

**Ministry of Education and Science of Ukraine  
State University of Trade and Economics  
Department of International Management**

**FINAL QUALIFYING PAPER**

on the topic:

«Organization of import of technological products from China»

**(based on TECHSTOR LLC, Kyiv )**

4nd year students, 5ab group,  
FMTP, full-time students  
specialty 073  
"Management of foreign economic  
activity"

Yusupov  
Davron  
Xudaynazar  
ugli

\_\_\_\_\_  
*(student's signature)*

Supervisor  
Cand. jur. Science,  
docent

Olena Pavlyuk

\_\_\_\_\_  
*(signature of the  
supervisor)*

Guarantee of enlightenment  
Management Programs  
of foreign economic activity ",  
Ph.D., Assoc. Doctor of  
Economics

Oksana Piankova

\_\_\_\_\_  
*(signature of the  
guarantor)*

**Kyiv 2022**

**State University of Trade and Economics**

**Faculty** FILT International Management Department

**Speciality,** Management

**Specialization** Management of foreign economic activity

**Approved by**

Head of the department

T. Melnik

“ ” \_\_\_\_\_ 20\_\_

Task

for a final qualifying paper

Yusupov Davron Xudaynazar ugli

1. Topic of a final qualifying paper: «Organization of import of technological products from China» (for the materials TECHSTOR LLC )».

Approved by the Rector's order from

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

3. Initial data of the final qualifying paper

Purpose of the paper: in the analysis of efficiency of import operations of the electrotechnical enterprise (on an example of TECHSTOR LLC) and its increase.

The object of research: is the process of organizing the import of electrical goods from China.

The subject of research: is the import activity of the enterprise TECHSTOR LLC

4. Contents of a final qualifying paper (list of all chapters and subchapters)

Organization of import of technological products from China

INTRODUCTION

## CHAPTER 1. RESEARCH OF ACTIVITY OF TECHSTOR LLC .

1.1 Assessment of production and economic activities, financial condition and of total income of TECHSTOR LLC .

1.2. Analyses of effectiveness of foreign activity of the enterprise.

## CHAPTER 2. RATIONALE FOR CHOOSING A COUNTRY FOR ORGANIZATIONS OF IMPORTS OF ELECTRICAL GOODS

2.1. The role and place of China in the modern trade world

2.2. Development of trade in technological products between Ukraine and China.....

## CHAPTER 3

### DEVELOPMENT OF MEASURES TO INCREASE THE EFFICIENCY OF TECHSTOR LLC

3.1. Organizational support for the import of TECHSTOR LLC of electrical goods from China

3.2. Forecast assessment of the effectiveness of the import of TECHSTOR LLC electrical goods from China

## CONCLUSIONS

## REFERENCES

### 5. Time schedule of the final qualifying paper

№	Stages of the final paper	Terms of the final paper	
		plan	fact
1	Selection and approval of the topic		
2	Approval of the content of the final paper	11/02/2022	11/02/2022
3	Collection of information	27/02/2022	27/02/2022
4	Writing and submitting for review the first chapter of the final paper	15/04/2022	15/04/2022
5	Writing and submitting for review the second chapter of the final paper	1/05/2022	1/05/2022

6	Writing and submitting for review the third chapter of the final paper	13/05/2022	13/05/2022
7	Check of the final paper	25/05/2022	25/05/2022
8	Completion of the final paper	3/06/2022	3/06/2022



**6. Date of receiving the task:**

**7. Scientific adviser of the paper** \_\_\_\_\_

Pavlyuk O.

**8. Manager of educational Program**

**9. The task received by the Student** \_\_\_\_\_

**10. Resume of the scientific adviser of a final qualifying paper**

The final qualifying paper of Yusupov Davron Xudaynazar ugli is relevant and devoted to increasing the level of efficiency of import operations of TECHSTOR LLC. The final qualifying paper consists of content, introduction, main part (3 sections), conclusions and recommendations, references, and appendices. The content of the paragraphs fully corresponds to the titles of the parts and the topic of the final qualifying paper. The content and structure of the paper meet the requirements and current standards for obtaining a bachelor's degree.

The final qualifying paper is analyzed due to the theoretical and practical aspects of the improvement of import operations of the enterprise. The final qualifying paper of Yusupov Davron Xudaynazar ugli is completed, meets the requirements, and is recommended for defense.

Scientific adviser of a final qualifying paper

Pavlyuk O.

