	1	1	0	1

Source: constructed by the author

Column “User” can be correlated with the serial number of the user.

Column “Source” will collect the data from which platform customer has reached to the bot. Further, this will help us to measure the effectiveness of promotions on different platforms (banners in internet, social networks, personal recommendations).

“Step N” – will reflect the clicks user made, steps he has taken at the bot. Each option on survey button will have its unique meaning of number of the step, which will give us the information about requests user made, and which questions were the triggers to stop session.

For example, user could come to the Step 3, where bot suggests him the item, based on the request (table 2.1), but user doesn’t check where he could buy it or order, thus, “Step 4” is equal to zero. But after, he comes back to the bot again, and checks the store and orders the item. Then Step 4 and 5 will be “1”.

Thus, column “Interaction” gives us the information about number of sessions with the bot, which will also provide us with the information about how many attempts user needs to become a customer.

Besides bot, we have to customize advertising of the brand among Instagram. This may engage production of the content in appropriate format. We suggest to prepare it for two target groups: corporate clients of offices and various companies (60% of customers) and gamers and programmers (40%). Talking about opinion leaders, or influencers, we need to understand that a charismatic blogger can

gather a huge audience that trusts his judgments, listens to advice - we don't even need to warm up. This promotion may be more effective than others, but there are risks. If we make the wrong choice of the influencer for advertising or the wrong cooperation, the investment may not be justified. There are main steps which we should make for choosing appropriate influencers:

1. Formulation of advertising goals. Our goals are: to increase audience; increase brand awareness; expand a client base.

2. Finding opinion leaders. There are special services that keep records of popular bloggers, as well as provide services for the placement of advertising campaigns, but you can also search manually. We propose to use catalogs (Publicfast Discovery, Getblogger) and social networks.

3. Ranking and scoring There are many small or new players in the influencer marketing market who offer their services to brands. This is not a bad option and you can use it to your advantage. After all, if an influencer proposes himself, it means that he is more interested in cooperation than you are. It is easier to negotiate with him and easier to bargain. True, the result may be different – to the point that it will not be at all. On the other hand, a strong PR or an account with hundreds of thousands of subscribers does not guarantee rapid success either. Assessing the influencer, you plan to work with requires a comprehensive approach.

4. Choosing a partner. We will work with different opinion leaders on different platforms for different parts of our target audience. To reach biggest part of our TA – corporate clients of offices and various companies – we will work with opinion leaders on the Instagram platform. To reach gamers and programmers – the best idea is TikTok. The reason of such differentiation is age of our TA. Young people use preliminary TikTok, while Instagram has a wider audience and is popular among young people and middle-aged people. During development of the Facebook account we won't use any opinion leaders because it is not necessary.

This block is customizing Instagram account to sales promotion platform.

The best is to roll out the feature at the official account @vsesvitukraine. It already has 10 thousand followers, 2.5 thousands of average engagement in publications and 5.6 thousands of average users’ engagements in stories. This account gives us much wider number of users every day, than all the stores in Ukraine has it per day in total. In other words, there brand has all his customers in one place, no matter where they are geographically located.

The account content preferably may be published in time of the highest engagement of the users (figure 2.1), from 9 a.m. to 3 p.m. – when users are the most active.

Two last block and one of the most important in long-term perspective is consolidation of received data. As far company uses SAP for the records of its activities, LLC “VSESVIT” may need to buy a license for using and consolidation the information within another platform, which we will need, to consolidate the data, collected by the bot. For further data consolidation, processing and archiving, there will be needed additional server and software for data analytics like Qlik or Power BI. These softwires processing data from different sources (Telegram bot, SAP) and presents all the results in the form of graphs, pivot tables and in with the indexes and ratios we can request and program it in advance.

