

**Kyiv National University of Trade and Economics
The Department of World Economy**

FINAL QUALIFYING PAPER (PROJECT)

on the topic:

**«BRANDING STRATEGIES OF UKRAINIAN PRODUCTS
IN THE WORLD MARKETS»**

**(based on the data of Private Joint Stock Company
«Myrhorod Mineral Water Plant», Myrhorod)**

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for a final qualifying paper

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The object of the paper is the process of formation of international branding strategies in the world markets.

The subject of the paper are methodological and theoretical aspects of international branding strategy improvement of PJSC "Myrhorod Mineral Water Plant".

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INTRODUCTION

PART 1. STUDY OF INTERNATIONAL BRANDING STRATEGIES.

1.1. Theoretical approaches to the definition and formation of international branding strategies

1.2. Current state, structure and trends of the global soft drinks market

Conclusions to the Part 1

PART 2. EVALUATION OF THE EFFICIENCY OF INTERNATIONAL BRANDING STRATEGIES OF PRIVATE JOINT STOCK COMPANY "MYRHOROD MINERAL WATER PLANT"

2.1. Analysis of current performance of PJSC "Myrhorod Mineral Water Plant"

2.2. Analysis of the effectiveness of international branding strategies of PJSC «Myrgorod Mineral Water Plant»

Conclusions to the Part 2

PART 3. RECOMMENDATIONS FOR IMPROVEMENT OF THE "MYRHOROD MINERAL WATER PLANT" BRANDING STRATEGIES IN INTERNATIONAL MARKETS

3.1. Development of a set of measures to increase the effectiveness of international branding strategies of PJSC "Myrhorod Mineral Water Plant"

3.2. Estimated impact of the proposed measures

Conclusions to the Part 3

CONCLUSIONS AND PROPOSALS

REFERENCES

APPENDICES

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10. The task received by the student _____ Lebed V.A.

АНОТАЦІЯ

Лебедь Вікторія Анатоліївна. Брендінгові стратегії українських товарів на світових ринках (на матеріалах приватного акціонерного товариства "Миргородський завод мінеральних вод").

Випускна кваліфікаційна робота розкриває актуальну проблему українських підприємств щодо їх виходу на світові ринки в сучасних нестабільних умовах українського ринку. У роботі проведено аналіз внутрішніх та зовнішніх факторів, що впливають на вибір підприємствами брендінгових стратегій, їх розвиток та прибутковість. Дане дослідження виконано на основі ПРАТ "Миргородський завод мінеральних вод".

Серед зовнішніх факторів впливу було проаналізовано сучасний стан та структуру міжнародного ринку мінеральних вод, визначено основні тенденції його розвитку. На ПРАТ "Миргородський завод мінеральних вод" було проведено аналіз результатів фінансово-економічної діяльності та визначено ефективність використання міжнародних брендінгових стратегій. На основі отриманих даних розроблені пропозиції щодо виходу підприємства на світові ринки та розрахований очікуваний вплив запропонованих заходів на стан підприємства.

Ключові слова: брендінгові стратегії, міжнародний ринок мінеральних вод, споживання, фактори впливу, бренд.

ANNOTATION

Victoriia Lebed. Branding strategies of Ukrainian products in the world markets (based on the materials of the private joint-stock company "Myrhorod Mineral Water Plant").

The final qualifying paper reveals the current problem of Ukrainian enterprises in terms of their entry into the world markets in the current unstable conditions of the Ukrainian market. Was performed the analysis of internal and external factors influencing the enterprises in their choice of branding strategies, their development and profitability. This study was performed on the basis of PJSC "Myrhorod Mineral Water Plant".

Among the external factors of influence, were analyzed the current state and structure of the international market of mineral waters, were determined the main trends of its development.

At the PJSC "Myrhorod Mineral Water Plant" were analyzed the results of financial and economic activities and determined the effectiveness of usage of international branding strategies. Based on the received data, have been developed proposals for the company's entry into world markets and has been calculated the expected impact of the proposed measures on the company's state.

Key words: branding strategies, international market of mineral waters, consumption, factors of influence, brand.

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INTRODUCTION

For many domestic enterprises, the foreign economic sphere has been transformed into an extremely growing tool for further progress and promotion of its competitiveness against the background of declining opportunities in the domestic market not only by filling it, but sometimes by displacing domestic producers by foreign competitors.

One of the most important aspects of foreign economic activity for Ukrainian enterprises is the formation of a new trade regime with its subsequent integration into the world economy.

The leading role in this process belongs to the formation and implementation of Ukraine's foreign trade policy by gradually increasing the degree of openness of the national economy. It is also provided for the consistent restructuring of the commodity structure of exports and imports, the creation of a strong export potential, the introduction of modern forms of economic cooperation with foreign countries, ensuring the stability of foreign economic relations.

Deepening of internationalization and globalization in the international environment requires national enterprises to change their foreign economic activity and create new concepts. To successfully enter a foreign market and stay in it for a long time, it is necessary to have a strategic approach to marketing activities. Branding strategies today are one of the most important elements for the successful existence of the enterprise and its development.

Due to successful development and implementation of branding strategies now brands can be not only consumer market products, but also corporations, law firms, universities, hospitals, museums, restaurants, cities and countries. Consumers are always ready to buy first and foremost well-known and branded items, or order a service from branded companies. The need to create and position your own brand is constantly growing. Despite the importance and relevance of this issue, it is still not researched and completed, and needs to form theoretical and methodological bases for the creation and promotion of the brand as a strategic financial asset, effective and

successful management at all stages of the innovative enterprise. In order to gain a foothold in the international market, Ukrainian companies must develop their own innovations and use new approaches in implementing branding strategies.

The relevance of this topic is determined by the fact that improving the management of foreign economic activity of the enterprise in overcoming the crisis of the Ukrainian economy contributes to the recovery of the national economy and becomes a leading factor in economic growth. Tendencies to expand independence in the organization of foreign economic activity by enterprises insist on the creation of new mechanisms for entering foreign markets. The institution of foreign economic intermediaries becomes an integral part of the commercial infrastructure of society, which equally serves both national and regional economic interests. To guarantee the growing activity of Ukrainian enterprises in the implementation of foreign economic policy requires a constant search and improvement of forms of branding strategies. This determines the relevance of the chosen topic.

Theoretical and methodological aspects of branding strategies have been covered by foreign scientists, in particular F. Kotler, A. Stewart-Allen, D. Aaker, T. Ged, V. Pferch, E. Anthropov and P. Smith. Aspects of branding strategies have been described by domestic scientists: A. Mazaraki, G. Studyntska, T. Melnyk, who study national branding strategies in modern conditions.

The purpose of the work is to study the branding strategy of PJSC "Myrhorod Mineral Water Plant".

This goal determined the formulation of the following tasks to be solved in the work:

- to study theoretical approaches to the definition and formation of international branding strategies;
- to analyze current state, structure and trends of the global soft drinks market;
- to evaluate the efficiency of international branding strategies of Private Joint Stock Company "Myrhorod Mineral Water Plant";
- to conduct research of current performance of PJSC "Myrhorod Mineral Water Plant";

- to analyze the effectiveness of international branding strategies of PJSC "Myrhorod Mineral Water Plant";
- to define recommendations for improvement of the "Myrhorod Mineral Water Plant" branding strategies in international markets;
- to develop a set of measures to increase the effectiveness of international branding strategies of PJSC "Myrhorod Mineral Water Plant";
- to estimate impact of the proposed measures.

The object of the work is the process of formation of international branding strategies in the world markets.

The subject of the research is methodological and theoretical aspects of international branding strategy improvement of PJSC "Myrhorod Mineral Water Plant".

The research was carried out using such methods as theoretical analysis, which was used to form a comprehensive concept of the impact of branding strategies on the company, mathematical and graphical analysis, to assess the level of development of the company and the impact of various factors. Also, the methods of economic, financial, statistical analysis of foreign economic activity of enterprises, systematization, comparison, sociological research and forecasting are used in the work.

The scientific novelty of the work lies in a systematic approach to solve these problems of evaluation and implementation of branding strategies and to enable companies to choose effective options for strategic development of branding by innovative enterprises in a globalized economy.

Approbation and utilization of research results: article "Modern approaches to the definition and formation of international branding strategies" in a collection of scientific articles "International economics", KNUTE, Kyiv, 2021.

Thesis consists of an introduction, three parts, conclusions and recommendations, references, appendices. The volume of thesis is 62 pages. The list of references includes 65 sources.

PART 1

STUDY OF INTERNATIONAL BRANDING STRATEGIES

1.1. Theoretical approaches to the definition and formation of international branding strategies

The current stage of Ukraine's development is characterized by aspiration to build an efficient, socially oriented market economy. To achieve this goal, all companies use certain branding strategies. The concept of branding strategy is quite new, but the subject has already been studied in details by scientists.

Branding strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected with consumer needs, emotions, and competitive environments [Susan Gunelius, 2018, 10].

The most official definition of a brand belongs to American Marketing Association - AMA: "A name, term, mark, symbol or design, or a combination of all, intended to identify the goods or services of one seller or group of sellers, and to distinguish goods or services from goods or services of competitors" [American Marketing Association, 54].

The main target of a brand is to represent customers' opinions about the company's reputation, products, condition and customers' experience. Brand strategy is important because it provides clarity about the competitive environment, market position and consumer expectations.

With the advent of brands, products have acquired a huge number of additional characteristics. The brand helps to present to the buyer not only the main characteristics of the goods - composition and features, but also additional ones - who you will be if you buy this product, what place in society you will be able to occupy, what emotions you will receive after purchase.

A brand is a trademark. Accordingly, branding as a process is the creation of a brand, its development.

Branding is a series of sequential, pre-planned and related activities that aim to create a positive brand image. Also, branding can be aimed at maintaining and increasing the market position of an existing brand. The main goal of branding is to create a unique, and most importantly, a strong image of a particular brand. Branding can include many functions, such as:

- positioning;
- creation of unique graphic and verbal symbols - name, slogan, logo, corporate style;
- monitoring of competitors' market, selection of media that will broadcast the main idea of the brand;
- promotion.

The purpose of branding is to create a long-term plan for a brand, that ultimately result in the identification and preference of your brand by consumers.

The main task of branding is to convey to the target audience the essence of the proposal, issued under the name of a trademark and the formation of a positive attitude towards this brand.

These branding tasks shape the value of the brand. The American Marketing Association offers the following definition of brand equity:

“The value of a brand. From a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favorable consequences of brand use” [American Marketing Association, 54].

In marketing, brand equity is the level of influence of a brand name in the minds of consumers, as well as the value of a brand that can be identified and well thought out. Organizations create brand capital by creating a positive experience that encourages consumers to continue buying from them rather than from competitors who produce similar products.

To achieve high brand equity, branding has the following goals [Independent Journal of Management & Production, 61]:

- creation of a clear and understandable image of the subject of marketing;
- awareness (to make the product easily recognizable by consumers. The

- brand is introduced to its target audience in a way that gets it noticed);
- image and reputation (to preserve a special image of the product with any of its modifications and market changes);
 - recognition (customers become familiar with the brand and recognize it);
 - increase in sales;
 - differentiation (distinguishing feature from competitors);
 - providing quality;
 - loyalty (to stimulate brand preference, if there are alternatives, to make the choice of a selected product natural);
 - formation of the value of the subject of marketing in the minds of consumers.

Apple, ranked as “the world’s most popular brand” in 2020, is a classic example of a brand with positive equity. The company built its positive reputation with Mac computers before extending the brand to iPhones. Achieving positive brand equity is half the job, maintaining it consistently is the other half. Automaker Toyota suffered in 2009 when it had to recall more than 8 million vehicles because of unintended acceleration, and oil and gas company BP lost significant brand equity after the U.S. Gulf of Mexico oil spill in 2010 [OECD, 2020, 55].

Apple and the iPhone sold 78 million units in the fourth quarter of 2016. The average selling price was \$695. Pricing for chief competitor Samsung was more than \$500 less, according to research from Canaccord Genuity. The result: Apple earned 92% of the profits in the smartphone category and has racked up a cash hoard of \$257 billion on its balance sheet.

When a company has created and executed a successful brand strategy, people know without being told who the company is and what they do. Companies as large and established as Coca Cola, as well as small brands and even businesses that sell services to other companies, all benefit from a carefully created brand strategy [Study Academy, 2020, 1].

Branding strategy is a long-term set of ways to inform the consumer that he should learn about the brand, which includes a description of ways of

communication, style, forms of information and channels of its transmission [Economic security of enterprises, organizations and institutions].

In contrast, brand strategy defines rules and guidelines on how, what, where, when and to whom you communicate your brand messages. A well-defined and executed brand strategy leads to a consistent brand message, a strong emotional connection with customers, and higher brand equity [Des Moines Branding, Marketing, Interactive Web, 2020, 2].

When generalizing different approaches to defining the essence of the concept, we can conclude that branding strategy is a complex socio-economic activity that aims to create a unique value of a specific object among consumers and its further promotion in foreign markets, the main purpose of which is to increase profits from its sale.

The development of a brand strategy includes absolutely all aspects of the development of a future brand from the value and ideological basis of the brand to very specific ones based on marketing research data. The critical and most difficult part of a brand strategy is its practical implementation. The development of a positioning and brand promotion strategy must necessarily be based on a system of performance indicators specially developed for your brand and an assessment of their achievements [Equinet Media Ltd, 62].

When developing a universal branding strategy that can be used in the foreign markets it is necessary to pass the following stages:

1. Setting goals and assessing the relevance of brand creation. Creating a branding strategy should start with finding out if the owner or CEO needs a brand at all. The value of branding is still not obvious to many Ukrainian owners. If the owner does not see much value in the brand or ignores the offer to take part in developing a brand strategy, then you should not even start, because it will mean wasted energy, time and resources.

2. Analysis of the market and competitors. The branding strategy depends on the level of market development and how structured it is. If the business operates in a young market, the strategy should be more aggressive. If the market has reached the

stage of maturity - you need to move in the direction of niche products. The most successful example of market positioning with a strong competitor is Sprite. When it was introduced to the US market, the Coca Cola brand was already very popular. To draw attention to its new brand, Coca Cola Company has created a slogan: "Sprite is not Cola!". That is, if there is a strong competitor, you need to do something that could clearly show that you are not him.

3. Brand audit. This is an extremely important step that a company must go through to create a brand or to identify ways of its further development. The brand through a set of marketing actions remains in the minds of consumers, which gives special value to the product in the opinion of customers. Here you need to determine what is special about your brand. It can be anything, for example, certain quality characteristics. It is also worth determining how recognizable the brand is to the buyer. For example, Milka immediately catches the eye with her purple colour, red is associated with the Crown. Each brand must have something that forms its recognizability by the side view of the consumer. It is also worth determining how convenient the packaging of goods is for buyers.

4. Assessment of the target market, development or adjustment of brand positioning. This stage can be defined by the following question: "Why would a person, who is now buying something else, buy my brand in the new conditions?" For a long time, Metro Cash & Carry has been building a brand for entrepreneurs, and two years ago it developed a new strategy: "Wholesale for everyone". That is, in Ukraine, the Metro Cash & Carry format, which is used in Europe, has been adjusted to take into account the market situation.

5. Optimization of brand architecture and creation of a new concept of assortment. It includes the development and planning of new products for market promotion. It also includes the formation of the concept of long-term brand vision in the long-term planning of the company.

6. Development of communication messages and promotion strategies. At this stage, it is determined - what and in what sequence should be communicated to the target group. The message must be specific, clear and able to arouse interest in the

brand. If a brand needs rejuvenation, then the branding strategy should include steps to achieve this. The main signs of brand aging are a slowdown in sales and increased inventory. This means that the brand is not relevant enough for its target group. In this situation, you need to conduct a brand audit.

The process of forming a branding strategy should include the analysis and processing of significant amounts of information and data on the external and internal position of the company, its market position and market development, available resources, management tools for planning, motivation and control over the implementation of the strategy.

Any branding strategy development model should be characterized by a clear definition of the individuals or groups responsible for the brand and strategy using standard processes that define target segments and brand identity. In the process of strategic planning, carried out for the purpose of global brand management, it is necessary to conduct:

- a consumer analysis, which makes it possible to understand the associations of consumers with the brand, as well as to develop an associative field of the brand and a platform for its positioning;
- an analysis of competitors, necessary to create a brand identity, to give the communication program specific features that differ from competitors;
- an analysis of the brand itself, including its past strategies, image, strengths and weaknesses, the idea that it gives about the company.

When implementing the process of planning world brands, it is necessary to avoid narrow fixation on the properties of the product, leading to the fragility of the brand's advantages, ease of copying, and superficial consumer perceptions. The strategy of a company that is aware of the purpose of its brand should include individuality, a user's perception, distinctive features of the company, its intangible assets (for example, reputation for innovation and quality), attributes that are symbols of the brand [Tulubaiev O.M., 2019, 23].

There are many approaches to the classification of international branding strategies, one of them is presented in the Figure 1.1.