(last name, initials, signature)

**11. Resume about a final qualifying paper**

A final qualifying paper of the student Yusupov Davron Xudaynazar ugli  
(last name, initials)

can be admitted to defence in the Examination Board.

Manager of the educational program \_\_\_\_\_

(last name, initials,

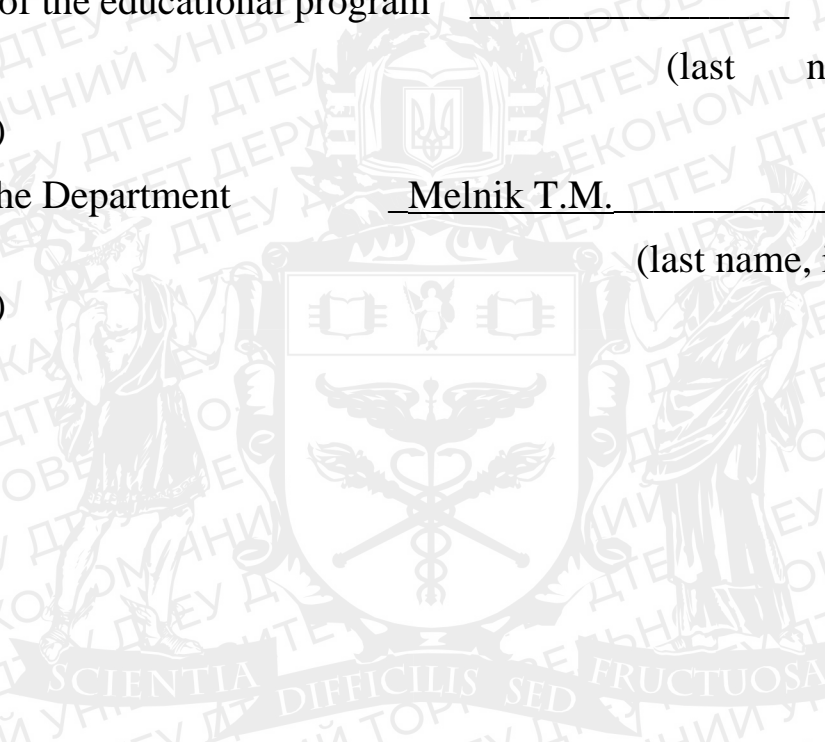
signature)

Head of the Department \_\_\_\_\_

Melnik T.M.

(last name, initials,

signature)



## АНОТАЦІЯ

Юсупов Даврон. «Організація імпорту технологічної продукції з Китаю» (за матеріалами ТОВ "Термопласт", м. Київ).

Дипломна робота викладена на 75 сторінках, вона містить 3 розділи, 14 ілюстрацій, 17 таблиць, 35 джерело в переліку посилань.

Об'єктом дослідження є процес організації імпорту технологічної продукції з Китаю.

Предметом дослідження є імпортна діяльність підприємства ТОВ "Термопласт".

Метою роботи є аналіз ефективності імпортних операцій (на прикладі ТОВ "Термопласт") та її підвищення.

За результатами виконаної роботи зроблено висновки та пропозиції щодо підвищення ефективності імпортної діяльності ТОВ "Термопласт"

**Ключові слова:** імпортні операції, оборотні та необоротні активи, ефективність, реалізація, Китай.

## ANNOTATION

Yusupov Davron Xudaynazar ugli. " Organization of import of technological products from China " (based on materials of TECHSTOR LLC )».

Thesis is presented on 75 pages, it contains 3 sections, 14 illustrations, 17 tables, 35 sources in the list of references.

The object of the study is the process of organizing the import of electrical goods from China.

The subject of the study is the import activity of the company TECHSTOR LLC )».

The aim of the work is to analyze the effectiveness of import operations (for example, TECHSTOR LLC ). and increase it.

Based on the results of the work performed, conclusions and proposals were made to increase the efficiency of import activities of TECHSTOR LLC )».