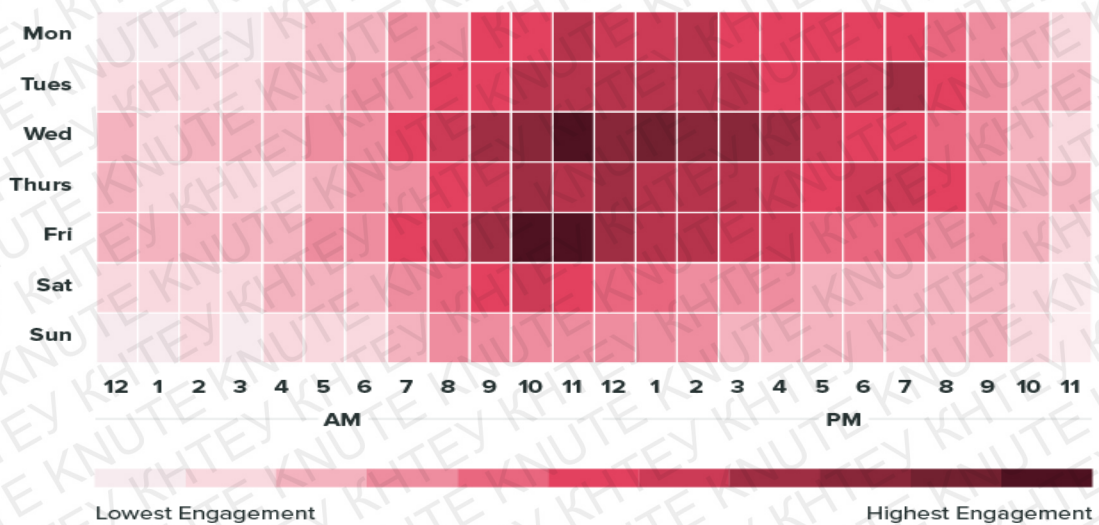


Fig. 2.1 Recommendations for LLC “VSESVIT” about the best time for Instagram activity

Source: sproutsocial

All the expenses for implementation of suggested activities are represented in table 2.2. There also were added wages to employees who are needed to be engaged to the processes.

Total amount of the expenses is 696 040 UAH, which will not cause incremental changes on net income, which was equal to 1 055 191 UAH in 2019.

Basically, this set of actions provides company with two important opportunities: diversifies promotional current strategy, provides additional platform for public relations, new way of communication with target audience and provides marketers with the metrics, which may help to follow the result of promotion processes faster.

Table 2.2

**Estimation of expenses for implementation of suggested activities at LLC
“VSESVIT”, UAH**

Block of actions	Specification	Expenses
Telegram bot rollout	Bot coding	25440
	Server	22000
	Consolidation of all the information collected (wage per month)	15000
Data consolidation	Connecting to data analytics software	12300
	License for implementation of data collected in SAP to the software	20000
	Consolidation of all the information collected (wage per month)	19000
Instagram promotion	Collaboration with bloggers (10 influencers)	120000
	Creating the content	30000
	Targeting advertisement in Instagram	50000
	Maintaining company’s profile in Instagram (wage per month to SMM)	10000
Facebook promotion	Creating the content	10000
	Targeting advertisement in Facebook	50000
	Maintaining company’s profile in Facebook (wage per month to SMM)	7800
TikTok promotion	Collaboration with bloggers (10 influencers)	170000
	Creating the content	60000
	Targeting advertisement in TikTok	70000
	Maintaining company’s profile in TikTok (wage per month to SMM)	4500
Total	X	696040

Source: constructed and calculated by the author

To our point of view, implementation of suggested action could also be as a preliminary indicator of condition of the market and help specialists in developing or improvement of promotional strategy. These opportunities will not only maintain current market share which brand holds but will also help to stay in the loop with the customer and provide him with the right product at the right place faster.

2.3. Forecast estimation of the effectiveness of suggested actions and its impact on general performance of LLC “VSESVIT”

For the forecasting of the activities of LLC “VSESVIT” exponential smoothing method is proposed. According to the method of exponential smoothing, the formula for calculating the forecast is:

$$U_{t+1} = \alpha \times y_t + (1 - \alpha) \times U_t \quad (2.1)$$

Where t is the period (up to the forecast); $t + 1$ is the forecast period; U_{t+1} is the predicted indicator; α is the smoothing parameter; y_t is the actual value of the indicator for the period (up to the forecast); U_t is an exponentially weighted average.

A necessary step of exponential smoothing prediction is to calculate the average relative error by the formula:

$$\varepsilon = \frac{1}{n} \times \sum_{i=1}^n \left[\frac{|y_f - y_h|}{y_f} \times 100 \right] \quad (2.2)$$

The main reason to calculate the relative error is to measure the uncertainty of measurement compared to the size of the measurement. It is used to put error into perspective.

According to the exponential smoothing method (net income forecasting), the average relative error is 10,14 by the first method and 12,5 by the second method (table 2.3).