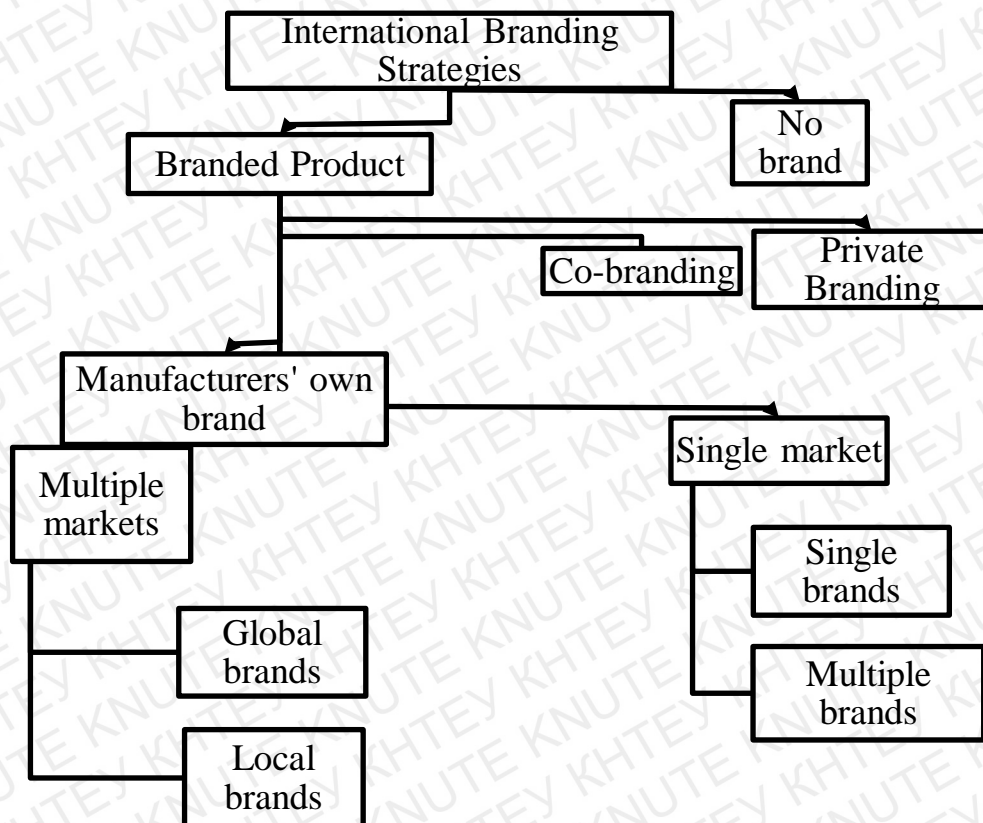


Figure 1.1. Classification of international branding strategies

Source: Svend Hollensen, 2016, 52

We see that the international branding strategies are divided into the branded product and no brand (see Figure 1.1). The branded product, in its turn, consists of private branding, co-branding, manufacturers' own brand which is used for the companies existing on the multiple markets or on the single market.

The most important thing is to choose a strategy for the new market. Therefore, the vast majority of international branding strategies belong to main categories.

The first of them is the strategy of a global brand, the main feature of which is the creation of a single global brand. In this case, the adaptation of the concept of branding to possible national differences does not occur. Also, companies usually use the same brand name and logo around the world. Market supply and brand positioning are also identical in all markets.

The international company's global brand management strategy appeals to universal values, allows the brand to be a leader in many countries.

The strategy of the double standard is characterized by a single strategy for

promotion in the foreign market, different from the strategy in the domestic market.

Although the visual image of the product and the value of the brand are the same, promotion in the domestic and international markets is different. In particular, this is manifested in the emphasis on various aspects of brand value. For example, in the case of Volvo, the key values are "car for the whole family", "safety" and "driving experience".

The transnational brand strategy is more adaptive at the local level and is most suitable for countries with developed local traditions.

Companies using this strategy develop individual branding concepts for all foreign markets in which they operate.

In this case, separate branding strategies are created for the adaptation of the market offer and marketing activities. At the same time, the basic concept of the brand remains unchanged. The company can position its brand in different ways and use adapted pricing and product policies. The transnational strategy is designed to best meet national needs. The downsides in this case are the high capital investment required to meet these requirements, as well as the lack of benefits of standardization. Danone and Unilever are clear examples of companies practicing this strategy.

Full adaptation to the new market takes place under the strategy of a multinational brand.

There is a complete adaptation of brands, market offers and marketing activities. The level of adaptation may vary from country to region. Companies sometimes have to use a multinational brand strategy under the influence of market regulation and external circumstances. In certain markets, full adaptation to local conditions is inevitable. For example, in some countries legal services can be promoted through communication tools, while in others they are prohibited. The application of a multinational brand strategy is applied when dealing with high pressure, striving to meet local requirements.

While developing a branding strategy it is valuable to define the goals you want to achieve. It helps to get started. In other words, start by setting your business goals. Branding strategy includes more than just the purpose of reaching a specific

target audience or segment market, but also a set of tools that allows the formation of creating a positive image, including investors.

Despite the diversity of international branding strategies and approaches to their classification, we can identify the main factor underlying this division. This is the degree of globalization or localization of the brand. Each company must find its own balance between the localization and globalization of its brand policy. Nowadays more and more Ukrainian companies are borrowing branding strategies from other countries for further development in the foreign market. Every company, even if it is a small firm, needs a clear branding strategy.

In the process of its application, it is important to assess the activities and effectiveness of branding. Currently, many researchers have explored the issue of evaluating the effectiveness of branding, offering different approaches to solving this difficult task.

American expert D. Aaker believes that the effectiveness of branding should be assessed based on the analysis of indicators of the use of brand capital assets, such as "brand awareness", "perceived brand quality", "brand loyalty" and "brand associations" [Interbrand, 64].

Assess the effectiveness of the use of assets allows the system of indicators "Brand Equity Ten.". They are: commitment indicators (price premium, consumer satisfaction / brand loyalty); perceived indicators of brand quality (perceived quality, leadership / popularity); indicators of association and differentiation (perceived value, brand individuality, associations with the organization); brand awareness indicator; indicators of market behavior (market share, market price and brand representation in the distribution network).

This "top ten", according to the author, does not necessarily represent the optimal set for all possible situations and, according to the author, requires modification.

To determine the effectiveness of enterprise branding today are offered mainly methods aimed at assessing the economic efficiency of the company's branding. In general, the main block of methods in this group are methods of determining the value of the brand. The following are the main methods of brand valuation that are

common and commonly used by auditors, consultants, and investment firms. Several methods are used, and the results of their implementation are tested for inconsistencies.

The method of accumulation of total costs is advantageous in its simplicity: almost all of these costs are usually easily accounted for or are freely available. The disadvantages of this method are that the effectiveness of such investments is not something permanent and guaranteed.

The method of calculating goodwill is more reliable in terms of calculations and does not require the imposition of total advertising costs and is completely unclear while assessing their effectiveness. But, on the other hand, it is quite limited in use, because it requires knowledge of the market value of the company.

The method of residual value analysis is used in the calculation of the assessment of free cash flows. Financial flows are calculated on the basis of balance sheet data - official and open source.

The method of total discounted value added is effective in its economic and marketing logic. If the brand is designed to increase the value of the product and bring additional profit, then this is how the value of the brand should be calculated.

This year, the list of brands with the highest equity was added with four companies at once - Instagram, Tesla, YouTube and Zoom. Despite the coronavirus pandemic, the total value of all brands in the ranking increased by 9% compared to last year, and amounted to \$ 2 trillion [Interbrand, 64].

In the first place Apple - the brand was valued at \$ 322 billion, for the year the amount increased by 38%. The second place was taken by Amazon with a growth of 60% - up to \$ 200 billion, and in the third place was the Microsoft brand with a growth of 53% - up to \$ 166 billion.

Also, in the top 5 are Google, which lost 1% in a year and is valued at \$ 165 billion, and Samsung, whose brand grew by 2% and is valued at \$ 62 billion.

The biggest growth for the year was shown by Spotify, whose brand value grew by 52% to \$ 8.3 billion, and Netflix, which was valued at \$ 12.6 billion, which is 41% more than last year.

Newcomers to the IT sector are Instagram and YouTube, whose brands are valued at \$ 26 billion and \$ 17.3 billion, respectively, as well as Zoom, which took the 100th place with \$ 4.48 billion.

Among the newcomers was Elon Musk's Tesla - it immediately took the 40th place with a result of \$ 12.7 billion. Also for the first time in the ranking was the brand of whiskey Johnnie Walker, which was valued at \$ 4.5 billion.

In order to choose the right branding strategy and increase the brand equity, it is necessary to define a positioning strategy. Positioning is chosen to create a strong and successful brand of the company. This classification is quite extensive and includes many elements.

The development of a specific image of the company, which shows the values, the benefits of its offer, is remembered by the consumer [Kotler P., 2018, 3].

Some of the main types of the company's branding strategies are:

1. Consumer positioning. The strategy is relevant to attract a specific segment of people and is suitable for niche products in the line or for companies that produce products with specific properties for a specific group of people.

Advertising usually features celebrities whose image begins to be associated with the brand.

2. Competitive positioning. This strategy shows in what you are the best competitor and oppose you to him, thus gaining a share of his customers.

3. Positioning the category. Suitable for innovative product, product with unique properties. It is necessary to show how this or that category is improved with this product.

4. Positioning for profit. The brand shows what benefits a potential buyer will receive when buying goods. The strategy focuses on conveying to the audience the rational or emotional motives for purchasing the product. The strategy is more suitable for a low-competitive environment or the formation of a new market.

5. Price positioning. Conventionally, consumers view products in terms of rational and emotional perception, so in this case, it is important to understand what product you are promoting, so what price should be set.

6. Positioning by attribute. This is the most common strategy today, and one of the most effective for new brands. With its help you can highlight the exclusive features, representative and special properties of the product, abstracting from competitors.

7. Positioning of prestige. Along with the product, the consumer can buy prestige, luxury and special treatment, and is willing to pay for it. Any category of goods can be in the luxury segment, from cosmetics and food to cars and insurance services.

The company's branding strategy is an important factor in ensuring its competitiveness in the international market, as it is the differentiator of the choice of a company, encourages to reincarnate the consumer from random to constant, and hence to growth of incomes of the companies and volumes of the realized goods, services on international market.

The issue of brand management in the global market requires a scientific solution to theoretical issues of branding strategies in a global environment, as well as the development of adequate tools for modern international business to strengthen competitive positions and build capacity.

1.2. Current state, structure and trends of the global soft drinks market

Traditionally, the most popular type of soft drinks in the world is carbonated flavored water with added sugar.

At the same time, foreign researchers note that the main source of water for all age groups is ordinary drinking water, and the consumption of other non-alcoholic beverages varies depending on age [Özen A.E., 2016, 4].

Bottled drinking water, energy drinks and flavored water are the main types of drinks with the highest increase in consumption [Philip R.A, 2016, 5].

It should be noted that there is a downward trend in the growth rates of the market for carbonated soft drinks. Since reaching its peak in the late 1990s, per capita soft drink consumption has been declining every year. The reasons for the decline are

twofold: rising health awareness and rising prices. Carbonated soft drinks provide little nutritional value, although many of these drinks provide the full recommended daily sugar intake.

There is a gradual saturation of the market, as well as increasing competition between carbonated drinks with flavors with added sugar and mineral water and juices, which is due to the consumer's desire to follow the principles of healthy eating.

In addition, prices for incoming carbonated soft drinks have risen in recent decades. For example, relatively high oil prices have led to demand for alternative fuels such as ethanol. In turn, ethanol is mainly produced through the use of corn and sugar, so increasing demand for syringe ethanol also increases the price of corn and sugar products, such as high-fat corn syrup used in some carbonated beverages. In general, per capita consumption of soft drinks is estimated to decrease by 0.7% annually by 2020 to 40.3 gallons per capita. The consumption of carbonated beverages in the world is shown in the Figure 1.2.

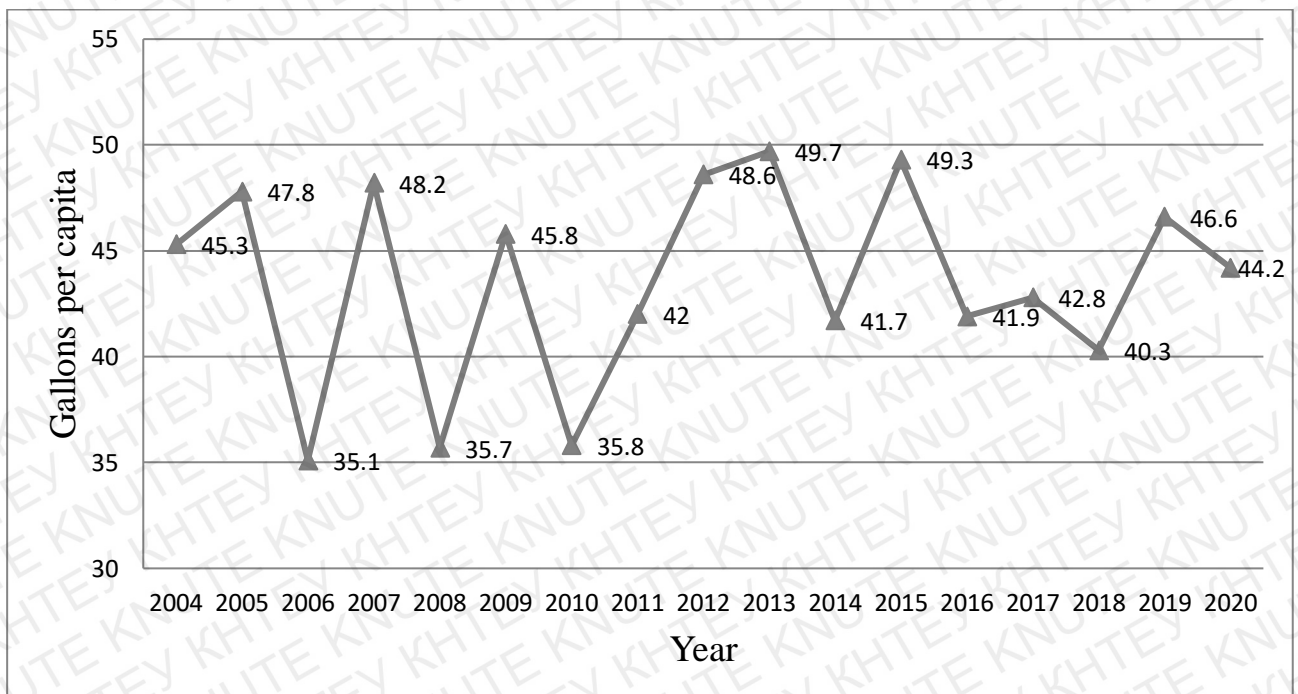


Figure 1.2. Dynamics of soft drinks consumption worldwide (gallons, per capita)

Source: IBIS World, 2020, 22

Compared to 2015, the consumption of carbonated beverages decreased by

0.7% and 1.2% compared to 2019.

However, there are countries that, despite the general trend of declining consumption, only increase the demand for carbonated beverages.

Most soft drinks are consumed in Argentina, the USA and Chile. The market leaders are two large companies: "Coca-Cola Company" with trademarks "Coca-cola", "Fanta", "Sprite", "Nestea", "Dobryi", "Bon Aqua" and "Pepsi Co" representing trademarks "Pepsi", "Mirinda", "7up", "Tonus". That is presented in the Figure 1.3.

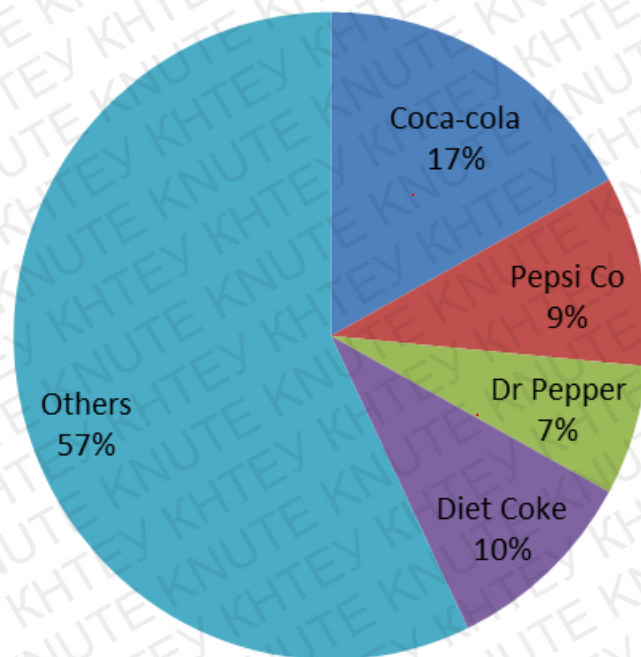


Figure 1.3. Soft drink market share worldwide

Source: developed by the author on the materials of Central Intelligence Agency, 2020, 9

The largest producer of soft drinks is the United States. They produce more than 500 types of soft drinks, with volumes of more than 20 billion gallons of carbonated beverages per year. The popularity of the brand can be reflected through brand equity. Brand equity refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability.

When a company has a positive brand equity, customers willingly pay a high

price for its products, even though they could get the same thing from a competitor for less. Customers, in effect, pay a price premium to do business with a firm they know and admire. Because the company with brand equity does not incur a higher expense than its competitors to produce the product and bring it to market, the difference in price goes to their margin. The firm's brand equity enables it to make a bigger profit on each sale. According to Highslide JS, the most popular drinks in the world include Coca-Cola, Diet Coke, Red Bull, Pepsi and Nescafe, which is shown in the Table 1.1.

Table 1.1

The most valuable soft drinks in the world, 2020

Rank	The names of soft drinks	Brand value (million US dollars)	Deviation of 2019 compared to 2020
1.	Coca-Cola	64,69	7%
2.	Diet Coke	13,72	-2%
3.	Red Bull	10,56	6%
4.	Pepsi	9,79	-5%
5.	Nescafe	5,64	New
6.	Tropicana	4,81	New
7.	Nespresso	4,48	New
8.	Sprite	4,13	9%
9.	Fanta	3,97	-1%
10.	Gatorade	3,75	9%
11.	Mountain Dew	2,47	-3%
12.	Minute maid	2,29	New
13.	Dr. Pepper	2,24	5%
14.	Diet Pepsi	2,23	-2%
15.	Nestea	1,85	New

Source: The statistics portal, 2020

After analyzing the data on the foreign market, we can see that Coca-Cola is a

world leader in the production of soft drinks, as well as the percentage of their consumption in different countries (see Tab. 1.1).