**Key words:** import operations, current and non - current assets, efficiency, sales, China.

## Content

<b>INTRODUCTION</b>	4
<b>CHAPTER 1. RESEARCH OF ACTIVITY OF TECHSTOR LLC</b>	7
1.1 Assessment of production and economic activities, financial condition and of total income of TECHSTOR LLC	7
1.2. Analyses of effectiveness of foreign activity of the enterprise	16
<b>CHAPTER 2. RATIONALE FOR CHOOSING A COUNTRY FOR ORGANIZATIONS OF IMPORTS OF ELECTRICAL GOODS</b>	27
2.1. The role and place of China in the modern trade world	27
2.2. Development of trade in technological products between Ukraine and China	33
<b>CHAPTER 3</b>	
<b>DEVELOPMENT OF MEASURES TO INCREASE THE EFFICIENCY OF TECHSTOR LLC</b>	51
3.1. Organizational support for the import of TECHSTOR LLC of electrical goods from China	51
3.2. Forecast assessment of the effectiveness of the import of TECHSTOR LLC electrical goods from China	67
<b>CONCLUSIONS</b>	
<b>REFERENCES</b>	70
<b>APPENDECIES</b>	



## INTRODUCTION

The problem of development and implementation of the foreign economic policy of the state, adequate to the modern strategy of development of Ukraine, actualized the issues of organization and technique of foreign trade operations. Today, increasing their efficiency is possible only by optimizing the organizational and financial support of exports and imports. Significantly intensify export and import activities, expand its scale, diversify the sectoral and geographical structure is possible through the mastery of modern technologies of international trade through the study and adaptation of progressive foreign experience. This will contribute to increasing the competitiveness of Ukrainian enterprises in international markets, as well as the formation of micro- and macroeconomic preconditions for Ukraine's integration into the modern world economic system.

Fundamental problems of development of foreign economic activity of Ukraine, methodological and methodical aspects of organizational and financial support of export and import are reflected in the works of Ukrainian scientists: A.A. Mazaraki, V.G. Andriychuk, T.M. Melnik, Yu.G. Kozak, D. Lukyanenko, E. Panchenko, T. Tsygankova and many others. In the context of the researched problems of separate methodological and empirical value the works of foreign scientists, in particular, A. Thompson-mol., Stephen P. Robbins, B. Seoyum, K. Weiss, D. Daniels, F. Kotler, D. Lake, M. Pebro, J. Perara, M. Porter, X. Radeba, T. Franklin Ruth, W. Hoyer, K. Schmitthoff, E. Chetirkin, O. Kireev, I. Lukasevich. At the same time, it is expedient to further develop theoretical and practical problems of organizational and financial support of international trade operations, which is especially relevant for countries that are insufficiently integrated into the world market.

Foreign trade cooperation, as a feature of the economy of any state, is one of the most important components of Ukraine's foreign economic relations, especially in the context of the rapid development of globalization, which poses urgent challenges in finding new sources of competitiveness that could accelerate the processes of modernization and economic development. Increasing the level of dependence of

the national economy on external influences raises the issue of creating a geo-economic strategy for the development of the state as a full-fledged subject of global economic processes, to increase the effectiveness of multilateral cooperation and greater participation in international and regional integration projects. At the present stage, one of the most promising foreign trade partners for Ukraine is China.

To achieve this goal, a number of tasks were set, including:

- to reveal the essence of import activity of the enterprise and to characterize its elements;
- determine the features of the organization of the economic mechanism of import activities;
- to reveal methodical approaches to an estimation of efficiency of import activity of the enterprise;
- provide organizational and economic characteristics of the company (TECHSTOR LLC) ;
- to analyze the import activities of (TECHSTOR LLC) ;
- to assess the effectiveness of the organization of import activities of (TECHSTOR LLC) ;
- to carry out market segmentation as a factor in building an effective sales system ;
- identify areas for improving the import policy of the enterprise .

The object of work there are features of economic analysis of import operations in industrial and commercial enterprises of various forms of ownership and management.

The subject of the work is methodological principles, practical approaches to the organization of import operations. The People's Republic of China is the world's largest producer of goods and exporter, and its growing influence on world trade in recent years, China has completed the modernization of production and continues to reorient its export flows from cheap consumer goods and semi-finished products to finished products with a high technological component, which leads to increased

competition from Chinese producers in traditional Ukrainian foreign markets. Today China has one of the world's largest investment potentials and is the world's most anticipated investor for the next few years. China is an example of many developing comics. Thanks to the implementation of the Government Initiative "One Belt. One Road Other countries have the opportunity to bonus Chinese experience in pursuing a foreign policy aimed at peaceful life and sustainable development.