Table 2.3

Sales volume forecasting of LLC “VSESVIT” for 2019 – 2021 in the main markets (based on exponential smoothing method)

Number in order	Period (year)	Net sales (Yt)	Exponentially weighted average (Ut)		Average relative error	
			First way (U0=1390205)	Second way (U0=517878,00)	First way (U0=1390205)	Second way (U0=517878,00)
1	2015	1390205,0	1390205,0	1404107,1	12,93	0
2	2016	1290831,0	1529225,5	1544517,8	10	15
3	2017	1442265,0	1682148,1	1698969,5	6,91	14
4	2018	1699568,0	1774666,2	1792412,9	12	17
5	2019	1624285,0	1819032,8	1837223,2	10	19
6	2020		1919079,7	1938270,5	9	10
7	2021		2024629	2044875,3		
	Average relative error				10,14	12,5

Source: constructed and calculated by the author

In the table 2.4 is calculated the projected cost of sales of LLC “VSESVIT”. According to the method of exponential smoothing (forecasting the cost of sales), the average relative error is 6.63 by the first method and 7,41 by the second method.

Table 2.4

Cost of sales forecasting of LLC “VSESVIT” for 2019 – 2020 (based on exponential smoothing method)

Number in order	Period (year)	Costs of goods imported (Yt)	Exponentially weighted average (Ut)		Average relative error	
			First way (U0=796014)	Second way (U0=490302,00)	First way (U0=796014)	Second way (U0=490302,00)
1	2015	796014	796014	803974,14	6,53	0
2	2016	801994	876061,17	884821,78	1,92	5,56
3	2017	804890	964157,88	973799,46	7,69	10,66
4	2018	883444	1061113,6	1071724,7	3,87	5,82
5	2019	904808	1167819,2	1179497,4	10,77	12,41
6	2020		1285255,1	1298107,6	9,00	10,00
7	2021		1414500,3	1428645,3		
	Average relative error				6,63	7,41

Source: developed by the author

An extrapolation method is used to predict foreign economic activity performance without applying the proposed strategy. This method allows to calculate the future indicators by applying the averaged trends of previous periods

into the future [28].

For the purpose of analysis, it is necessary to find trends of net income from sales and profitability of import by LLC “VSESVIT” in case of unchanged or implemented strategy (fig. 2.2).

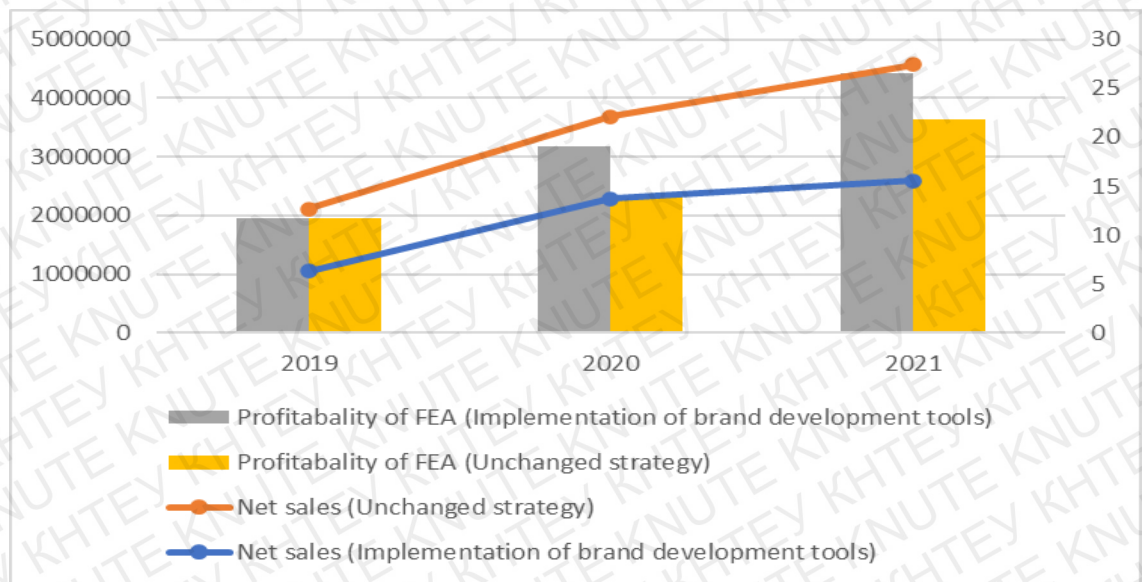


Fig. 2.2. Trends of net income from sales and profitability of import by LLC “VSESVIT” (unchanged and implemented strategy) for 2019 – 2021, thous. UAH

Source: developed by the author

As we can see on the fig. 2.2 if the company LLC “VSESVIT” implements brand development tools the profitability of FEA will increase much more till 2021 than if it leaves the current strategy. So on the fig. 2.2 we see that implementation of the proposed strategy will positively affect company’s activity.