It is also worth analyzing the structure of exports and imports in the world markets of soft drinks. This analysis is presented if the Table 1.2.

Table 1.2

Export of soft drinks in the world markets

Rank	Exporter	Exported soft drinks, thousand \$	% of exported soft drinks	deviation in % 2019-2020
1.	Austria	3271429	14,8	+4.5%
2.	Germany	1920643	8,7	-4.6%
3.	Netherlands	1903752	8,6	-0.8%
4.	Switzerland	1870459	8,5	+3%
5.	Thailand	1587247	7,2	+9.5%
6.	United States	1277110	5,8	+3.4%
7.	Belgium	892996	4,0	-2.9%
8.	France	770617	3,5	-8.1%
9.	Italy	611919	2,8	+6.7%
10.	United Kingdom	590192	2,7	-2.2%

Source: Central Intelligence Agency, 2020

As we see from the Tab. 1.2 Austria, Switzerland, Thailand, the United States and Italy increased the amount of export. Germany, Netherlands, Belgium, France and the United Kingdom have decreased the amount of export during 2018-2019.

International sales of exported soft drinks in 2019 amounted to 22.1 billion US dollars. Overall, the cost of shipping soft drinks has increased by an average of 21.5% for all exporting countries since 2015, when soft drinks sold internationally were valued at \$ 18.2 billion. The global value of exported soft drinks fell by -1.7% from 2018 to 2019 [Trade map, 2019, 11].

Suppliers located in European countries in 2019 recorded the highest international sales of all types of soft drinks, the value of which amounted to 14.9

billion dollars, or 67.4% of the total in the world. On the second place were exporters to Asia - 18.8%, while 9.4% of global exports of soft drinks came from North America. A smaller percentage was from Latin America (2.3%), excluding Mexico, but including the Caribbean, Africa (1.4%) and Oceania (0.7%), mainly New Zealand and Australia.

In 2018, imports of soft drinks amounted to 6.2 billion liters, an increase of 1.6% over the previous year. The total volume of imports grew by an average of 2.6% from 2008 to 2018. However, there were some noticeable fluctuations in the dynamics of imports recorded during the analyzed period. In value terms, imports of sugary soft drinks in 2020 amounted to USD 4.9 billion. The total consumption of soft drinks per year is 694 billion liters.

Table 1.3

Top importers of sugary soft drinks in the world by quantity and value, 2020

Rank	Countries with the highest import by quantity	million liters	Share of total consumption	Countries with the highest import by value	mln \$
1.	Belgium	906	1,31	Belgium	772
2.	Germany	849	1,22	Germany	741
3.	The Netherlands	723	1,04	The United Kingdom	561
4.	Great Britain	684	0,99		
5.	France	515	0,74		

Source: developed by the author on the basis of Global Food Research Program, 2020

Belgium (906 million liters), Germany (849 million liters), the Netherlands (723 million liters), the United Kingdom (684 million liters) and France (515 million liters) accounted for approximately 60% of total imports of sugary soft drinks in 2020 and only 5,3% of the total world consumption of the soft drinks (see Tab. 1.3).

In value terms, the largest importers of sugary soft drinks in the world were Belgium (\$ 772 million), Germany (\$ 741 million) and the United Kingdom (\$ 561 million), which together accounted for 43% of total imports (see Tab. 1.3).

In 2018, the average export price for sugary soft drinks was \$ 936 per 1,000

liters, up 13% to the previous year. In general, export and import prices for sugary soft drinks continue to remain relatively stable. In 2018, the country with the highest export price was Austria (\$ 1,891 per 1,000 liters), while the Czech Republic (\$ 385 per 1,000 liters) had the lowest price. Comparing the prices for carbonated drinks, one can trace their gradual increase. The highest growth rate of import prices was observed in 2011, when it amounted to 16% compared to the previous year. In the same year, import prices for sugary non-alcoholic beverages peaked at \$ 822 per 1,000 liters. The average import price for sugary soft drinks in 2018 was \$ 790 per 1,000 liters, which is 7.6% more than in the previous year. Import prices vary considerably depending on the destination country. The country with the highest import price was Spain (\$ 980 per 1,000 liters), while Slovakia (\$ 424 per 1,000 liters) had the lowest price.

At the moment, the statistics in Ukraine are quite variable due to the fact that it is still not fully determined which drinks belong to soft drinks. This macrosegment is called NARTD (non-alcohol ready to drink). According to the State Classification of Products and Services of Derzhkomstat of Ukraine, soft drinks (drinks with alcohol concentration not more than 0.5%) are [8]:

- mineral waters (sweetened or flavored);
- soft drinks made with drinking water, whether or not sweetened, flavored with fruit juices or essences;
- soft drinks for special purposes (dietary, diabetic, tonic);
- kvas;
- drinks made from milk and cocoa, tea.

In recent years, the consumption of carbonated water is constantly growing. The share of still or table water remains constant, so its sales continue to grow. The reason for this is the COVID-19. People are increasing stocks of basic necessities. This was also affected by a significant deterioration in water quality in cities. It should be noted that sales of other soft drinks such as carbonated sweet drinks and juices are also increasing. Thus, we can conclude that with increasing total consumption of soft drinks, the share of carbonated water gradually decreases. More

than 50% of the production of soft drinks in Ukraine is occupied by mineral and carbonated sweet water, which is shown in the Figure 1.4.

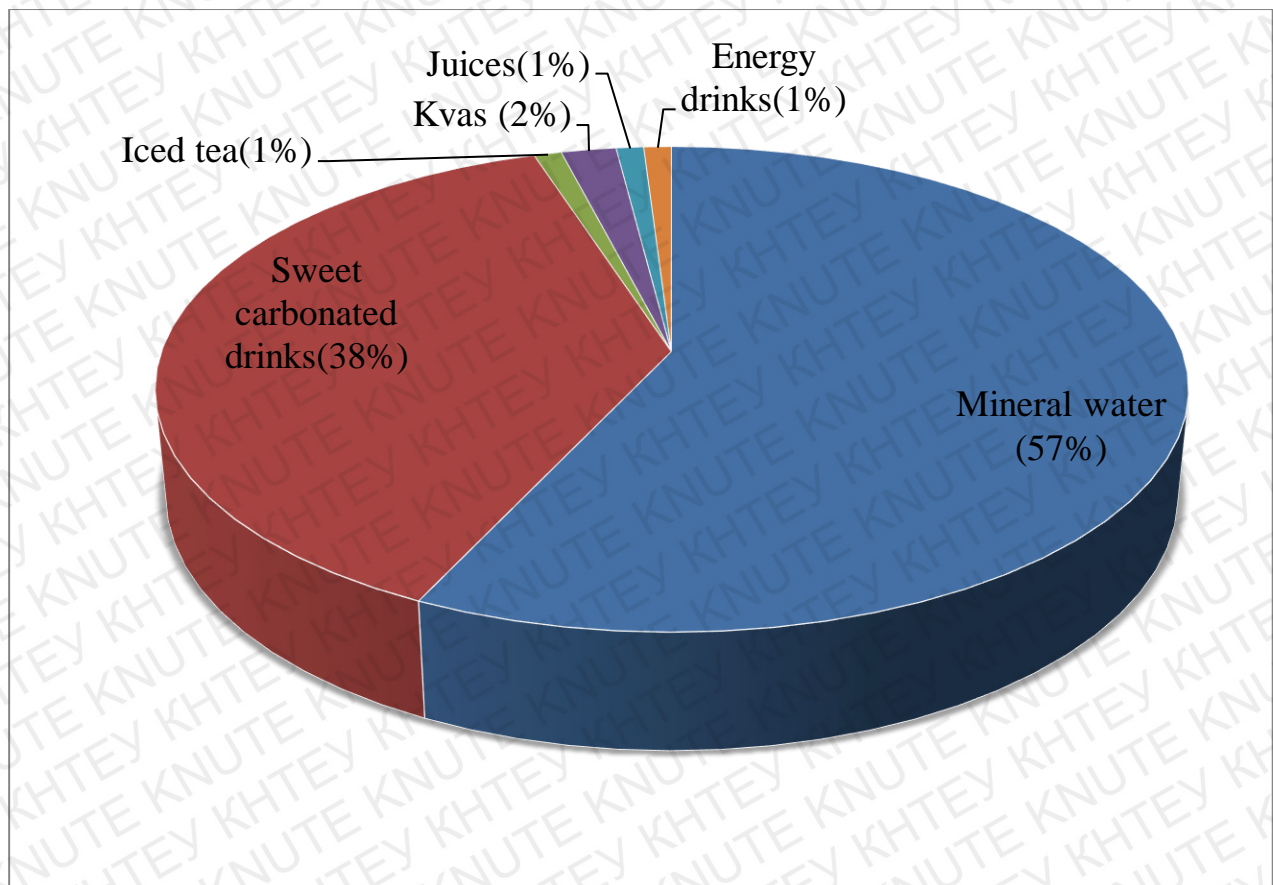


Figure 1.4. Structure of the soft drinks market in Ukraine (2019)

Source: Ukrstat, 2019, 53

As it can be seen from the Figure 1.4, mineral waters are in most demand and occupy the largest share in the market of soft drinks and are 40% of the market of Ukraine. Sweet carbonated drinks with a share of 38% are also the market leaders at a time, when beverages such as kvas (1%), iced tea (3%) and energy drinks (4%) occupy a small market share. Also, their consumption is in seasonal demand and may change throughout the year.

When measuring world statistics on the consumption of soft drinks, there are also many classification options. Depending on different statistics, soft drinks may include the following product groups:

- sweetened and flavored waters (mineral, spring and table);
- fruit juices neat or mixed with different proportions of water;
- milk containing soft drinks and / or flavored;

- others, such as iced tea, energy drinks (with caffeine).

The consumption of different types of soft drinks is reflected in the Figure 1.5.

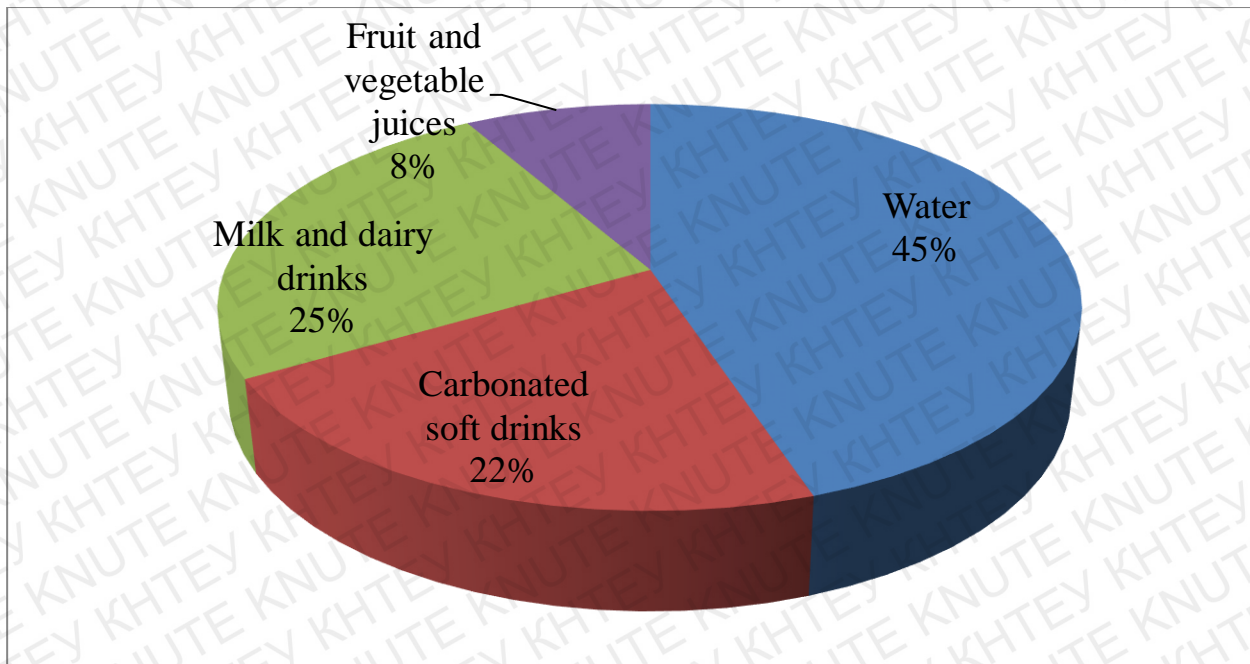


Figure 1.5. Consumption of soft drinks worldwide, by beverage type (2019)

Source: developed by author on the material of Statista, 2020, 13

From the Figure 1.5 we see that the largest share of consumption in the world is water. The volume of water consumed is 465.4 trillion liters, which is 45% of world consumption. Consumption of sweet carbonated beverages is 224.4 billion liters, of milk and dairy products is 260.4 billion liters. The last place belongs to fruit and vegetable juices. Their consumption is 85.9 billion liters.

Therefore, as research has shown, there is a positive trend towards growth of the soft drinks market. Particular attention should be paid to mineral waters, juices and functional beverages, which in the near future will increase their share in the total volume of carbonated beverages in connection with the spread of a healthy lifestyle among potential consumers.

Conclusions to the Part 1

A branding strategy is a long-term development plan that has specific goals. It is directly related to consumer needs, emotions and the competitive environment.

The formation of the correct branding strategy allows the company to ensure the effectiveness of management, production and marketing activities in domestic and foreign markets.

Most of the world's successful companies, such as Coca-Cola Company, Fanta, Sprite, Nestea, Dobryi, Bon Aqua and Pepsi Co, operate through branding strategies.

Branding strategy is a subsystem in the enterprise management system, and affects the main elements of enterprise development such as market positioning, enterprise competitiveness, management structure, expansion of sales channels.

Due to the presence of a large number of competitors in the market, the level of competitiveness of the enterprise needs to be constant tracking. The choice of a specific strategy from several possible ones depends on the reasons for the achieved level of competitiveness, and on changes in the market environment. Simply copying foreign behavioral strategies or even refinement and adaptation to domestic conditions can help increase the competitiveness of enterprises. This also requires its own developments aimed at increasing the dynamism of organizational change.

The application of the right branding strategy in the management of the organization contributes to the fact that production and marketing functions become the most manageable when researching and implementing the best business processes, leading to profitable entrepreneurship with high efficiency, creating competitive competition and meeting consumer needs.

PART 2

EVALUATION OF THE EFFICIENCY OF INTERNATIONAL BRANDING STRATEGIES OF PRIVATE JOINT STOCK COMPANY "MYRHOROD MINERAL WATER PLANT"

2.1. Analysis of current performance of PJSC "Myrhorod Mineral Water Plant"

PJSC "Myrhorod Mineral Water Plant" positions itself as a leading domestic manufacturer of mineral water with extensive experience and impeccable reputation. This company has a number of competitive advantages, namely: high technical potential, as evidenced by modern equipment, certification to international standards, qualified personnel.

"Myrhorod Mineral Water Plant" belongs to a private joint-stock company for which one of the main markets is the market of Ukraine. The company has a seasonality in production, which falls on the summer period.

According to Articles 80 and 152 of the Civil Code of Ukraine [57], Article 24 of the Law of Ukraine of September 19, 1991 № 1576-XII "On Business Associations" [58] a joint stock company is a company that has a statutory fund divided into a certain number of shares of equal per value and is liable for obligations only with the company's property, and shareholders bear the risk of losses associated with the company's activities, within the value of their shares. PJSC shares can be distributed through open subscription and purchase and sale on exchanges. PJSC shareholders may dispose of their shares without the consent of other shareholders and the company.

Myrhorod mineral waters are exported to the USA, Estonia, Moldova, Germany. But the main market for products remains Ukraine. The general distributor of products of PJSC "Myrhorod Mineral Water Plant" is the company "Industrial and Distribution Systems" [IDS].

The address of the enterprise: 37600 Ukraine, Poltava region, Myrhorod, 1, Minzavodska Street, tel./fax 0535543674. The company is engaged in the

extraction and sale of bottled mineral water, namely producing its products under the brand name "Myrhorodska". PJSC "Myrhorod Mineral Water Plant" successfully carries out foreign economic activity (export of its products).

The authorized capital of the company is UAH 21474022,5.

Financial and economic analysis of PJSC "Myrhorod Mineral Water Plant" is conducted for the last five years of activity - 2016-2020. The main information base of the analysis is the financial statements of the economic entity, namely: Balance Sheet (Statement of financial position) and Statement of financial performance.

In order to carry out economic activity, each enterprise must have certain property that belongs to it on the rights of ownership or possession. All assets owned by an enterprise and reflected in its balance sheet are called assets. Assets are economic resources of the enterprise in the form of aggregate property values that are used in economic activities for profit, or are resources that are controlled by the enterprise as a result of past events, the use of which is expected to increase economic benefits in the future structure and dynamics of property will analyze the indicators of PJSC "Myrhorod Mineral Water Plant", which are presented in the Table 2.1.

Table 2.1

The structure and dynamics of enterprise assets for 2016-2020, thousand UAH

Indicator	31.12. 2016	31.12. 2017	31.12. 2018	31.12. 2019	31.12. 2020	Deviation 2020/2019	
						Absolute, UAH	Relative, %
1. Non-current assets	134568	131856	165224	144398	159680	15282	10,58
2. Current assets	105684	103870	109190	154095	122051	-32044	-20,8
2.1. Stocks	25842	24952	27167	29863	35843	5980	20,02
2.2. Receivables	79088	78281	81360	122703	85094	-37609	-30,65
2.3. Money and their equivalents	754	637	663	1529	1114	-415	-27,14
Assets together	240252	235726	274414	298493	281731	-16762	-5,62

Source: developed by the author on the basis of the report "On the financial results"

Based on the data from the Table 2.1, it can be concluded that the value of assets during 2016-2020 generally tends to increase. In 2019 against 2018 the value

of assets increased by UAH 24079 thousand, and in 2020 against 2019 there was a decrease in their value by 16762 thousand UAH. The general trend towards an increase in assets deserves a positive assessment, as an increase in the balance sheet currency usually indicates the expansion of the business entity and the growth of its production capacity.