Ukraine is an important hub along the "One Belt. One Road", its participation in building the initiative has significant advantages in the development of trade and economic cooperation between the two counties low market cost low cost of wages, good conditions for the location of facilities, and strong seismic and technical, industrial and agricultural base A large number of companies with Chinese capital show significant interest and enthusiasm for trade and economic cooperation with Ukraine.

During its independence. Ulan has become a full participant in the globalization process. At the same time, the challenges of an open, globalized world pose a number of urgent challenges for Ukraine, both in endings some of the competitiveness and in deepening and forging new partnerships with commas with which Ubane conid accelerate the modernization of its national economy.

Ukraine's foreign economic policy is based on building strategic relations with integration associations and individual counties, cooperation with which is important for the development of the national economy Among Ukraine's key strategic pasters at the level of global players in China.

## **CHAPTER 1. RESEARCH OF ACTIVITY OF TECHSTOR LLC**

### **1.1 Assessment of production and economic activities, financial condition and of total income of TECHSTOR LLC**

TECHSTOR LLC is a company that trades in electrical products. Being a professional in customs and logistics. The company carries out customs clearance of a wide range of goods and undertake to solve situations of any complexity; specializes in complex processing and delivery of goods; develops, optimizes and implements plans for the international movement of goods customers.

The company provides for the customs clearance of legal entities and individual entrepreneurs in any of the customs regimes in Ukraine: import customs clearance, export customs clearance, temporary import customs clearance, temporary export customs clearance, ATA Carnet customs clearance, etc. Except In addition, the company provides such additional services as: accreditation at customs (registration at customs), getting the ATA Card, consultations with customs clearance, and more rights, as well as provide the services of the first importer and the services of the first exporter.

And all this is taking into account our many years of practical experience, which will help you save time on searching for logistic solutions. Working for the client, we follow your wishes and act transparently and only within our competence. The company feels responsible not only for the actual result of the work, but also for the workflow that accompanies it.

Organizational structure of the company has the following form (Fig. 1.1). The management of the enterprise is carried out by the general director. He has a deputy who also performs managerial functions and is solely responsible for the general director.

The commercial director carries out the planning of the current commercial work and management of it; plans, organizes, directs and coordinates the development and procurement of enterprises; develops an operational plan for the

purchase and sale of products, forms the regulations of the commercial department; directs the selection, training and placement of commercial personnel.