“VSESVIT” has 8 stores within Ukraine, during the day, average number of people who attend the store is 70-100 people, in total, in all the stores there are 560-800 visitors per day. According to Instagram metrics of @vsesvitukraine account there are 1,5 thousand unique users per day. By the most optimistic scenario we can cover 2 thousand additional engagements with the brand. Below is the set of metrics we will be able to measure and consider as effectiveness index to actions of the process of promotion.

1. Engagement of unique users to promotional campaign

2. Cost of involvement per one user – expenses for campaign divided by total amount of unique users on platforms.
3. Cost per Action - expenses for campaign divided by total amount of required action (for example, purchase of an item).
4. Engagement in action rate – amount of investigate actions (online purchasing) divided by number of unique users engaged.

As we can see, these basic metrics will allow us to evaluate the effectiveness of promotional campaign at the first glance, and after, marketers will be able to correlate it with the results of deep marketing research provided by Nielsen [13].

Existence of intermediate result of the actions provided is quite important nowadays, as long as tendencies are changing immediately, and the impact of situational marketing to brand awareness is being constantly increasing. Nowadays, marketers are facing twit the cases, where they have to take immediate decisions in order to maintain its positions on market. Staying on the wave, being in trend, leading the trend – these things are so related to brand “VSESVIT” and seems impossible without usage of social networks opportunities.

CONCLUSIONS TO PART 2

Investigation of the specific characteristics of the market and current promotional strategy of the brand helped us to develop new ways for the improvement of current strategy and fill in the gaps in intermediate effectiveness metrics.

Set of proposed actions is connected within each other and may be rolled out as a mix to reach the result of powerful improvement for current promotional strategy. It could also help marketers to measure their expenses for promotion at particular platform and correlate it with the result of implementation of such adaptation to the total effect from the actions taken. Ability to code the metrics we are aiming to receive from bot dives huge advantage for further development of marketing and promotion strategy.

To adapt this strategy for current market we propose to increase the volume of digital advertising within popular social platform Instagram and Facebook. It will improve the level of brands awareness and engage wider auditory. Besides, it will give the opportunity to expand target auditory of the brand. Also, we propose to start developing account on TikTok platform because it will also expand the audience a lot.

Implementation of suggested action could also be as a preliminary indicator of condition of the market and help specialists in developing further steps of promotional strategy. These opportunities will not only maintain current market share which brand holds but will also help to stay in the loop with the customer and provide him with the right product at the right place faster.

As the result, we can estimate forecasted increasing of market share and the net revenue. Also, proposed methods will help brand to always stay in touch with his customer, which is highly important nowadays. Besides, consolidation of received data and implementation it to metrics will help company to estimate the value of customer's engagement and will help to forecast marketing expenses more accurate.

CONCLUSIONS AND PROPOSALS

Research of the financial performance of the company, its economic activity, foreign trade operations and current status of promotional plan, was studied and helped us to define essential principals of running business activity by the company.

Overall financial and economic activity analysis of company's liquidity, financial sustainability, profitability and business activity. By the analysis we can see that company has been performing quite good and was remaining profitable all time during the investigating period.

The analysis of foreign economic activities shown that all the goods company sells are imported from 4 countries: Vietnam, China, Thailand and Malaysia. To meet appropriate conditions and terms of delivery, reach high effectiveness of import operations and meet margin delivery dates company also engaging reliable delivery-partners – professionals of its affairs. Maintaining the set of these main principles lead company to profitability, and constantly providing company by assets, what gives the ability to reinvest resources to multiply its profit.

During the analysis of promotional strategy to the brand “VSESVIT” was proposed to modificate current promotional strategy in the way of modern trends and opportunities. It was proposed to involve new platforms for customers engagement, which will increase brands awareness in its way. Moreover, proposed actions will help brand to cover wider audience and new target group. Telegram bot will help user to choose the product he needs and provide him with the information where he can buy the good in the size he needs and the link for completing purchase online. For better effect, it could be crosslinked witch promo actions provided by the bloggers within the Instagram, TikTok and the ability to complete this interaction within platforms. As a result, it will provide company with the wider data about favorable ways of interaction with the brand on the customer's point of view.