In 2018 and 2020, the structure of the company's assets is mostly non-current assets, the share of which is almost 60,2% and 56,7%, respectively, and in 2018, on the contrary - current assets by 1,6% exceeded the share of non-current.

The value of non-current assets of PJSC "Myrhorod Mineral Water Plant" in 2019 compared to 2018 decreased by 20826 thousand UAH, and in 2020 compared to 2019 there was an increase of 15282 thousand UAH, which indicates the renewal of non-current assets of the enterprise. In 2019, compared to 2018, the value of current assets increased by 41,13% and amounted to 154095 thousand UAH, and in 2019 against 2018 there was a decrease of 20,8%, which amounted to 122051 thousand UAH.

This variable trend is caused by the change in the value of receivables during the analyzed period. Thus, their value in 2019 compared to 2018 increased by 41343 thousand UAH and amounted to 122703 thousand UAH, and in 2020 against 2019 it was reduced by 30.65%, which at the end of the year amounted to 85094 thousand UAH.

The value of stocks of the enterprise PJSC "Myrhorod Mineral Water Plant" in 2019 compared to 2018 by 9,92% and amounted to 29863 thousand UAH, and in 2020 compared to 2019 - another 20,02%, which in 2019 amounted to 35843 thousand UAH. The tendency to increase is observed in the highly liquid assets of the enterprise, the value of which in 2018 compared to 2017 increased by 130,62%, and in 2019 against 2018 - by another 27,14%, which at the end of the year amounted to 1114 thousand. UAH. The increase in the share of highly liquid assets of the company PJSC "Myrhorod Mineral Water Plant" during the analyzed period is evidence of increasing its stability.

To assess the effectiveness of enterprise profit management, accounting

provides a consistent comparison of income and expenses incurred to obtain them. Also, to determine the financial results of different activities, it is necessary to analyze their dynamics and structure. For this purpose, accounting estimates the income and expenses in the aggregate, according to the similar economic content of business transactions.

As a basis, we use the report "On the financial results of PJSC "Myrhorod Mineral Water Plant". The analysis is performed on the following indicators: financial results from operating activities, sales revenue, net profit and operating expenses. This information is reflected in the Table 2.2.

Table 2.2

**Income statement analysis of PJSC "Myrhorod Mineral Water Plant"
for years 2016-2020**

Year	Dynamics, thousand UAH					Relative deviation, %			
	31.12. 2016	31.12. 2017	31.12. 2018	31.12. 2019	31.12. 2020	2017	2018	2019	2020
Sales revenue	324355	342808	366338	449597	502001	5,69	6,86	22,73	11,66
Cost of goods sold	270019	291766	319571	370237	341996	8,05	9,52	15,85	-7,62
Gross profit	54336	51042	46767	79360	160005	-6,06	-8,38	69,69	101,62
Operating expenses	757163	24028	28198	30327	15978	-96,83	17,35	7,55	-47,31
Operating profits	35303	27014	18569	48481	144027	-23,48	-31,26	161,09	197,08
Interest expense	203	236	118	275	356	16,26	-50,00	133,05	29,45
Net profit before taxes	35100	27250	18687	48206	144383	-22,36	-31,42	157,97	199,51
Taxes	3326	4911	3365	8747	26167	47,65	-31,48	159,94	199,15
Net profit after taxes	31774	22339	15322	39459	118216	-29,69	-31,41	157,53	199,59

Source: developed by the author on the basis of the report "On the financial results"

During the analysis it was found that in 2018 only the financial result from operating activities had positive changes, other indicators were only negative.

The indicators decreased the most: net profit before taxation by 31.42%, financial result from operating activities by 31.26%. This trend is a very negative result of the enterprise.

Almost every figure decreased by more than 25%. The main reason for such changes is the increase in all costs of the enterprise, which were greater than the growth of net sales revenue.

Starting from 2019, we see an increase in all major financial results of the company from 150% to 199%, depending on the indicator. It can be argued that since 2019 the company has significantly improved the financial results of its work.

The dynamics of change in net profit is shown in the graph of the Figure 2.1.

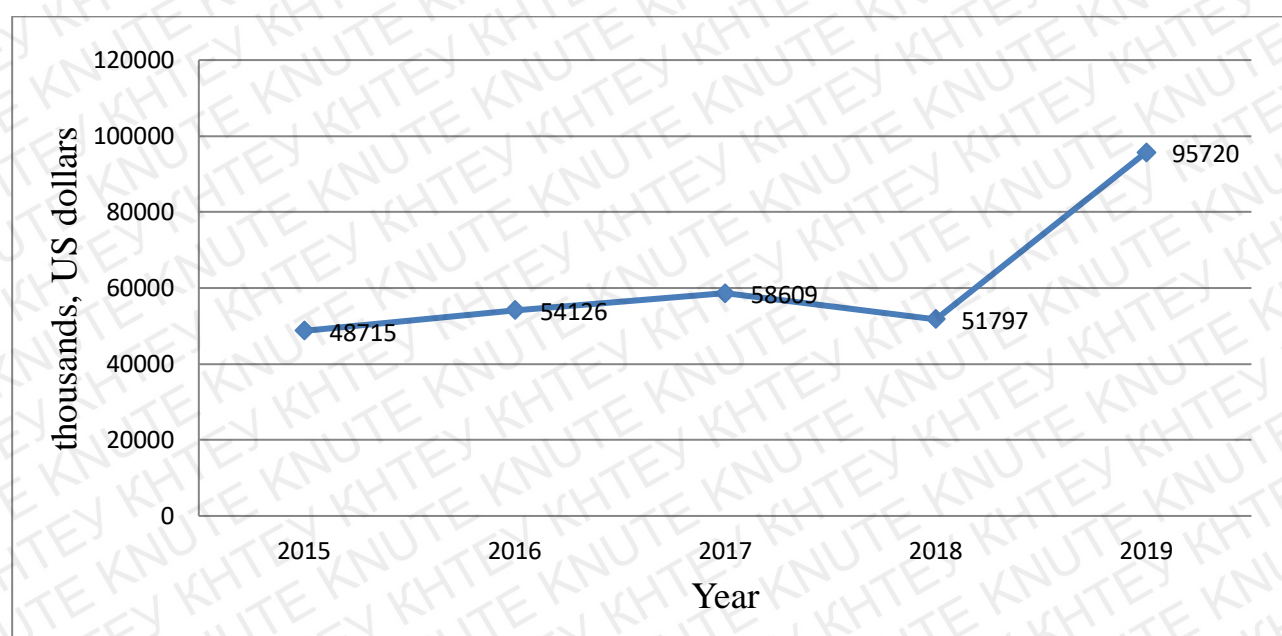


Figure 2.1. Net profit after taxes

Source: developed by the author

As we can see from the Figure 2.1, the share of net profit of PJSC "Myrhorod Mineral Water Plant" for 2015-2019 varied from \$48715 thousand in 2015 to \$95720 in 2019. Thus, the company increased the level of net profit by 96,49% over 5 years.

It is also worth remembering that the level of net profit in the year of its receipt does not mean its further release from economic turnover, as it is used to finance assets and ensure the expansion of production.

In accordance with the peculiarities of the enterprise, net profit forms such internal funds as reserve and insurance and goes to the technical and social

development of the enterprise, as defined by the company's charter. In the process of profit distribution, the plant constantly balances. Thus, the mechanism of management of the formation and distribution of profits should meet the strategic guidelines of enterprise development in the direction of ensuring stable growth of its market value, the formation of investment potential, and ensuring the financial interests of owners and staff.

Next, it is valuable to determine the type of financial stability of the enterprise for 2016-2020. The financial condition is characterized by the size, composition and structure of assets, equity and liabilities, the appropriate ratios of which determine the financial stability and solvency of the enterprise. As we see from the Table 2.3 (see Appendix A 2.1), the company has enough sources of funding for the formation of stocks in volumes that ensure the continuity of the production process. In addition, it is even enough to provide stocks with their own working capital. This indicates the presence of absolute financial stability.

The liquidity indicators, which are shown in the Table 2.1, are also important for the analysis of the financial condition of the enterprise.

Table 2.4

Liquidity ratio indicators of the enterprise for 2016 - 2020

Ratio	31.12. 2016	31.12. 2017	31.12. 2018	31.12. 2019	31.12. 2020
Current Ratio	0,85	0,96	0,97	0,77	0,87
Quick Ratio (Acid Test Ratio)	0,65	0,73	0,74	0,57	0,59
Working capital	98651	124253	127228	89375	46503

Source: developed by the author on the basis of the report "On the financial results"

As we can see from the Table 2.3 current ratio shows how much of the company's current liabilities can be repaid immediately. The normal value for this ratio is greater than or equal to 0.2. For the entire period, these ratios do not reach the acceptable level, which is a bad trend for the company, which means that the company is not able to repay its obligations immediately.

The quick liquidity ratio shows how much of the company's short-term liabilities can be repaid in the near future from available funds and possible revenues. The normative value for it is 0.8. For the whole period these indicators are negative. There is also a downward trend.

Based on financial reporting data using profitability indicators and analysis of solvency and liquidity indicators, we assessed the company's ability to meet the needs of expanded reproduction, and to invest at the expense of internal sources of financing.

According to the Table 2.5 (see Appendix B 2.1), it can be seen that during the study period there was an increase in net income by 79853 thousand UAH or 22.65% in 2018 compared to 2017 and 86465 (18.4%) in 2019. However, there is a significant increase in the cost of goods sold by 90390 thousand UAH (44.32%) in 2018, which significantly exceeds the growth rate of net income.

This increase in cost can be attributed to rising prices for fuel and energy resources and rising labor costs. A positive factor is the reduction of administrative costs by 2738 thousand UAH (5.66%). As a result of these changes in 2018 there was a decrease from the profit of sold products by 8724 thousand UAH (9.31%), which indicates a decrease in the efficiency of economic activity of the enterprise. In turn, there was an increase in costs by UAH 1 net income. If in 2017 to receive 1 UAH the company spent UAH 0.73 of net income, then in 2016 - UAH 0.8. The same negative trends apply to product profitability, which decreased from 36% in 2017 to 24% in 2016. A positive factor is the growth of labor productivity by 18.3%, which indicates an increase in the efficiency of labor resources.

The financial condition of the enterprise is a complex concept that is the result of the interaction of all elements of financial relations of the enterprise, determined by a set of production and economic factors and characterized by a system of indicators reflecting the availability, location and use of financial resources. In the process of assessing the effectiveness of the enterprise there should be an estimate of the company's ability to enter foreign markets which can be made on the example of Israel. Since the company has already operated in this country, the level of costs will

be lower due to existing sales channels and superficial familiarity of consumers with the product.

To more accurately determine the possibility of entering this market, we will conduct a PEST analysis of the marketing environment of Israel (Table 2.6, Appendix D 2.1).

From this table we can see that technological and geographical factors have a positive impact on doing business in Israel, as there is a high level of technology development and the possibility of improving them.

Economic factors are also positive. An important factor influencing this is the Free Trade Agreement with Israel, which was signed on January 21, 2019 and is to be approved in the near future. This agreement should abolish all duties on imports of goods and give preferential access to goods from Ukraine.

Political, legal, socio-cultural and demographic factors have a negative impact on doing business in Israel. This situation has arisen due to the spread of coronavirus and the emergence of new restrictions. These restrictions affect the regulation of business. They also have a negative impact on people's lifestyle changes, their income levels and the demographic situation as a whole.

One of the most popular strategic management tools that allows to analyze possible strategies of the development of the enterprise in a market environment is a SWOT-analysis.

It is expedient to carry out the SWOT-analysis in the context of individual subjects of competition and for the competitive environment as a whole. The results of the SWOT analysis for an individual trading company can be largely abstracted for the assessment of other competing companies.

First of all, to conduct a SWOT-analysis of PJSC "Myrhorod Mineral Water Plant" we need to identify the main factors of the internal environment. They include: marketing, finance, management, personnel, production.

The strengths of the enterprise PJSC "Myrhorod Mineral Water Plant" include: high quality of products, confirmed by the compliance of the quality system with the requirements of the international standard ISO 9002; high qualification of employees;

availability of special powerful equipment, in particular equipment that allows to control the quality of raw materials and finished products, which undergoes thorough quality control at the entrance and exit, has an attractive appearance and is reliably protected from counterfeiting, state-of-the-art equipment [Official site of PJSC "Myrhorod Mineral Water Plant, 26].

The main factors that positively affect PJSC "Myrhorod Mineral Water Plant" are:

- introduction of innovative technologies, which helps to reduce the cost of production and improve its quality;
- availability of a base of regular customers and opportunities for its expansion;
- compliance with European quality standards, which makes it easier to enter the international markets;
- increasing the number of outlets in the strategic economic zone and entering new market segments;
- advantageous geographical location and availability of resource base, which reduces the cost of transportation and purchase of raw materials.

The weaknesses of the company include only high transportation costs, wages, purchase of equipment, distribution of goods and high sales costs, inefficient work with customers.

Potential opportunities of PJSC "Myrhorod Mineral Water Plant" are: expanding sales and sales of goods not only in the markets of Ukraine, increasing the market share of the enterprise, opportunities for diversification; product improvement, quality improvement by increasing the number of wells; formation of a positive image through sales promotion, advertising, public relations; expanding the range by finding new types of raw materials; merger with competitors' enterprises.

External threats that can complicate the development of the enterprise are:

- strengthening competition, which leads to a decrease in sales and lower product prices;
- insufficient amount of investment resources, which may lead to a decrease in production, reduction of product quality due to deterioration of raw materials;

- rising unemployment, which will lead to a decrease in consumer purchasing power;
- rising inflation;
- inhibition of economic reforms by political forces;
- GDP dynamics: negative impact due to a decrease in the share of exports in total sales;
- strict state regulation of prices, which will negatively affect the company's profits;
- seasonality of demand, which requires constant monitoring of budget planning;
- adverse demographic changes;
- socio-political instability;
- population reduction.

To select the right path of "Myrhorod Mineral Water Plant" and consider possible directions of its development, an assessment of all factors has been carried out and is shown in the Table 2.7 (Appendix C 2.1).

Using the matrix of opportunities, we can conclude that expanding the range of products by finding new types of raw materials has a medium probability of implementation and a strong impact on the enterprise.

The increase in market share and suppliers of raw materials has a medium probability of realization and a moderate impact on the firm. It takes a lot of effort to realize these opportunities. The formation of a positive image of the enterprise through sales promotion, the use of advertising has little impact on the enterprise and the average probability of realization. Factors 3, 4, 6 - opportunities to expand investment activities, reduce the number of competing firms, improve product quality through better raw materials have little impact on the firm and have a low probability of implementation, so the company should not spend their efforts and resources to introduce in action of insignificant factors.

Opportunities of PJSC "Myrhorod Mineral Water Plant" also include experience and high reputation, introduction of innovative technologies, ensuring a

sufficient amount of fixed assets, a high level of financial stability of the company, promoting the growth of target groups of consumers and their loyalty, active use of sales promotion methods goods.

The company's opportunities are to expand the range of products, enter new markets, increase sales, low probability of new competitors in the market.

The weaknesses of PJSC "Myrhorod Mineral Water Plant" include: obsolescence of basic technological equipment, significant cost of non-current assets, rather narrow range of products and a small number of options for packaging and sales, rising labor costs, lack of absolute sources of financing, inefficient management of the formation and use of inventories, unsatisfactory organization of marketing activities.

The threats in this case are inflation, imperfect Ukrainian legislation, high competition and declining incomes.

Having constructed a matrix of threats, the following conclusions can be drawn: all factors fall into the field with a low probability of implementation and a moderate state of threats to the firm, i.e. threats that do not have a strong impact on the company, but must also be taken into account.

According to a study of the financial condition of PJSC "Myrhorod Mineral Water Plant" it can be concluded that the analysis of the liquidity of the enterprise shows that the balance sheet of the enterprise is liquid, the enterprise is solvent, i.e. the enterprise has enough resources to repay current liabilities.

An assessment of the financial competitiveness of PJSC "Myrhorod Mineral Water Plant" based on the SWOT-method outlined the main ways to ensure the financial competitiveness of the enterprise, which is possible by increasing activity, entering new markets, updating the material and technical base, increasing the minimum profit, and implementing a system of marketing research availability of advanced technologies, high reputation of the business entity, highly qualified staff, availability of a base of regular customers and stable financial condition.

Consequently, we can conclude that over the analyzed years the financial condition of the enterprise PJSC "Myrhorod Mineral Water Plant" has had a stable

financial condition. Analysis of the solvency (financial stability) of the enterprise showed that the enterprise is stable, costs are covered by profits, receivables can cover accounts payable. The analysis of the company's liquidity shows that the company's balance sheet is liquid, the company has enough own funds to repay its liabilities, which is assessed positively and reduces the likelihood of bankruptcy.

2.2. Analysis of the effectiveness of international branding strategies of PJSC "Myrhorod Mineral Water Plant"

The marketing mechanism must be innovative and flexible, support original ideas, fully support the market, reorient and find a friendly group. The development of the mechanism gives employees a slight advantage and offers the opportunity to influence the economic and previous policies of the industry.

These goals are achieved through a functional approach to branding, which is a set of interrelated properties that influence the behavior of different contact audiences.

In branding, it is much more difficult to define the concept of effect, because the brand is associated with the creation of not only material but also emotional and symbolic values. Therefore, the concept of effect in branding is multifaceted. Due to the complex nature of costs and results in assessing the effectiveness a set of branding effects should be considered.

The main purpose of functional interpretation is that the latter is considered as a set of certain functions that reveal its value for both the consumer and the brand owner.