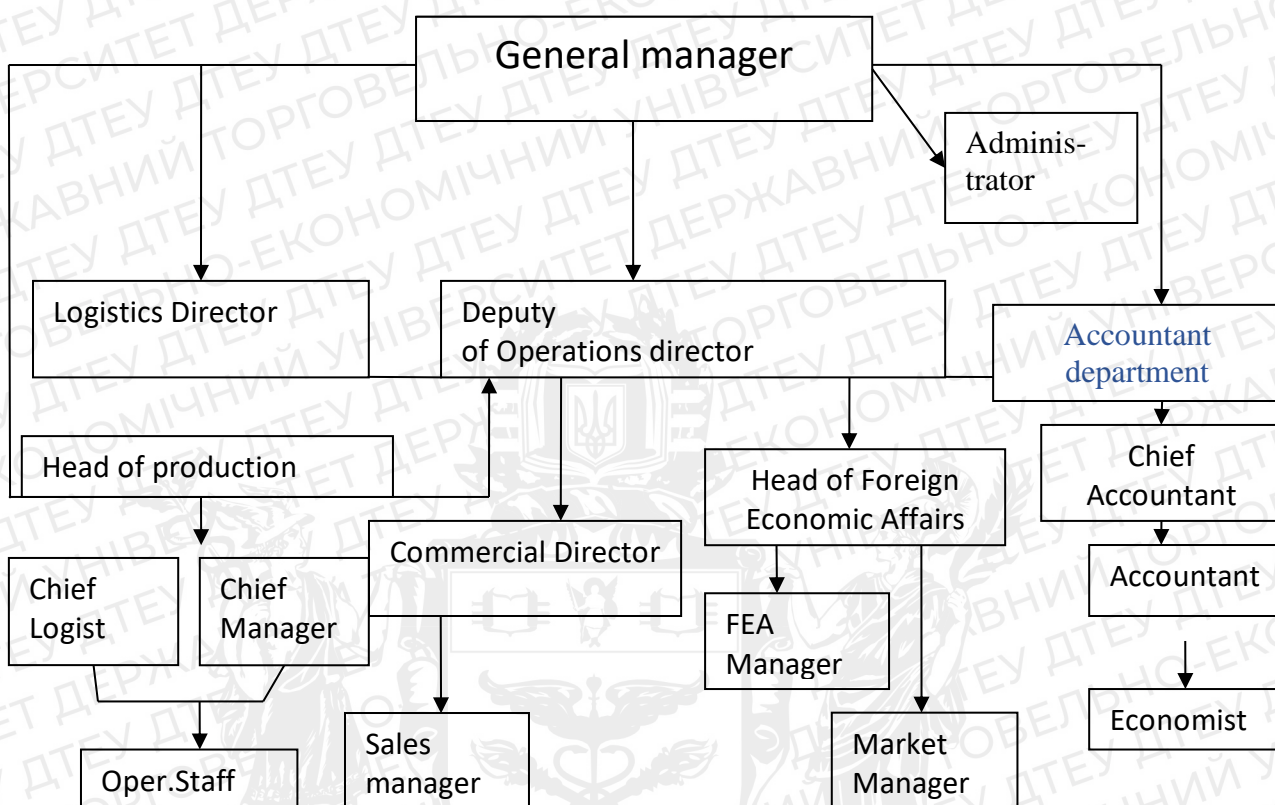


Fig. 1.1. The organizational structure of the management of TECHSTOR LLC

*Source – made by the author based on company's data*

The company's accounting system prepares the work and preparation of the necessary primary and secondary accounting documentation, organizes accounting work and interaction with the tax authorities. The department of foreign economic activity is engaged in organization of logistic services on foreign markets and import operations of the enterprise. He establishes the work with customs authorities. Organizes the preparation of documentation for foreign trade operations. Further need to analyze the main indicators of economic activity of the company for 2017-2021. Net income from the sale of TECHSTOR LLC in 2021 increased by UAH 17775 thousand compared to the previous year. (38.6%), the cost of sales of products (services rendered) over the same period also increased by UAH 10218 thousand. (24.4%).

Table 1.1

**Dynamic of Income, Costs and Profits of TECHSTOR LLC for the 2017-2021 years, thous. UAH**

Indicator	Years					Absolute Deviation				Relative Deviation., %			
	2017	2018	2019	2020	2021	2015/ 2014	2017/ 2016	2019/ 2018	2021/ 2020	2015/ 2014	2017/ 2016	2019/ 2018	2021/ 2020
1	2	3	4	5	6	7	8	9	10	11	12	13	14
Net income from sales of products	25974	32306	37415	46071	63846	6332	5109	8656	17775	24,4	15,8	23,1	38,6
Cost of products sold (services provided)	21574	27740	32429	41849	52067	6166	4689	9420	10218	28,6	16,9	29,0	24,4
Gross profit	4400	4566	4986	4222	11779	166	420	-764	7557	3,8	9,2	-15,3	179,0
Other operating income	147	70	45	153	125	-77	-25	108	-28	-52,4	-35,7	240,0	-18,3
Administrative expenses	2300	2815	2908	2958	3502	515	93	50	544	22,4	3,3	1,7	18,4
Selling expenses		1	3	3	3	1	2	0	0	-	200,0	0,0	0,0
Other operating expenses	267	240	292	371	412	-27	52	79	41	-10,1	21,7	27,1	11,1
Financial results from operating activities (profits)	1980	1580	1828	1043	7987	-400	248	-785	6944	-20,2	15,7	-42,9	665,8
Other income	-	1	14	60	21	1	13	46	-39	-	1300,0	328,6	-65,0
Financial expenses	701	1079	1056	2582	6573	378	-23	1526	3991	53,9	-2,1	144,5	154,6
Expenses from participation in capital				12		0	0	12	-12	-	-	-	-100,0
Other expenses	93	93	122	92	153	0	29	-30	61	0,0	31,2	-24,6	66,3
Financial results from ordinary activities to taxation	1186	409	664	-1583	1282	-777	255	-2247	2865	-65,5	62,3	-338,4	-181,0
Income tax expense (revenue)	368	106	208	-118	77	-262	102	-326	195	-71,2	96,2	-156,7	-165,3
Net profit	818	303	456	-1465	1205	-515	153	-1921	2670	-63,0	50,5	-421,3	182,3

Gross profit from sales increased by UAH 7557 thousand. (179%). The decrease in other operating income was negatively affected by UAH 28 thousand. (18.3%). Administrative expenses increased in 2021 compared to 2020 by UAH 544 thousand. (18.4%), while sales costs remained unchanged.