To successfully launch such programs, management needs a deep realizing of how the modern consumer looks for information, consumes media, makes

buying, product and even brand decisions, and, more generally, how brand's target group live their lives.

By gathering all the information which is available about the target group, having deep understanding of all the details of marketing and communication tools could be used, marketers and management have to take a set of decisions about launching the strategy. In result of using this approach, the effectiveness of the marketing activity of the company increases, as long as mutually agreed actions are being done, as they are more effective than independent and uncoordinated ones. Integrated marketing communications enhance customer loyalty to the brand by concentrating efforts on long-term relationships with customers and other members of the marketing process.

A strong brand can create sufficient higher total returns to shareholders than a weak brand. Brands are at the heart of marketing and business strategy and building brand equity or strong brands, is considered to be one of the key drivers of a business success.

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APPENDICES

Appendix A

Balance sheet of LLC “VSESVIT” for 2015-2019

ITEM	Code	For 31.12				
		2015	2016	2017	2018	2019
ASSETS						
I. Non-current assets:						
Intangible assets:	1000	1240	1429	1434	768	65
- initial value	1001	4532	6622	6987	7009	7150
- accumulated depreciation	1002	4085	5265	5987	6345	8190
Unfinished capital investment	1005	0	5561	6298	21894	2390
Fixed assets:	1010	36549	27324	42555	114985	180400
- initial value	1011	190432	175987	212344	260882	350621
- depreciation	1012	152900	153213	167900	151788	178900
Deferred tax assets	1045	7020	7020	7020	7020	8900
Other non-current assets	1090	5421	0	0	0	0
Total non-current assets	1095	402179	382421	450525	570691	736616
II. Current assets:						
Inventories	1100	419450	506200	725444	800254	793200
Receivables on products, goods, works and services	1125	620	1254	30	12	11
Receivables on settlements: the advance payments	1130	0	620	2698	110	550
from budget	1135	62890	95	10300	23500	2
including income tax	1136	62000	0	0	0	0
Other current receivables	1155	44323	30500	28900	27653	27659
Cash and cash equivalents	1165	423789	391800	275688	190234	175341
Cash	1166	0	1899	1944	0	0
Bank accounts	1177	0	380234	256433	0	0
Deferred expenses	1170	566	245	320	432	990
Other current assets	1190	0	2345	2873	2555	209
Total current assets	1195	1013638	1315192	1304630	1044750	997962
Total Assets	1300	1415817	1697613	1755155	1615441	1734578
LIABILITIES						
I. Owner's equity						
Registered capital	1400	8008	8008	8008	8008	8008
Reserve capital	1415	0	0	0	0	0
Retained profit (uncovered loss)	1420	650987	1209346	920542	194376	397279
Total for section I	1495	658995	1217354	928550	202384	405287
II. Long-term liabilities and provisions						
Long-term provision	1520	40568	78903	177650	452507	543880
Total for section II	1595	40568	78903	177650	452507	543880
III. Current liabilities and provisions						
Current debts for: goods, work, services	1615	90457	60345	234780	399834	508465
- payments to the budget	1620	70986	40568	44566	52333	28373
- including income tax	1621	452900	210339	27899	31221	12008
- insurance settlements	1625	120	250	130	135	900
- paying of wages	1630	3699	399	535	522	2879
- received advance payments	1635	887	14322	49455	59433	120976
- settlements with parties	1640	31229	25444	220567	300567	87256
Current provisions	1660	40543	34344	30567	51522	19471
Other current liabilities	1690	25433	15345	40456	64983	5083
Total for section III	1695	716254	401356	648955	960550	785411
IV. Liabilities associated with non-current assets deducted for sale and disposal groups						
Total Liabilities	1900	1415817	1697613	1755155	1615441	1734578

Financial results of the LLC “VSESVIT” for 2015-2019

Item	Code	2015	2016	2017	2018	2019
Net income (revenue) from sales of products (goods and services)	2000	1404107,1	1303739,3	1456688	1716564	1640528
Cost of sales of products (goods and services)	2050	803974,14	810013,94	812938,9	892278,4	913856,1
Gross:						
profit	2090	600132,96	493725,36	643749,1	824285,6	726671,9
loss	2095					
Other operating income	2120					
Administrative expenses	2130	19389,0	3877,8	3916,6	3955,7	3995,3
Selling expenses	2150	408937,0	252000,0	254520,0	257065,2	259635,9
Other operating expenses	2180	12175,0	3165,5	3197,2	3229,1	3261,4
Financial results of operations:						
profit	2190	159632,0	234682,1	382115,4	560035,5	459779,3
loss	2195					
Income from equity	2200					
Other financial income	2220					
Other income	2240					
Financial expenses	2250					
Losses from equity	2255					
Other expenses	2270					
Financial results before tax:						
profit	2290	159632,0	234682,1	382115,4	560035,5	459779,3
loss	2295					
Expenses (income) income tax	2300	28733,8	42242,8	68780,8	100806,4	82760,3
Profit (loss) from discontinued operations after tax	2305					
Net financial result:						
profit	2350	130898,2	192439,3	313334,6	459229,1	377019,0
loss	2355					