The main methods for assessing the effectiveness of branding, as mentioned above, are methods aimed at assessing the effectiveness of branding and its impact on brand value, such as the method of accumulation of total costs, the method of calculating goodwill, the method of residual value analysis, the method of total discounted value added.

The most common are the methods of calculation of international agencies

Interbrand and Brand Finance. It is mainly based on the method of analysis of financial flows. According to it, the profit of the company that produces products of this brand is first estimated. At this stage, its financial flows for the last three years are studied, the profit which is created directly by a brand is allocated.

Another way to evaluate the effectiveness of branding is to evaluate the tasks it performs. There are several approaches to assessing this indicator [Trade map , 2019, 11]

Sherrington proposes to evaluate branding using a key performance indicator (KPI). This indicator depends on the company's vision of the market and the chosen strategy. In this case, it is necessary to focus on the main KPI.

The disadvantage of this method is the assessment of the indicator by only one indicator, and the need for constant monitoring of its level.

Aaker, in turn, believes that the effectiveness of branding should be assessed by indicators such as "brand awareness", "brand loyalty" and "brand-related associations", which can be assessed using "Brand Equity Ten".

To assess the brand from the goals and strategies of the company, Davis and Dunn, propose to develop special metrics, as parameters that will clearly reflect whether the company's branding is effective and divide them into categories such as: perception metrics, behavioral metrics, market, financial.

As the main product of PJSC "Myrhorod Mineral Water Plant" is mineral carbonated and non-carbonated water and the main consumer is a wide range of citizens of different ages, the most successful method of assessing the effectiveness of branding for the company is the concept of contact branding of Davis and Danna. It can be used to assess the impact of branding from different angles, both from an economic point of view and a social one. The consumer is primarily guided by brand information, then by taste, packaging and further by price, so more attention should be paid to advertising and the right choice of branding strategy.

The main task for any company is the effective sale of its own products. PJSC "Myrhorod Mineral Water Plant" has created all the necessary conditions to increase sales, in the introduction of permanent advertising campaigns to support their

products [Official site of PJSC "Myrhorod Mineral Water Plant", 26].

It is also necessary to assess the effectiveness of marketing, that is, to assess the advantages of the company compared to its competitors.

Marketing effectiveness is the measure of how effective a given marketer's go to market strategy is toward meeting the goal of maximizing their spending to achieve positive results in both the short- and long-term. It is also related to marketing ROI and return on marketing investment (ROMI) [14].

To assess the marketing efficiency of the enterprise, an assessment of such indicators as profitability of sales, the coefficient of overstocking of finished products, the coefficient of utilization of production capacity, the coefficient of advertising efficiency and sales promotion methods should be done. This will allow to evaluate the effectiveness of marketing from all sides.

There are more than 300 producers in the mineral water market in Ukraine. A key feature of the national market is the significant dominance of domestic brands, as foreign producers significantly lose in price competition and product quality, in both groups of enterprises is equivalent. The specificity of the national market of mineral waters is high level of the competitiveness and the existence of large companies that combine several brands that produce products in different plants located in different regions of the country. This is a positive factor for companies that have already taken their positions in the market, because the emergence of new large companies is unlikely. It can be concluded that the market of mineral waters is formed and has a clear concept of demand from buyers.

Five leading companies in the field of drinking and mineral water production control 61% of the Ukrainian market. IDS Group Ukraine, Obolon, Rosynka, Coca-Cola, and Erlan took the leading positions in the Ukrainian mineral water market in 2020 are also an associations of various brands. The Ukrainian market leader with the high-tech production, with exceptional product quality is IDS Group Ukraine, which includes the following brands: Morshynska, Borjomi and Myrhorodska. The reflection of the market share of these producers in the Ukrainian market is in the Figure 2.2.

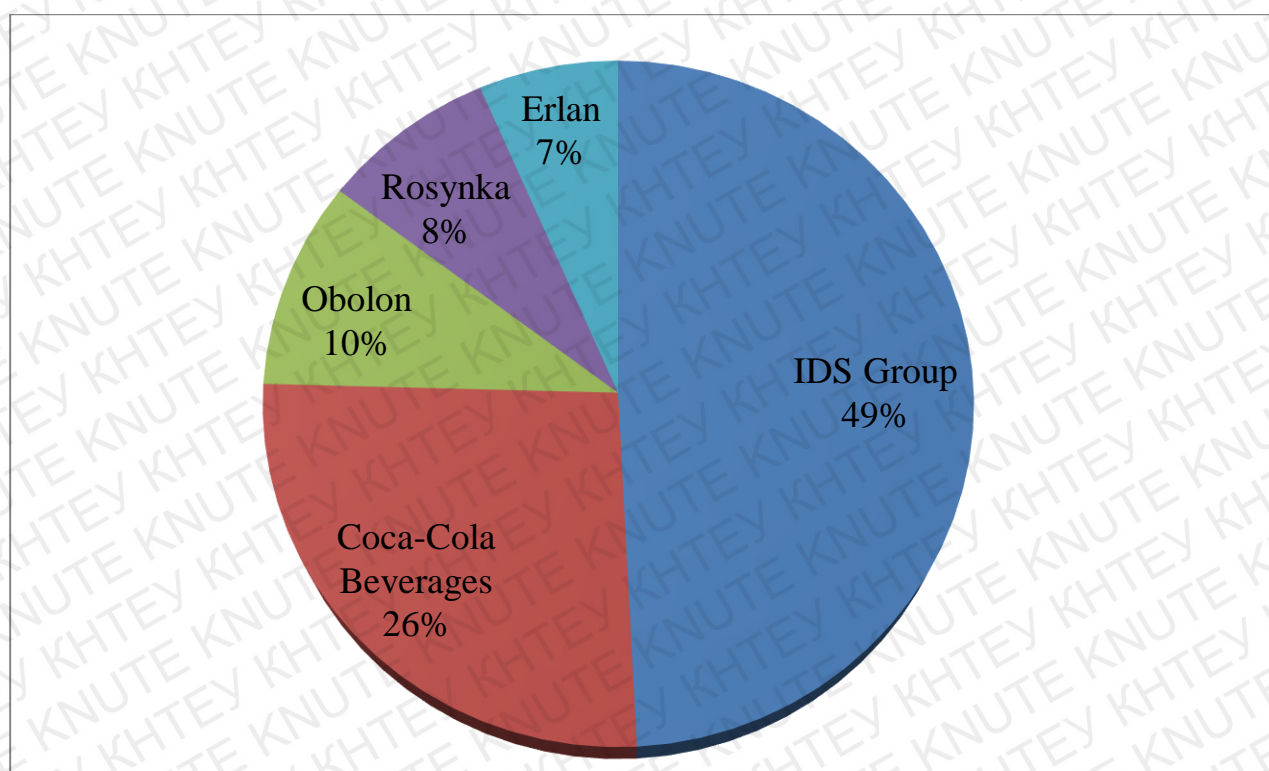


Figure 2.2. The structure of the mineral water market of Ukraine by producers

Source: Des Moines Branding, Marketing, Interactive Web, 2020, 2

The three leaders among brands are IDS Group Ukraine brands - TM Morshynska (20%), Borjomi (15,4%), Myrhorodska (8,2%).

Product profitability characterizes the profitability of the enterprise in the market, as well as the correctness of price setting and calculated in the Table 2.8.

Table 2.8

Analysis of profitability PJSC "Myrhorod Mineral Water Plant"

Ratios	31.12. 2015	31.12. 2016	31.12. 2017	31.12. 2018	31.12. 2019
Gross Profit Margin	9,8%	6,5%	4,3%	8,8%	23,6%
Operating Income Margin	10,8%	7,8%	5,1%	10,8%	28,7%
Return on Assets	13,1%	8,1%	5,1%	14,1%	28,3%
Return on Equity	9,9%	8,8%	6,2%	7,2%	21,3%

Source: developed by the author on the basis of the report "On the financial results"

After analyzing all the data, we can say that the company's work to improve

operating income margin is not sufficient. The level of profitability in 2016 shows low results and is not satisfactory. The lowest indicator was gross profit. Also if we talk about 2018, then we have positive changes compared to the previous year. However, the main problem remains the return on equity.

The assessment of the efficiency of export activity of PJSC "Myrhorod Mineral Water Plant" is carried out on the basis of the company's accounting reports for 2019-2020. The data required for the calculation are summarized in the Table 2.8.

Table 2.8

Indicators of export-import activity of PJSC "Myrhorod Mineral Water Plant"
for 2016-2020

Rank	Indicators of export-import activity Enterprises	Years					Absolute deviation	Relative deviation, %
		2016	2017	2018	2019	2020		
1	Contract value of imported raw materials, thous. UAH	13284,39	14821,81	14907,16	15205,6	13080,4	2125,2	16,24
2	Excise duties, thous. UAH	30,87	31,15	32,55	32,58	32,71	-0,12	-0,36
3	Duties and customs duties, thous. UAH	63,48	65,21	71,48	70,59	76,30	-5,71	-7,48
4	Transport costs, thous. UAH	990,15	1015,63	1024,87	1031,81	1199,04	-167,23	-13,95
5	Loading and unloading costs, thous. UAH	521,72	529,74	534,15	543,06	545,02	-1,96	-0,36
6	Warehouse costs, thous. UAH	120,54	157,96	198,47	271,53	109,01	162,53	149,09
7	Forwarding costs, thous. UAH	168,87	179,44	180,71	260,67	174,41	86,26	49,46
8	Insurance costs, thous. UAH	49,23	52,84	55,68	65,17	43,60	21,56	49,46
9	Other expenses for foreign economic activity, thous. UAH	56,13	52,79	68,23	54,31	109,01	-54,7	-50,18
10	Production cost of production, thous. UAH	39842,48	41758,22	43615,47	48875,14	43601,33	5273,81	12,09
11	Non-production costs, thous. UAH	5215,64	5375,82	5681,31	5430,57	5450,17	-19,59	-0,36
12	Import price, thous. UAH	9,28	10,14	10,58	10,86	11,45	-0,58	-5,09
13	Number of imports, thous. UAH	2035,74	2274,35	2289,71	2389,45	2180,07	209,38	9,61
14	Credit impact ratio	1,15	1,13	1,13	1,11	1,12	-0,004	-0,36
15	Export revenue under the terms of a commercial loan, thous. UAH	53578,41	53741,86	54359,72	55509,45	57938,01	-2428,56	-4,19

Source: developed by the author

Based on the results summarized in the Table 3.2 (see Appendix E 2.2) we can conclude that the efficiency of foreign economic activity of PJSC "Myrhorod Mineral Water Plant" in 2020 was higher than in 2019, as it amounted to a total of 19% in contrast to the latter, which was only 5%, so the absolute deviation is 13%, and the relative deviation is 341%. This means that in the analyzed year PJSC "Myrhorod Mineral Water Plant" received much higher profit from export-import operations - 12504,61 thousand UAH than in the base - 4090,15 thousand UAH, because the profits separately from exports (2923,11 thousand UAH) and from imports (9581,51 thousand UAH) in 2020 were clearly higher than revenues from exports (-4327,64 thousand UAH) and from imports (8417,78 thousand UAH) in 2019 year. This is due to the fact that PJSC "Myrhorod Mineral Water Plant" in 2019 had higher export and import costs (71841.02 thousand UAH) than in 2020 (64447,97 thousand UAH).

PJSC "Myrhorod Mineral Water Plant" is aimed at achieving the following goals:

- increase sales volumes;
- popularization of the brand;
- change of consumer behavior by means of various information.

The budget of advertising at the enterprise is determined by the method of calculating the "percentage of sales": in a certain percentage of sales or sales prices of goods. It forces management to consider the relationship between the cost of advertising, the selling price of goods and the amount of profit per unit of goods.

PJSC "Myrhorod Mineral Water Plant" uses a regional-functional marketing structure, which is based on relatively homogeneous products and its sale in different types of markets, also this company specializes in the manufacture of only mineral water. The application of this structure also allows the company's management to focus on the needs of specific part of the market and spend less resources on manufacturing products for which there is no demand. With the help of this marketing management structure at the enterprise of PJSC "Myrhorod Mineral Water Plant" there is an opportunity to achieve the set goals as effectively as possible.

The functional concept is used in this company, because the range of goods it

sells is limited. The positive part of this is focusing on good quality of the product and reducing the cost of its production by improving technology. The disadvantage of this structure is the creation of separate management departments, which creates additional labor costs. When organizing marketing on a regional basis, sales agents live within the service areas and work with minimal time and money on travel. It is the regional orientation that has allowed PJSC "Myrhorod Mineral Water Plant" to further study the needs of customers specific to each region through national, political, economic and other differences, to form advertising more adequately and to stimulate sales.

"Myrhorodska" focuses on attracting customers due to low prices and promotions. The brand positions its products as healthy ones. As part of marketing activities, the slogan "Antizombie effect" was launched, supported by the legend of a special set of elements that fills the body with energy and strength. It should be noted that the company is losing ground in the Ukrainian market because it does not pay enough attention to product promotion. As well known, in 2017, the brand launched a new advertising strategy, in which consumers were able to use the LifeRhythm application, which allows everyone to receive comprehensive information about biorhythms. The campaign failed because the target audience was not provided with relevant informational messages on the Internet and offline. In modern conditions, the brand has a passive policy on the Internet, because, in addition to the official website, there is no significant activity on other digital channels, especially in social networks.

To determine the directions of development and evaluation of goals, it is necessary to use the Ansoff matrix. This model is essential for strategic marketing planning where it can be applied to look at opportunities to grow revenue for a business through developing new products and services or "tapping into" new markets.

Also, it is sometimes called as the 'Product-Market Matrix' instead of the 'Ansoff Matrix'. This focus on growth means that it is one of the most widely used marketing models. It is used to evaluate opportunities for companies to increase their sales through showing alternative combinations for new markets (i.e. customer

segments and geographical locations) against products and services offering strategies [Smart Insights, 15].

This method of determining the development strategy of the enterprise provides several strategic alternatives: the strategy of business improvement, product expansion (development of new and improvement of existing products), market development, diversification.

According to the Ansoff matrix, the company will focus on three directions:

1. Deeper market penetration, which means the direction of growth through increasing market share for existing products.
2. Product development leads to the development of new products and bringing them to already studied markets of the company.
3. Diversification, which means developing new products and bringing them to new markets.

To identify target markets and gain the trust of consumers, firms use targeted branding strategies. Depending on the degree of market coverage, the firm may use undifferentiated, differentiated and concentrated marketing. Differentiated strategy - the company intends to enter several market segments and develops separate proposals for each of them. Concentrated strategy - the company concentrates its efforts on a certain segment (segments) of the market, secures a long position in it, because it knows better than others the needs of this segment and has a reputation. PJSC "Myrhorod Mineral Water Plant" is characterized by an undifferentiated strategy or mass. This company ignores the differences in the segments and enters the whole market at once with the same offer, i.e. the range of mineral water is narrow. In this case, the firm focuses not on differences in customer needs, but on what these needs have in common. The developed marketing program uses methods of mass distribution and mass advertising, trying to demonstrate the benefits of Myrhorod mineral water.

Undifferentiated strategy is economical, does not require in-depth marketing research. The costs of production of goods, maintenance of its stocks and transportation are insignificant. Advertising of mineral water also does not require

significant costs. It is usually the same for different consumers. This company has chosen this level of market segmentation, because it mostly creates products designed for the largest market segments.

When several firms use this strategy, competition increases in large segments and the needs of customers in smaller segments are met to a lesser extent. That is, the market is saturated with various mineral waters, which is to the liking of most buyers, but some buyers are happy to buy Myrhorodska water. The downside of this marketing is the fierce, unprofitable competition.

PJSC "Myrhorod Mineral Water Plant" has a narrow range of products. The width of the product is equal to a few items [Official site of PJSC "Myrhorod Mineral Water Plant", 26]:

1. Myrhorodska Gentle (highly carbonated);
2. Myrhorodska (low-carbonated);
3. Myrhorodska (non-carbonated);
4. Old Myrhorod #1 and #2;
5. Aqua Nanny;
6. Aqua Life.

Each of these products occupies a separate stage of its life cycle. Myrhorodska low-carbonated mineral water is the most popular one and it is in great demand. This type of product gives significant profits, but also requires large costs for development. Old Myrhorod is in decline, although it is a cheaper option for carbonated water. Currently, the sale of this category is only widespread in a few regions of Ukraine.

The strategy of undifferentiated marketing is divided into simplified and complicated options. Enterprises, using a mass strategy, focus on high-capacity market segments. This leads to fierce competition in large attractive segments, and in smaller than large - leads to lower supply.

Over time, the mass market is gradually collapsing due to the differentiation of supply, improvement of goods and the growth of individualization of consumer demands.

Sales indicators include data on the volume of shipment and sale of products, the balance of finished products in warehouses. Sales are an integral part of the marketing process, as it is the final, most responsible stage of providing the consumer with the goods he needs. The sales system operates under the influence of a significant number of environmental factors that have a negative impact on the economic performance of this system. It aims to create and maintain an effective system for moving the product from producer to consumer with minimal costs. As can be seen from the calculations, organizational costs account for a significant share of costs and need to be optimized, so there is an objective need for continuous monitoring of all elements of the sales system to identify and prevent possible deviations in economic behavior of sales organizations and achieve their goals.

Also, as revealed by SWOT analysis, there are many threats and the emergence of competitors. "Myrhorod Mineral Water Plant" is looking for the right approach for entering and consolidating on the foreign market. The ability of the marketing department to implement new projects and expand the range of products is also not well established. The company is stagnant and needs new ideas that are modern.

Accordingly, the company PJSC "Myrhorod Mineral Water Plant" seeks to become a monopolist in the mineral water market of Ukraine and gains a foothold in foreign markets, and to achieve this they use an undifferentiated, massive strategy. But there is a big risk, because they want to spend the minimum cost to promote the product to get the maximum profit, which in our time is almost impossible.

Conclusions to the Part 2

During the period 2015-2017, the financial indicators of the company, such as net profit and financial result from operating activities, were unstable. In 2016, they achieved a significant decline, but in 2018 exceeded the indicators of 2015. The cost has been growing for three years. Production efficiency began to increase from 2018 and increased significantly during 2019.

The analysis of operating activities identified the following weaknesses:

increased labor costs, administrative and material costs, a significant share of sales costs.

The competitive advantage of the enterprise can be innovation and leadership in the reform process, high natural resource, economic and production, logistics and transport potential and opportunities for its effective use, favorable location.

From the proven it follows the need to improve the marketing potential and improve the management of enterprises, producers of mineral water, in the direction of implementing modern technologies based on marketing tools.

PART 3

**RECOMMENDATIONS FOR IMPROVEMENT OF THE "MYRHOROD
MINERAL WATER PLANT" BRANDING STRATEGIES AT
INTERNATIONAL MARKETS**

3.1. Development of a set of measures to increase the effectiveness of international branding strategies of PJSC "Myrhorod Mineral Water Plant"

Although the company's branding strategies are of high quality, they have both advantages and disadvantages. Every year the mineral water plant produces more and more products, and the number of consumers is growing. At the same time, the development of technology and society as a whole requires the improvement of products and the development of new ideas for further promotion of products not only in Ukraine but also abroad. Using the data obtained with the help of SWOT analysis, you can predict and prevent many problems, as well as improve the performance of the enterprise.

For the SO zone, the optimal solution is to expand sales markets, and thus increase sales of goods, increase the competitiveness of the enterprise and increase financial stability. There is also an opportunity to attract new customers, expand the customer base and improve the quality characteristics of the product, the introduction of innovative technologies, updating branding strategies and sales forms, the formation of reserves.

The ST zone is characterized by adaptation tactics. It involves overcoming threats and improving the state of the enterprise. It includes the following steps:

1. Introduction of a system of discounts, participation in charitable and humanitarian actions.
2. Formation of assortment policy, its diversification and expansion of commodity structures.
3. Increasing the proportion of active parts of fixed assets.

Businesses in the WO area are taking a defensive stance to eliminate

weaknesses and improve opportunities.

The best solutions for this are:

1. Update of fixed assets of the enterprise with using the latest technologies;
2. Increasing share of absolute sources financing by increasing the level of profitability;
3. Implementation of measures of corporate system commodity supply management;
4. Usage of contractual vertical marketing system of commodity lending.

The worst situation may arise for the company with the predominance of weaknesses and threats. In this case, it is necessary to reduce the amount of redundant equipment or what is not used in production, refocus on solvent consumers and improve the credit system, streamline the range, reduce the time and ensure regular supply of goods.

As the company's capacity is used only by 66%, it is necessary to improve international branding strategies in order to increase the efficiency of the enterprise and increase sales and asset turnover.

There are three main development strategies: deeper market penetration (integrative growth), product improvement and its further promotion in the already studied market (intensive growth) or the creation of a new product and its promotion in a new market (diversification).

For this company, the integrative strategy includes the acquisition of a plant for the production of disposable bottles, or a merger with JSC Morshyn Mineral Water Plant "OSCAR" to merge consumers. This strategy is not effective because there is no opportunity to expand consumer products.

A deep market penetration strategy is more effective for a given enterprise. It is through the use of this strategy that you can make significant profits, increase sales, and expand the number of potential consumers.

In this case, effective measures for this strategy will be:

- reducing the price of mineral water;
- creation of service of delivery of production to the consumer;

- placement of contextual advertising.

In this way, it is possible to achieve a competitive advantage by penetrating deeper into the existing market with the old product, or to enter the old market with a new product, or to master a new market with a new product.

Any company that is trying to flood the market must realize that it is impossible to satisfy all consumers without exception, there are too many of them, and everyone has their own desires and needs. Therefore, the firm must choose a market segment where it can be realized with the greatest return.

Based on the main factors of consumer choice and the characteristics of the product, which the consumer prefers, we can say that with the increasing popularity of a healthy lifestyle, people began to prefer medicinal or table mineral water. Flavored mineral water with fruit or berry extracts has also become popular in the last few years. Thus, in Western Europe, this product occupies about 12-15% of the market. It has gained similar popularity, because it positions itself as a useful replacement for sweet carbonated beverages. Sparkling water with the addition of minerals is also gaining its popularity [Twilley Nicola, 2019,20].

Carbonated water (also known as soda water, sparkling water, fizzy water, water with gas or, especially in the US, seltzer water) is water containing dissolved carbon dioxide gas, either artificially injected under pressure or occurring due to natural geological processes. Carbonation causes small bubbles to form, giving the water an effervescent quality. Common forms include sparkling natural mineral water, club soda, and commercially produced sparkling water.

It is also necessary to create a new package for the existing range and conduct a new incentive program via the Internet. In times of crisis, most companies are trying to reduce marketing costs, as well as pursue flexible pricing policies. At the same time, market leaders continue to pursue aggressive marketing policies, realizing that the crisis is a chance to strengthen their position.

The mineral water market in Ukraine still has significant potential for development by using the correct branding strategy. Today, the consumption of these products in Ukraine is three times less than in other European countries (40-46 liters

vs. 120-170 liters). It is to be expected that the consumption of mineral water by Ukrainians will gradually increase under the influence of the global trend on a healthy lifestyle. Also, the main problem for humanity at the moment and an additional incentive to increase the demand for mineral water is the deterioration of the overall environmental situation and reducing the quality of drinking water from mass sources. Thus, water vending machines, home delivery or water pumping stations are gaining popularity.

The segment of aromatic mineral water and carbonated water has not yet been fully developed and the demand has not been fully studied. The best solution in this case is to export a small part of these products to Israel. This country is optimal, as it does not yet have an offer of this type of product. It is also convenient to take into account organizational aspects. The company has previously exported to this country, so this is an opportunity to reduce the cost of finding contractors and outlets. The best solution is to export part of the products of the counterparty Eurostandart Ltd and place vending machines in places of large concentration of potential consumers. So, the enterprise will have the opportunity to explore the popularity of these products and the profitability of continuing trade.

3.2. Estimated impact of the proposed measures

At the PJSC "Myrhorod Mineral Water Plant", cost management and profit distribution need improvement based on branding strategy. The main goal is to reduce the cost of product distribution and increase sales by entering foreign markets. The increase in demand will lead to an increase in production and a further increase in sales in other foreign markets.

To ensure high efficiency and development it is difficult for enterprises, producing mineral waters in a dynamic market economy, to do without the apparatus of economic and mathematical modeling, which requires the use of marketing departments of scientifically sound methods that combine strictly mathematical and statistical methods of analysis of goods, market, competitiveness, risks, planning.

To assess the effectiveness of these operations, let's calculate the effectiveness of these export operations on Israel market in comparison with the efficiency of sales in the domestic market. The results of the calculations are shown in the Table 3.1.

Table 3.1

Determining the efficiency of exports of new types of goods

Rank	Indicator	2022	2023	2024
1	Number of units of goods	600000	650000	700000
2	Contract price, USD USA / unit	0,275	0,37	0,41
3	Contract cost, USD USA	165000	240500	287000
4	Exchange rate, UAH / USD USA	27,15	28,6	29,8
5	Sales price on the domestic market, UAH / unit	10,9	11,4	11,8
6	Contract price at domestic prices, UAH	6540000	7410000	8260000
7	Production cost, UAH	1807656	1953781	2013249
8	Additional costs associated with exports, USD	3300	3750	3990
9	Expenses related to the sale of goods on the domestic market, UAH	981570	990716	1001894
10	Effect of the operation, UAH:			
10.1	- when sold on foreign markets	2582499	4817269	6420449
10.2	- when sold on the domestic market	3750774	4465503	5244857
11	Operational efficiency:			
11.1	- when sold on foreign markets	1,36	2,34	3,01
11.2	- when sold on the domestic market	1,34	1,52	1,74

Source: developed by the author

According to the Table 3.1, there is a predominance of efficiency in the foreign market. It is also worth noting that it is growing every year by reducing the share of costs for exports of goods. There is a reduction in operating costs, which is one of the goals of the branding strategy.

Installation of water vending machines requires one-time capital funds, including the cost of purchasing, transporting and installing equipment. It also takes into account transport costs, which can be accepted at the level of 4-5% of the cost of equipment or based on mileage and freight rates.

The price of one vending machine is UAH 18,000.00. To test the effectiveness of this strategy, you need to buy 5 machines.

The cost of equipment is: $18000.00 \times 5 = 90000.00$ hryvnias. Replenishment of vending machines with products must be agreed with the contractors. The maintenance fee is \$ 400 or UAH 10,800.00 for month.

The cost of maintenance for 3 months will be: $10800.00 \times 3 = \text{UAH } 32400.00$.

Transport costs are taken at the level of 5% of the cost of equipment: $90000.00 \times 0.05 = \text{UAH } 4500.00$.

The cost of installation is 3% of the cost of 8 machines will be:

$90000.00 \times 0.03 = 2700.00$ UAH.

Therefore, the total initial cost of the implemented equipment = $90000.00 + 4500.00 + 2700.00 = 97200.00$ UAH.

Depreciation of vending machines will be:

$97200.00 \times 21.925 / 100 = \text{UAH } 21,311.1$.

The costs of electricity consumed by machines for three months of their operation amount to UAH 6,719.76. A monthly rent for 3 months costs \$ 300 per machine.

The total cost per location is $5 \times 300.00 = \$ 1500.00$ or $1500.00 \times 27 = \text{UAH } 40,500.00$.

The total budget for the installation of vending machines for mineral water from the "Myrhorod Mineral Water Plant" will cost:

$90000.00 + 4500.00 + 2700.00 + 32400.00 + 21311.2 + 6719.76 + 40500.00 = 198130.96$ UAH. This also includes:

- capital expenditures: $90000.00 + 4500.00 + 2700.00 = 97200.00$ UAH.
- operating costs: $21311.2 + 6719.76 + 32400.00 + 40500.00 = 100930.96$ UAH.

According to the optimistic forecast of net income from sales will be UAH 300,000.00, according to the pessimistic forecast is UAH 250,000.00.

The most probable net income from sales we accept is UAH 270,000.00 UAH.

So, the implementation of this measure will have a positive impact on the performance of the enterprise and will introduce a new product to foreign consumers.

Also, thanks to these proposals, the company will be able to explore the needs

of foreign consumers, to further calculate non-production, transport costs on the basis of supply, shipping costs, warehousing costs, freight forwarding costs, insurance and other costs, to prepare for further market entry.

Conclusions to the Part 3

An important tool for achieving competitive advantages in the markets is the use of best practices in the organization of the process and quality characteristics of products. Last year, the products were sold almost in full, i.e. to increase sales revenue it is necessary not just to develop an effective branding strategy, but to find a way to sell less mineral water at a higher price.

In the previous section, it was determined that the company has positive changes in the amount of profit, but the company still has the potential to improve its performance. Eventually, a decision was made to consider this issue in more detail, and provide appropriate recommendations for further development of the company.

One of the ways to improve the company's activities is to expand the advertising campaign via the Internet.

The second direction is to expand the range of products and introduce new positions in both the Ukrainian market and the international markets.

Given the changes proposed for the entry of products into the international markets, the effect that such changes will have was calculated. It was determined that after fulfilling all the tasks the company can increase its profit by 300,000 thousand UAH. After analyzing the distribution of profits, it became clear that the most effective method of its use is to improve the condition of fixed assets and expand the territory of sale of goods.

CONCLUSIONS AND PROPOSALS

Based on the purpose and objectives of this course work, we make a generalization that branding strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected with consumer needs, emotions, and competitive environments.

The study proves that the penetration of a commercial enterprise in world markets requires careful analysis, creation and appropriate use of branding strategies. The development of methods and ways for the company to enter international markets, timely detection and recognition of errors through a correct strategy will help to overcome barriers, errors, as well as help the company to solve marketing and tactical problems in foreign markets.

The first section examines the theoretical approaches to evaluating and selecting branding strategies to enter foreign markets. The current state of the carbonated beverages market and the main trends for further development in this market were also studied. These calculations are necessary both for companies that are already in the market and want to improve their position, and for companies that are just entering the market and trying to choose the right path.

The second section examines the features of the branding strategy of PJSC "Myrhorod Mineral Water Plant". Its effectiveness and the factors influencing it were studied. After analyzing the sales of products, it was found that the market share occupied by the products of PJSC "Myrhorod Mineral Water Plant" is gradually declining in recent years. At the same time, the company has great potential due to the nutrients in its composition and the global trend towards healthy eating. After comparing production and sales, we concluded that sales are lower than production, so market share should be increased through a strategy of diversification, so that the price of products has risen and the volume of production has not.

The effectiveness of this innovation was calculated in the third section. It was decided to send a batch of vending machines to Israel to see the demand for these

products and to encourage buyers to get acquainted with the brand. It was also concluded that the niche with sparkling water in Israel is not yet occupied, so it is possible to enter and consolidate in a foreign markets.

The company's branding strategies for entering the foreign markets were also studied. In today's conditions of fierce ever-increasing competition, the search for new approaches to improving the competitiveness of the enterprise becomes relevant. Branding strategies are an effective method for companies, because they allow companies to enter the market faster, and immediately take a place in it. The advantage of improving branding strategies is that they allow you to choose exactly the strategy that suits the company and save time and resources for improvements in the enterprise. The difficulty lies in comparing the analysis and understanding the correctness of the strategy.

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APPENDICES

Appendix A 2.1

Table 2.3

Absolute indicators of financial stability of the enterprise for the period 2015-2019,
thousand UAH

Rank	Indicator	Indicator value				
		31.12. 2015	31.12. 2016	31.12. 2017	31.12. 2018	31.12. 2019
1	Own working capital	127228	93241	127228	89375	46503
2	Own and long-term borrowed sources	10685	7215	3030	154048	15511
3	The total value of the main sources of inventories and costs	20016	23984	27200	30995	16457
4	Provision of inventories with own working capital	110567	108422	144784	110572	70573
5	Provision of stocks with own and long-term borrowed sources	13541	12618	14526	13285	8559
6	Providing stocks with the total size of the main sources	8984	9048	9644	9798	7613
7	Ratio of current assets with own funds	0,85	0,96	1,66	1,05	0,56
8	Ratio of own working capital of stocks	5,68	4,53	7,04	3,99	1,72
9	Equity maneuvering ratio	0,56	0,73	0,95	0,47	0,19
10	Fixed asset index	1,54	1,38	1,96	1,48	1,21
11	Long-term borrowing ratio	0,36	0,31	0,48	0,25	0,12
12	Real property value ratio	0,39	0,37	0,41	0,61	0,59
13	Coefficient of autonomy	0,46	0,38	0,39	0,51	0,64
14	Coefficient of financial dependence	2,01	1,86	2,54	1,93	1,55
15	Funding ratio	1,05	0,89	0,65	1,08	1,87
16	Shoulder of financial leverage	0,87	0,92	1,52	0,92	0,53
17	Interest coverage ratio	0,86	0,84	0,95	1,05	5,26

Source: developed by the author on the basis of the report "On the financial results"

Table 2.5

The main technical and economic indicators of PJSC "Myrhorod Mineral Water Plant" for 2017-2019

Rank	Indicator	31.12. 2017	31.12. 2018	31.12. 2019	2017/2018		2018/2019	
					Absolute deviation	Relative deviation	Absolute deviation	Relative deviation
1	Production volume, thousand un.	227970	256761,9	304091,9	28791,9	112,6	47330	11,21
2	Net income, thous. UAH	352569	432422	518887	79853	22,65	86465	18,4
3	Cost of goods sold, thous. UAH.	203957	294347	316458	90390	44,32	67111	30,7
4	Administrative expenses, thous. UAH	48337	45599	10510	-2738	-5,66	-35089	-6
5	Sales costs, thous. UAH	6564	7489	9378	925	14,09	1889	12,35
6	Total production costs, thous. UAH	258858	347435	381346	88577	34,21	33911	25,5
7	Profit from sales, thous. UAH	93711	84987	137541	-8724	-9,31	52554	-3,4
8	Expenses per 1 UAH of net income, UAH	0,73	0,8	0,73	0,07	9,59	-0,07	8,75
9	Product profitability, %	36	24	36	-0,12	X	12	X
10	The average number of employees, people	383	397	394	14	3,65	-3	-0,75
11	Labor productivity, thousand UAH / person	920,5	1089,2	1316,9	168,7	18,3	227,7	15,48

Source: developed by the author on the basis of the report "On the financial results"

Table 2.7

SWOT-analysis of PJSC "Myrhorod Mineral Water Plant"

External opportunities							External threats						
Factors	Probability of realization of opportunities			The impact of opportunities on the firm			Factors	Probability of threats			The impact of threats on the firm		
	Degree of importance	Probability	Overall rating	Degree of importance	Probability	Overall rating		Degree of importance	Probability	Overall rating	Degree of importance	Probability	Overall rating
1	2	3	4=2x3	5	6	7=5x6	8	9	10	11=9x10	12	13	14=12x13
1. Increasing market share of the enterprise	7	0,6	4,2	7	0,8	5,6	1. Reduction of the market share of the enterprise	6	0,4	2,4	6	0,2	1,2
2. Expanding the range by finding new types of raw materials	8	0,7	6,4	9	0,8	7,2	2. Reducing the product range	7	0,3	2,1	5	0,2	1
3. Opportunities for diversification	5	0,6	3	7	0,5	3,5	3. Insufficient amount of investment resources	5	0,4	2	5	0,5	2,5
4. Formation of a positive image	8	0,4	3,2	6	0,5	3	4. Insufficiently effective work with clients	3	0,6	1,8	4	0,5	2
5. Expansion of market borders (sale of goods not only in the markets of Ukraine)	7	0,9	6,3	8	0,6	4,8	5. Reducing the number of suppliers of raw materials	3	0,6	1,8	3	0,4	1,2
6. Reducing the number of competing firms	4	0,8	3,2	6	0,2	1,2	6. Increasing the number of competing firms	4	0,5	2	3	0,8	2,4