Questions for the survey about the efficiency of the brand “VSESVIT”

Have you ever heard about the brand «VSESVIT»?

- yes
- no

If you have a choice to buy «VSESVIT» or some other brand from this category, what will you choose?

- «VSESVIT»
- other brand

How would you describe your feelings towards brand «VSESVIT»?

- Positive
- Neutral
- Negative

Choose the letter, which describes your opinion about the brand «VSESVIT»

- A. One of my favorites
- B. Very Good
- C. Good
- D. Fair
- E. Poor
- F. Never heard of

Appendix D

Customer's satisfaction by the functional quality of the brand survey

- How likely is it that you would recommend this product to a friend or colleague?

NOT AT ALL LIKELY					EXTREMELY LIKELY					
0	1	2	3	4	5	6	7	8	9	10

- Overall, how satisfied or dissatisfied are you with the quality of our goods?

- Very satisfied
 Somewhat dissatisfied
 Somewhat satisfied
 Very dissatisfied
 Neither satisfied nor dissatisfied

- Which of the following words would you use to describe our products?

Select all that apply.

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Reliable | <input type="checkbox"/> Overpriced |
| <input type="checkbox"/> High quality | <input type="checkbox"/> Impractical |
| <input type="checkbox"/> Useful | <input type="checkbox"/> Ineffective |
| <input type="checkbox"/> Unique | <input type="checkbox"/> Poor quality |
| <input type="checkbox"/> Good value for money | <input type="checkbox"/> Unreliable |

Continuation of Appendix D

- How well do our products meet your needs?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

- How would you rate the quality of the product?

- Very high quality
- High quality
- Neither high nor low quality
- Low quality
- Very low quality

- How would you rate the value for money of the product?

- Excellent
- Above average
- Average
- Below average
- Poor

- How likely are you to purchase any of our product again?

- Extremely likely
- Very likely
- Somewhat likely
- Not so likely
- Not at all likely

Continuation of Appendix D

- How well do our products covers your basic quality requirement?

Extremely well

Not so well

Very well

Not at all well

Somewhat well

- Do you have any other comments, questions or concerns?



Metrics of digital campaigns rolled out in Instagram



Appendix F

Metrics of users engagement in Telegram channel

Все **Русский** Английский Узбекский Украинский ЯЗЫК

Все Юмор и развлечения Блоги Образование Бизнес и стартапы Еще категории КАТЕГОРИЯ

Вчера Позавчера За 7 дней Текущая неделя Прошлая неделя Oct '2017 Nov '2017 ПЕРИОД

Только подтвержденные каналы

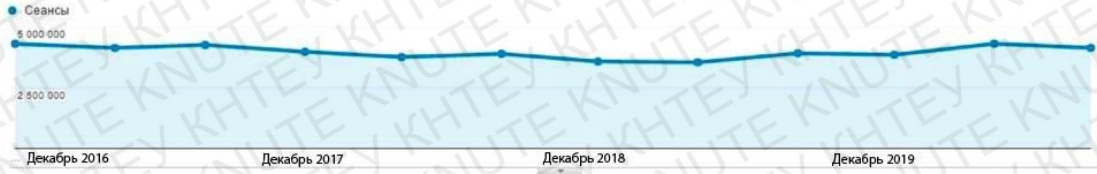
₽ ВП Любая цена до 1к 1к - 5к 5к - 10к 10к - 30к > 30к

Поиск канала

Сортировка:

- Подписчики
- Прирост
- Дневной охват
- Охват 1 поста
- ERR %
- ИЦ

Google Analytics Data about LLC “VSESVIT” website traffic



Сессии 47 579 359	Пользователи 12 619 180	Просмотры страниц 80 726 496	Страниц/сессия 1,70
Сред. длительность сессии 00:02:35	Показатель отказов 54,81 %	Новые сессии % 24,84 %	