Source: developed by the author

Table 2.6

PEST-analysis of external factors for doing business in Israel, 2020

Factors	Importance for the industry	Level of impact on the organization	Direction of influence	Importance
1. Political and legal factors				
1. Change of legislative acts	3	2	1	6
2. Influence of regulation of quarantine norms	4	4	1	-16
3. Tightness of state control over the activities of business entities and penalties	2	2	-1	-4
4. Environmental problems	3	2	-1	-6
5. State regulation	2	1	1	1
Total				-19
2. Economic factors				
1. Changing the economic situation in the country	4	4	1	16
2. Changing the level of income	4	4	1	16
3. Competition in the market	4	3	-1	-12
4. Change in the national currency	2	2	1	4
5. Investment climate in the country	2	2	-1	-4
Total				20
3. Socio-cultural and demographic factors				
1. Changes in core values	1	1	-1	-1
2. Changes in lifestyle and standard of living	3	3	-1	-9
3. Attitude to work and rest	2	3	-1	-6
4. Demographic change	4	4	-1	-16
5. Religious factors	1	1	-1	-1
6. The influence of the media	3	3	-1	-9
Total				-42
4. Technological and natural-geographical factors				
1. Improving production technology	5	5	1	25
2. Sufficiently high innovation activity	4	5	1	20
3. Development of competitive technologies for production	3	4	1	12
4. Access to technology, licensing, patents	3	3	1	9
5. Financing of research and development	4	4	1	16

Source: developed by the author on the basis of Doingbusiness, 2020

Table 3.2

Consolidated calculations

Indexes	Deviation		Value	
	2020	2019	Absolutely	Relative%
The effectiveness of foreign economic activity	19,41	5,69	13,72	341
Profit from export-import operations	12504,61	4090,15	8414,46	305
Export-import costs	64447,96	71841,02	-7393,05	89
Profit from exports	2923,11	-4327,63	7250,73	-67
Profit from imports	9581,51	8417,78	1163,72	113
Export costs	49051,49	54305,71	-5254,21	90
Import costs	15369,47	17535,31	-2165,84	87
Revenue from exports for cash	51974,6	49978,07	1996,52	103
Revenue from imports	24950,97	25953,09	-1002,12	96
Credit impact ratio	1,12	1,11	0,01	100
Revenue from exports under commercial credit	57938,01	55509,45	2428,56	104
Production cost	43601,33	48875,14	-5273,81	89
Non-production costs	5450,16	5430,57	19,59	100
Average import price	11,45	10,86	0,58	105
Number of imports	2180,07	2389,45	-209,38	91
Contract cost of raw materials	13080,4	15205,6	-2125,2	86
Overhead	2180,07	2226,53	-46,46	97
Excise duties	32,71	32,58	0,12	100
Duties and customs duties	76,31	70,59	5,704	108
Transport costs on the basis of supply	1199,03	1031,81	167,23	116
Loading and unloading costs	545,02	543,05	1,959	100
Warehouse costs	109,01	271,52	-162,53	40
Forwarding costs	174,41	260,66	-86,26	66
Insurance costs	43,6	65,16	-21,56	66
Other expenses	109,01	54,31	54,69	200

Source: developed by the author on the basis of the report "On the financial results"

Appendix F

Financial statements of PJSC "Myrhorod Mineral Water Plant" for 2015

Додаток І
до Національного положення (стандарту)
бухгалтерського обліку І "Звітний звіт про фінансові результати"

Підприємство	Публічне акціонерне товариство "Миргородський завод мінеральних вод"	Дата (рік, місяць, число)	КОДИ
Територія	ПОЛТАВСЬКА	за ЄДРПОУ	2016 01 01
Організаційно-правова форма господарювання	Акціонерне товариство	за КОАТУУ	00382631
Вид економічної діяльності	Виробництво безалкогольних напоїв; виробництво мінеральних вод та інших вод, розливних у пляшки	за КОПФД	5310900000
Середня кількість працівників	274	за КВЕД	230
Адреса, телефон	Міжзаводська, буд. 1, ПОЛТАВСЬКА обл., 37600		11.07
Одиниця виміру: тис. грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіт про сукупний дохід) (форма №2), грошові показники якого виводяться в гривнях з копійками)			
Складено (зробити позначку "ч" у відповідній клітинці):			
за допомоганими (стандартами) бухгалтерського обліку			
за міжнародними стандартами фінансової звітності			

Баланс (Звіт про фінансовий стан)
на 31 грудня 2015 р.

Форма №1 Кад за ДКУД 1801001

А К Т И В	Код радика	На початок звітної періоду	На кінець звітної періоду
1	2	3	4
I. Необоротні активи			
Нематеріальні активи	1000	5 352	7 995
первісна вартість	1001	8 692	11 942
накопичена амортизація	1002	3 360	3 947
Незавершені капітальні інвестиції	1005	-	-
Основні засоби	1010	118 727	106 350
первісна вартість	1011	198 100	205 194
знос	1012	79 373	98 844
Інвестиційна нерухомість	1015	-	-
Первісна вартість інвестиційної нерухомість	1016	-	-
Знос інвестиційної нерухомість	1017	-	-
Довгострокові біологічні активи	1020	-	-
Первісна вартість довгострокових біологічних активів	1021	-	-
Накопичена амортизація довгострокових біологічних активів	1022	-	-
Довгострокові фінансові інвестиції:			
які обліковуються за методом участі в капіталі іншого підприємства	1030	-	-
інші фінансові інвестиції	1035	312	312
Довгострокові дебіторська заборгованість	1040	-	-
Відстрочені податкові активи	1045	3 337	5 701
Гудвіл	1050	-	-
Відстрочені аквізиційні витрати	1060	-	-
Залишок коштів у централізованих отриманих резервних фондах	1065	-	-
Інші оборотні активи	1090	-	-
Усього за розділом I	1095	127 708	120 358
II. Оборотні активи			
Залишок	1100	16 457	25 380
Виробничі запаси	1101	15 993	24 889
Незавершене виробництво	1102	-	-
Готове продукція	1103	464	491
Товари	1104	-	-
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість	1113	-	-
Варштал одержані	1120	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	-	-
Дебіторська заборгованість за розрахунками:			
за виданими авансами	1130	2 421	2 471
з бюджетом	1135	6 748	1 872
у тому числі з податку на прибуток	1136	6 027	1 872
Дебіторська заборгованість за розрахунками з нарахованих доходів	1140	-	-
Дебіторська заборгованість за розрахунками із внутрішніх розрахунків	1145	63 832	91 162
Інша поточна дебіторська заборгованість	1155	37	79
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	12 079	837
Готівка	1166	1	1
Рахунки в банках	1167	12 069	856
Витрати майбутніх періодів	1170	-	-
Частина переотрахованих у отриманих резервах	1180	-	-
у тому числі в:			
резервах довгострокових зобов'язань	1181	-	-
резервах збитків або резервах наліжних витрат	1182	-	-

Continuation of appendix F

резервах незароблених премій	1183	-	-
інших операцях резервах	1184	-	-
Інші оборотні активи	1190	7	213
Усього за розділом II	1195	101 581	123 634
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	229 289	242 392

Поясн.	Код рахунок	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	21 474	21 474
Внесок до незареєстрованого статутного капіталу	1401	-	-
Капітал у дооцінках	1405	-	-
Додатковий капітал	1410	3 669	3 669
Власний дохід	1411	3 648	3 648
Накопичені курсові різниці	1412	-	-
Резервний капітал	1415	3 221	3 221
Нерозподілений прибуток (неокритий збиток)	1420	170 329	202 103
Неоплачений капітал	1425	(-)	(-)
Вилучений капітал	1430	(-)	(-)
Інші резерви	1435	-	-
Усього за розділом I	1495	198 693	230 467
II. Довгострокові зобов'язання і забезпечення			
Відстрочені податкові зобов'язання	1500	-	-
Пенсійні зобов'язання	1505	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	145	-
Довгострокові забезпечення	1520	-	-
Довгострокові забезпечення витрат персоналу	1521	-	-
Цільове фінансування	1525	-	-
Владодільна допомога	1526	-	-
Страхові резерви	1530	-	-
у тому числі:	1531	-	-
резерв довгострокових зобов'язань			
резерв збитків або резерв налічених виплат	1532	-	-
резерв незароблених премій	1533	-	-
інші отримані резерви	1534	-	-
Інвестиційні контракти	1535	-	-
Приватний фонд	1540	-	-
Резерв на виплату дажк-поту	1545	-	-
Усього за розділом II	1595	145	-
III. Поточні зобов'язання і забезпечення			
Короткострокові кредити банків	1600	-	-
Векселі видані	1605	-	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	89	145
товарів, робіт, послуг	1615	14 914	5 492
розрахунками з бюджетом	1620	1 903	2 998
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	181	221
розрахунками з оплати праці	1630	464	523
Поточна кредиторська заборгованість за одержаними авансами	1635	-	-
Поточна кредиторська заборгованість за розрахунками з учасниками	1640	23	22
Поточна кредиторська заборгованість із внутрішніх розрахунків	1645	12 043	629
Поточна кредиторська заборгованість за операційною діяльністю	1650	-	-
Поточні забезпечення	1660	570	1 865
Доходи майбутніх періодів	1665	-	-
Відстрочені комісійні доходи від порогових операцій	1670	-	-
Інші поточні зобов'язання	1690	264	30
Усього за розділом III	1695	30 481	11 925
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття	1700	-	-
V. Чиста вартість активів недержавного пенсійного фонду	1800	-	-
Баланс	1900	229 289	242 392

Керівник

Головний бухгалтер



Баган Юрій Миколайович

Черешкова Валентина Юрівна

Г. Виконавчий в порядку встановленому центральним органом виконавчої влади, що реалізує державну політику у сфері статистики.

Appendix H

Financial statements of PJSC "Myrhorod Mineral Water Plant" for 2016

Додаток 1
до Національного положення (стандарту)
бухгалтерського обліку 1 "Загальні вимоги до фінансової звітності"

Підприємство	Приватне акціонерне товариство "Миргородський завод мінеральних вод"	Дата (рік, місяць, число)	КОДИ
Територія	ПОЛТАВСЬКА	за ЄДРПОУ	2017 01 01
Організаційно-правова форма господарювання	Акціонерне товариство	за КОАТУУ	00382651
Вид економічної діяльності	Виробництво безалкогольних напоїв; виробництво мінеральних вод та інших вод, розлитих у пляшки	за КОІФІГ	5310900000
Середня кількість працівників	Г 284	за КВЕД	230
Адреса, телефон	Мінзаводська, буд. 1, ПОЛТАВСЬКА обл., 37600		11.07
Одиниця виміру: тис. грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід) (форма №2), грошові показники якого виводяться з гривень з копійками)			
Складено (зробити позначку "v" у відповідній клітинці):			
за положеннями (стандартами) бухгалтерського обліку			
за міжнародними стандартами фінансової звітності			v

Баланс (Звіт про фінансовий стан)
на 31 грудня 2016 р.

Форма №1 Код за ДКУД: 1001001

А К Т И В	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Нематеріальні активи	1000	7 995	7 286
первісна вартість	1001	11 942	11 980
накопичена амортизація	1002	3 947	4 694
Незавершені капітальні інвестиції	1005	-	-
Основні засоби	1010	106 350	152 114
первісна вартість	1011	205 194	273 405
зносу	1012	98 844	121 291
Інвестиційна нерухомість	1015	-	-
Первісна вартість інвестиційної нерухомість	1016	-	-
Зносу інвестиційної нерухомість	1017	-	-
Довгострокові біологічні активи	1020	-	-
Первісна вартість довгострокових біологічних активів	1021	-	-
Накопичена амортизація довгострокових біологічних активів	1022	-	-
Довгострокові фінансові інвестиції: які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	312	312
Довгострокова дебіторська заборгованість	1040	-	-
Відстрочені податкові активи	1045	5 701	5 312
Гудвіл	1050	-	-
Відстрочені аквизиційні витрати	1060	-	-
Залишок кошти у нейтралізованих строків резервних фондів	1065	-	-
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	120 358	165 224
II. Оборотні активи			
Запаси	1100	23 380	27 167
Виробничі запаси	1101	24 889	26 396
Незавершене виробництво	1102	-	-
Готова продукція	1103	491	771
Товари	1104	-	-
Поточні біологічні активи	1110	-	-
Дяпомети переотраховування	1115	-	-
Векселі одержані	1120	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	-	-
Дебіторська заборгованість за розрахунками: за виданими авансами	1130	2 471	4 731
з бюджетом	1135	1 872	2 805
у тому числі з податку на прибуток	1136	1 872	1 237
Дебіторська заборгованість за розрахунками з нарахованих доходів	1140	-	-
Дебіторська заборгованість за розрахунками із внутрішніх розрахунків	1145	91 162	73 273
Інша поточна дебіторська заборгованість	1155	79	78
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	857	663
Готівка	1166	1	-
Резерви з банків	1167	856	663
Витрати майбутніх періодів	1170	-	-
Частка переотрахованка у строків резервах	1180	-	-
у тому числі в: резервах довгострокових зобов'язань	1181	-	-
резервах збитків або резервах належних виплат	1182	-	-

Continuation of appendix H

резервах незароблених премій	1183	-	-
Інших отриманих резервах	1184	-	-
Інші оборотні активи	1190	213	473
Усього за розділом II	1195	122 034	109 190
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	242 392	274 414

Позначення	Код радіа	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	21 474	21 474
Внески до незареєстрованого статутного капіталу	1401	-	-
Капітал у дооплату	1403	-	-
Додатковий капітал	1410	3 669	3 669
Кумулятивний дохід	1411	3 648	3 648
Накопичені курсові різниці	1412	-	-
Резервний капітал	1415	3 221	3 221
Нерозподілений прибуток (непогритий збиток)	1420	202 103	224 442
Неоплачений капітал	1423	(-)	(-)
Видучений капітал	1430	(-)	(-)
Інші резерви	1435	-	-
Усього за розділом I	1495	230 467	262 806
II. Довгострокові зобов'язання і забезпечення			
Відстрочені податкові зобов'язання	1500	-	-
Пайовий зобов'язання	1505	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Довгострокові забезпечення витрат персоналу	1521	-	-
Цільове фінансування	1525	-	-
Влагодійна допомога	1526	-	-
Страхові резерви	1530	-	-
у тому числі:	1531	-	-
резерв довгострокових зобов'язань	-	-	-
резерв збитків або резерв надлижних виплат	1532	-	-
резерв незароблених премій	1533	-	-
Інші страхові резерви	1534	-	-
Інвестиційні контракти	1535	-	-
Призовий фонд	1540	-	-
Резерв на виплату джек-поту	1545	-	-
Усього за розділом II	1595	-	-
III. Поточні зобов'язання і забезпечення			
Короткострокові кредити банків	1600	-	-
Векселі видані	1605	-	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	145	31
товари, роботи, послуги	1615	5 492	12 987
розрахунками з бюджетом	1620	2 998	2 414
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	221	201
розрахунками з оплати праці	1630	523	730
Поточна кредиторська заборгованість за одержаними авансами	1635	-	20
Поточна кредиторська заборгованість за розрахунками з учасниками	1640	22	22
Поточна кредиторська заборгованість із внутрішніх розрахунків	1645	629	130
Поточна кредиторська заборгованість за опрацюваною діяльністю	1650	-	-
Поточні забезпечення	1660	1 865	3 032
Доходи майбутніх періодів	1665	-	-
Відстрочені податкові доходи від перестраховиків	1670	-	-
Інші поточні зобов'язання	1690	30	41
Усього за розділом III	1695	11 925	21 608
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття	1700	-	-
V. Чиста вартість власних акцій (власних часток)	1800	-	-
Баланс	1900	242 392	274 414

Керівник

Баган Юрій Миколайович

Головний бухгалтер

Черешкова Валентина Юрївна

¹ Визначено в порядку, встановленому підприємством органом виконавчої влади, що реалізує державну політику у сфері електрики.

Appendix I

Financial statements of PJSC "Myrhorod Mineral Water Plant" for 2017

Додаток 1
до Національного положення (стандарту)
бухгалтерського обліку 1 "Загальні вимоги до фінансової звітності"

Підприємство	Приватне акціонерне товариство "Миргородський завод мінеральних вод"	Дата (рік, місяць, число)	КОДИ
Територія	ПОЛТАВСЬКА	за ЄДРПОУ	2018 01 01
Організаційно-правова форма господарювання	Акціонерне товариство	за КОАТУУ	5310900000
Вид економічної діяльності	Виробництво безалкогольних напоїв; виробництво мінеральних вод та інших вод розлиятих у пляшки	за КОПФГ	230
Середня кількість працівників	1 289	за КВЕД	11.07
Адреса, телефон	Мінзаводська, буд. 1, м. МИРГОРОД, ПОЛТАВСЬКА обл., 37600		
Односторонній звіт: тис. грн. без десятичного знаку (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід) (форма №2), грошові показники якого надаються в гривнях з копійками)		0535543674	
Складено (зробити позначку "v" у відповідній клітинці):			
за положеннями (стандартами) бухгалтерського обліку			v
за міжнародними стандартами фінансової звітності			

Баланс (Звіт про фінансовий стан)
на 31 грудня 2017 р.

Форми №1 Код за ДКУД 1801001

А К Т И В	Код радян	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Немобільні активи			
Нематеріальні активи	1000	7 286	7 394
первісна вартість	1001	11 980	12 797
накопичена амортизація	1002	4 694	5 403
Незавершені капітальні інвестиції	1005	-	-
Основні засоби	1010	152 114	132 093
первісна вартість	1011	273 403	274 028
знос	1012	121 289	141 935
Інвестиційна нерухомість	1015	-	-
Первісна вартість інвестиційної нерухоomości	1016	-	-
Знос інвестиційної нерухоomości	1017	-	-
Довгострокові біологічні активи	1020	-	-
Первісна вартість довгострокових біологічних активів	1021	-	-
Накопичена амортизація довгострокових біологічних активів	1022	-	-
Довгострокові фінансові інвестиції:			
які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	312	312
Довгострокова дебіторська заборгованість	1040	-	-
Відсоточні податкові активи	1043	5 312	4 599
Гудвіл	1050	-	-
Відсоточні аквізиційні витрати	1060	-	-
Залишок копій у центральзованих отриманих резервних фондах	1065	-	-
Інші немобільні активи	1090	-	-
Усього за розділом I	1095	165 224	144 398
II. Оборотні активи			
Залишки	1100	27 167	29 863
Виробничі запаси	1101	26 396	28 634
Незавершене виробництво	1102	-	-
Готова продукція	1103	771	1 229
Товари	1104	-	-
Поточні біологічні активи	1110	-	-
Депозити переуступаючих	1115	-	-
Векселі одержані	1120	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	-	-
Дебіторська заборгованість за розрахунками:			
за виданими авансами	1130	4 731	5 003
з бюджетом	1135	2 803	730
у тому числі з податку на прибуток	1136	1 237	730
Дебіторська заборгованість за розрахунками з нарахованих доходів	1140	-	-
Дебіторська заборгованість за розрахунками із внутрішніх розрахунків	1145	73 273	116 026
Інші поточна дебіторська заборгованість	1155	78	98
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	663	1 529
Голівка	1166	-	-
Рахунки в банках	1167	663	1 529
Витрати майбутніх періодів	1170	-	-
Частка переотриманих у отриманих резервах	1180	-	-
у тому числі в:			
резервах довгострокових зобов'язань	1181	-	-
резервах збитків або резервах наліжних виплат	1182	-	-

Continuation of appendix I

резервах незароблених грошей	1183	-	-
інших отриманих резервах	1184	-	-
Інші оборотні активи	1190	473	846
Усього за розділом II	1195	109 190	154 095
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	274 414	298 493

Планш	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	21 474	21 474
Високи до незареєстрованого статутного капіталу	1401	-	-
Капітал у довірях	1403	-	-
Додатковий капітал	1410	3 669	3 669
Власний довід	1411	3 648	3 648
Накопичені курсові різниці	1412	-	-
Резервний капітал	1415	3 221	3 221
Нерозподілений прибуток (непокритий збиток)	1420	224 442	189 764
Неоплачений капітал	1425	(-)	(-)
Вилучений капітал	1430	(-)	(-)
Інші резерви	1435	-	-
Усього за розділом I	1495	252 806	219 128
II. Довгострокові зобов'язання і забезпечення			
Відстрочені податкові зобов'язання	1500	-	-
Пенсійні зобов'язання	1505	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Довгострокові забезпечення внаслідок персоналу	1521	-	-
Цільове фінансування	1525	-	-
Владодільна допомога	1526	-	-
Страхові резерви	1530	-	-
у тому числі:	1531	-	-
резерв довгострокових зобов'язань	-	-	-
резерв збитків або резерв наслідкових виплат	1532	-	-
резерв незароблених грошей	1533	-	-
інші отримані резерви	1534	-	-
Інвестиційні контракти	1535	-	-
Прозовий фонд	1540	-	-
Резерв на виплату дивідендів	1545	-	-
Усього за розділом II	1895	-	-
III. Поточні зобов'язання і забезпечення			
Короткострокові кредити банків	1600	-	-
Векселі видані	1605	-	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	31	-
товари, роботи, послуги	1613	12 987	20 072
розрахунками з бюджетом	1620	2 414	3 238
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	201	218
розрахунками з оплати праці	1630	730	869
Поточна кредиторська заборгованість за одержаними авансами	1635	20	3
Поточна кредиторська заборгованість за розрахунками з учасниками	1640	22	50 007
Поточна кредиторська заборгованість із внутрішніх розрахунків	1645	130	198
Поточна кредиторська заборгованість за отриманою діяльністю	1650	-	-
Поточні забезпечення	1660	5 032	3 724
Доходи майбутніх періодів	1663	-	-
Відстрочені комісійні доходи від перестраховиків	1670	-	-
Інші поточні зобов'язання	1690	41	36
Усього за розділом III	1695	21 608	80 365
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття	1700	-	-
V. Частина пагірять активів незареєстрованого персонуального фонду	1800	-	-
Баланс	1900	274 414	298 493

Керівник

Кравець Костянтин Юрійович

Головний бухгалтер

Черешкова Валентина Юрлівна

1. Визначеною в розділі 2 статуту підприємства контролюючим органом виконавчої влади, що реалізує державну політику у сфері статистики.



Appendix J

Financial statements of PJSC "Myrhorod Mineral Water Plant" for 2018

Додаток 1
до Національного положення (стандарту)
бухгалтерського обліку 1 "Загальні вимоги до фінансової звітності"

Підприємство	Приватне акціонерне товариство "Миргородський завод мінеральних вод"	Дата (рік, місяць, число)	2019
Територія	ПОЛТАВСЬКА	за КОАТУУ	5310900000
Організаційно-правова форма господарювання	Акціонерне товариство	за КОПФГ	230
Вид економічної діяльності	Виробництво безалкогольних напоїв, виробництво мінеральних вод та інших вод, розлитих у пляшки	за КВЕД	11.07
Середня кількість працівників	1 281		
Адреса, телефон	Мизаводська, буд. 1, м. МИРГОРОД, ПОЛТАВСЬКА обл., 37600		0535543674
Одиниця виміру, тис. грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід) (форма №2), грошові показники якого наводяться в гривнях з копійками)			
Складено (зробити позначку "V" у відповідній клітинці):			
за положеннями (стандартами) бухгалтерського обліку			V
за міжнародними стандартами фінансової звітності			

Баланс (Звіт про фінансовий стан)
на 31 грудня 2018 р.

Форма №1 Код за ДКУД 1801001

А К Т И В	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Нематеріальні активи	1000	7 394	6 518
первісна вартість	1001	12 797	12 950
накопичена амортизація	1002	5 403	6 432
Незавершені капітальні інвестиції	1005	-	-
Основні засоби	1010	132 093	148 650
первісна вартість	1011	274 028	315 582
знос	1012	141 935	166 932
Інвестиційна нерухомість	1015	-	-
Первісна вартість інвестиційної нерухомості	1016	-	-
Знос інвестиційної нерухомості	1017	-	-
Довгострокові біологічні активи	1020	-	-
Первісна вартість довгострокових біологічних активів	1021	-	-
Накопичена амортизація довгострокових біологічних активів	1022	-	-
Довгострокові фінансові інвестиції, які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	312	312
Довгострокова дебіторська заборгованість	1040	-	-
Відстрочені податкові активи	1045	4 599	4 200
Гудвіл	1050	-	-
Відстрочені аквізиційні витрати	1060	-	-
Залишок коштів у централізованих страхових резервних фондах	1065	-	-
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	144 398	159 680
II. Оборотні активи			
Запаси	1100	29 863	35 843
Виробничі запаси	1101	28 634	33 533
Незавершене виробництво	1102	-	-
Готова продукція	1103	1 229	2 310
Товари	1104	-	-
Поточні біологічні активи	1110	-	-
Депозити перестраховування	1115	-	-
Векселі одержані	1120	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	-	-
Дебіторська заборгованість за розрахунками: за виданими авансами	1130	5 003	8 468
з бюджетом	1135	730	-
у тому числі з податку на прибуток	1136	730	-
Дебіторська заборгованість за розрахунками з нарахованих доходів	1140	-	1
Дебіторська заборгованість за розрахунками із внутрішніх розрахунків	1145	116 026	75 467
Інша поточна дебіторська заборгованість	1155	98	98
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	1 529	1 114
Готівка	1166	-	-
Рахунки в банках	1167	1 529	1 114
Витрати майбутніх періодів	1170	-	-
Частка перестраховика у страхових резервах	1180	-	-
у тому числі в резервах довгострокових зобов'язань	1181	-	-
резервах збитків або резервах належних виплат	1182	-	-

Continuation of appendix J

резервах незароблених премій	1183	-	-
інших страхових резервах	1184	-	-
Інші оборотні активи	1190	846	1 060
Усього за розділом II	1195	154 095	122 051
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	298 493	281 731

Пасив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	21 474	21 474
Внески до незареєстрованого статутного капіталу	1401	-	-
Капітал у довідках	1405	-	-
Додатковий капітал	1410	3 669	3 669
Емісійний дохід	1411	3 648	3 648
Накопичені курсові різниці	1412	-	-
Резервний капітал	1415	3 221	3 221
Нерозподілений прибуток (непокритий збиток)	1420	189 764	229 223
Неоплачений капітал	1425 (-)	(-)
Вилучений капітал	1430 (-)	(-)
Інші резерви	1435	-	-
Усього за розділом I	1495	218 128	257 587
II. Довгострокові зобов'язання і забезпечення			
Відстрочені податкові зобов'язання	1500	-	-
Пенсійні зобов'язання	1505	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Довгострокові забезпечення витрат персоналу	1521	-	-
Цільове фінансування	1525	-	-
Благодійна допомога	1526	-	-
Страхові резерви	1530	-	-
у тому числі:	1531	-	-
резерв довгострокових зобов'язань			
резерв збитків або резерв належних виплат	1532	-	-
резерв незароблених премій	1533	-	-
інші страхові резерви	1534	-	-
Інвестиційні контракти	1535	-	-
Призовий фонд	1540	-	-
Резерв на виплату джек-поту	1545	-	-
Усього за розділом II	1595	-	-
III. Поточні зобов'язання і забезпечення			
Короткострокові кредити банків	1600	-	-
Векселі видані	1605	-	-
Поточна кредиторська заборгованість за довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	20 072	10 420
розрахунками з бюджетом	1620	3 238	4 159
у тому числі з податку на прибуток	1621	-	581
розрахунками за страхування	1625	218	296
розрахунками з оплати праці	1630	869	1 072
Поточна кредиторська заборгованість за одержаними авансами	1635	3	2
Поточна кредиторська заборгованість за розрахунками з учасниками	1640	50 007	37
Поточна кредиторська заборгованість із внутрішніх розрахунків	1645	198	5
Поточна кредиторська заборгованість за страховою діяльністю	1650	-	-
Поточні забезпечення	1660	5 724	8 080
Доходи майбутніх періодів	1665	-	-
Відстрочені комісійні доходи від перестраховиків	1670	-	-
Інші поточні зобов'язання	1690	36	73
Усього за розділом III	1695	80 365	24 144
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття			
1700			
V. Чиста вартість активів недержавного пенсійного фонду	1800	-	-
Баланс	1900	298 493	281 731



Керівник
Головний бухгалтер

ЕП Крайчев
Костянтин
Юрійович
ЕП Черешкова
Валентина
Юріївна

Крайчев Костянтин Юрійович

Черешкова Валентина Юріївна

Визначено в порядку, встановленому центральним органом виконавчої влади, що реалізує державну політику у сфері статистики.

Appendix K

Financial statements of PJSC "Myrhorod Mineral Water Plant" for 2019

Додаток 1
до Національного положення (стандарту)
бухгалтерського обліку 1 "Загальні вимоги до фінансової звітності"

Підприємство	Приватне Акціонерне Товариство "Миргородський завод мінеральних вод"	Дата (рік, місяць, число)	2019, грудень	КОДИ
Територія	ПОЛТАВСЬКА	за ЄДРРКУ МЕНТ	10388651	
Організаційно-правова форма господарювання	Акціонерне товариство	за КОДТУУ	5310900000	
Вид економічної діяльності	Виробництво безалкогольних напоїв; виробництво мінеральних вод та інших вод, розлитих у пляшки	за КОІПФ	230	
Середня кількість працівників	265	за КВЕД	11.07	
Адреса, телефон	вулиця Мінзаводська, буд. 1, м. МИРГОРОД, ПОЛТАВСЬКА обл., 37600			
Одиниця виміру: тис. грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід) (форма №2), грошові показники якого наводяться в гривнях з копійками)				
Складено (зробити позначку "v" у відповідній клітинці):				
за положеннями (стандартами) бухгалтерського обліку				
за міжнародними стандартами фінансової звітності				v

Баланс (Звіт про фінансовий стан)

на 31 грудня 2019 р.

Форма №1 Код за ДКУД 1801001

А К Т И В	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Нематеріальні активи	1000	6 518	5 691
первісна вартість	1001	12 950	12 984
накопичена амортизація	1002	6 432	7 293
Незавершені капітальні інвестиції	1005	1 433	557
Основні засоби	1010	148 881	121 578
первісна вартість	1011	314 904	285 183
знос	1012	166 023	163 605
Інвестиційна нерухомість	1015	-	-
Первісна вартість інвестиційної нерухомості	1016	-	-
Знос інвестиційної нерухомості	1017	-	-
Довгострокові біологічні активи	1020	-	-
Первісна вартість довгострокових біологічних активів	1021	-	-
Накопичена амортизація довгострокових біологічних активів	1022	-	-
Довгострокові фінансові інвестиції:			
які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	312	312
Довгострокова дебіторська заборгованість	1040	-	13
Відстрочені податкові активи	1045	4 238	4 791
Гудвіл	1050	-	-
Відстрочені аквізиційні витрати	1060	-	-
Залишок коштів у централізованих страхових резервних фондах	1065	-	-
Інші необоротні активи	1090	138	138
Усього за розділом I	1095	161 520	133 080
II. Оборотні активи			
Запаси	1100	35 496	27 401
Виробничі запаси	1101	33 186	26 311
Незавершене виробництво	1102	-	-
Готова продукція	1103	2 310	1 090
Товари	1104	-	-
Поточні біологічні активи	1110	-	-
Депозити перестраховування	1115	-	-
Векселі одержані	1120	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	-	-
Дебіторська заборгованість за розрахунками:			
за виданими авансами	1130	7 758	4 663
з бюджетом	1135	1 059	1 570
у тому числі з податку на прибуток	1136	-	-
Дебіторська заборгованість за розрахунками з нарахованих доходів	1140	1	1
Дебіторська заборгованість за розрахунками із внутрішніх розрахунків	1145	75 467	232 477
Інша поточна дебіторська заборгованість	1155	98	117
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	1 114	17 903
Готівка	1166	-	-
Рахунки в банках	1167	1 114	17 903
Витрати майбутніх періодів	1170	-	-
Частка перестраховика у страхових резервах	1180	-	-
у тому числі в:			
резервах довгострокових зобов'язань	1181	-	-
резервах збитків або резервах належних виплат	1182	-	-

Continuation of appendix K

резервах незароблених премій	1183	-	-
інших страхових резервах	1184	-	-
Інші оборотні активи	1190	-	-
Усього за розділом II	1195	120 993	284 132
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	282 513	417 212

Пасив	Код рядка	На початок звітної періоду	На кінець звітної періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	21 474	21 474
Внески до незареєстрованого статутного капіталу	1401	-	-
Капітал у дооцінках	1405	-	-
Додатковий капітал	1410	3 669	3 669
Емісійний дохід	1411	3 648	3 648
Накопичені курсові різниці	1412	-	-
Резервний капітал	1415	3 221	3 221
Нерозподілений прибуток (непокритий збиток)	1420	229 011	297 244
Неоплачений капітал	1425	(-)	(-)
Видучений капітал	1430	(-)	(-)
Інші резерви	1435	-	-
Усього за розділом I	1495	257 375	325 608
II. Довгострокові зобов'язання і забезпечення			
Відстрочені податкові зобов'язання	1500	-	-
Пенсійні зобов'язання	1505	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	344	1 006
Довгострокові забезпечення	1520	-	-
Довгострокові забезпечення витрат персоналу	1521	-	-
Цільове фінансування	1525	-	-
Благодійна допомога	1526	-	-
Страхові резерви	1530	-	-
у тому числі:	1531	-	-
резерв довгострокових зобов'язань			
резерв збитків або резерв належних виплат	1532	-	-
резерв незароблених премій	1533	-	-
інші страхові резерви	1534	-	-
Інвестиційні контракти	1535	-	-
Призовий фонд	1540	-	-
Резерв на виплату джек-поту	1545	-	-
Усього за розділом II	1595	344	1 006
III. Поточні зобов'язання і забезпечення			
Короткострокові кредити банків	1600	-	-
Векселі видані	1605	-	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	631	357
товари, роботи, послуги	1615	10 439	13 279
розрахунками з бюджетом	1620	4 159	13 610
у тому числі з податку на прибуток	1621	581	5 140
розрахунками зі страхування	1625	296	340
розрахунками з оплати праці	1630	1 097	1 364
Поточна кредиторська заборгованість за одержаними авансами	1635	2	-
Поточна кредиторська заборгованість за розрахунками з учасниками	1640	37	50 020
Поточна кредиторська заборгованість із внутрішніх розрахунків	1645	5	348
Поточна кредиторська заборгованість за страховою діяльністю	1650	-	-
Поточні забезпечення	1660	8 080	11 233
Доходи майбутніх періодів	1665	-	-
Відстрочені комісійні доходи від перестраховиків	1670	-	-
Інші поточні зобов'язання	1690	48	47
Усього за розділом III	1695	24 794	90 598
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття			
	1700	-	-
V. Чиста вартість активів недержавного пенсійного фонду			
	1800	-	-
Баланс	1900	282 513	417 212

Керівник
Головний бухгалтер



Визначається в порядку, встановленому центральним органом виконавчої влади, що реалізує державну політику у сфері статистики.

Кряжев Костянтин Юрійович

Черенкова Валентина Юріївна