Other operating expenses also decreased by UAH 1565 thousand. (35%), which is a positive factor.

The financial result from operating activities in 2021 increased by UAH 6,944 thousand. (665.8%).

Other non-operating income of the company in 2021 amounted to 21.0 thousand UAH, which is less than in 2020 by 39.0 thousand UAH. (65.0%). The enterprise's financial expenses increased in 2018 compared to 2017 by UAH 3991,0 thousand. (154.6%), and other expenses by UAH 61.0 thousand. (66.3%), which is a negative factor.

The company net profit in 2018 amounted to 1205 thousand UAH, which is by 2670 thousand UAH. (182.3%) more than last year.

To evaluate the economic efficiency and effectiveness of the company for the years 2016-2021, we will analyse the composition of the property of the company on the basis of balance sheets (Statement form # 1). An analysis of property dynamics and company are shown in Table 1.2.

Thus, in 2017 compared to 2016, the assets of company decreased by UAH 1,797 thousand or by 16.1%. In 2018, compared to 2017, on the contrary, it increased by UAH 2,169.00 thousand, or by 23.2%. In 2017, non-current assets decreased by UAH 2267.00 thousand or 22.3%, and in 2018 compared to 2017 - by UAH 3545.00 thousand or 44.8%. Also in 2018, as compared to 2017, current assets increased by UAH 1376.00 thousand, or by 97.2%, including due to an increase in inventories by UAH 294.00 thousand or by 20.6% .

In 2018 compared to 2017, the volume of trade receivables increased by UAH 915 thousand, or by 466.8%, and in 2018 compared to 2015, the growth of this indicator amounted to UAH 1104.0 thousand.

Table 1.2

### Dynamic of Assets of TECHSTOR LLC for the 2017-2021 years

Indicator	Years					Absolute Deviation				Relative Deviation, %			
	2017	2018	2019	2020	2021	2018/ 2017	2019/ 2018	2020/ 2019	2021/ 2020	2018/ 2017	2019/ 2018	2020/ 2019	2021/ 2020
1	2	3	4	5	6	7	8	9	10	11	12	13	14
<i>Noncurrent Assets</i>													
Intangible assets:		3	25	19	13	3	22	-6	-6		733,3	-24	-31,6
initial value		3	30	30	30	3	27	0	0		900	0	0
accumulated depreciation			5	11	17	0	5	6	6			120	54,5
Fixed assets:	9830	12740	10020	7678	4060	2910	-2720	-2342	-3618	29,6	-21,4	-23,4	-47,1
initial value	11119	16797	17453	18644	18764	5678	656	1191	120	51,1	3,9	6,8	0,6
wear and tear	1289	4057	7433	10966	14704	2768	3376	3533	3738	214,7	83,2	47,5	34,1
Other financial investments	29	30	43			1	13	-43	0	3,4	43,3		
Deferred tax assets	56	74	98	222	301	18	24	124	79	32,1	32,4	126,5	35,6
<b>Total Section I</b>	<b>9915</b>	<b>12847</b>	<b>10186</b>	<b>7919</b>	<b>4374</b>	<b>2932</b>	<b>-2661</b>	<b>-2267</b>	<b>-3545</b>	<b>29,6</b>	<b>-20,7</b>	<b>-22,3</b>	<b>-44,8</b>
<i>Current Assets</i>													
Stocks	343	423	453	528	637	80	30	75	109	23,3	7,1	16,6	20,6
Inventories	343	423	453	528	637	80	30	75	109	23,3	7,1	16,6	20,6
Accounts Receivable for Products, LLCs, Works, Services	7	23	196	196	1111	16	173	0	915	228,6	752,2	0	466,8
Accounts receivable:													
with a budget	326	9		221	103	-317	-9	221	-118	-97,2			-53,4
including income tax				220	103	0	0	220	-117	-100			-53,2
Other current receivables	170	201	232	261	474	31	31	29	213	18,2	15,4	12,5	81,6
Money and their equivalents	68	91	45	150	372	23	-46	105	222	33,8	-50,5	233,3	148
Cash			1	1		0	1	0	-1			0	
Bank accounts		91	44	149	372	91	-47	105	223		-51,6	238,6	149,7
Expenses of future periods	1	13	18	59	94	12	5	41	35	1200	38,5	227,8	59,3
Other current assets	2					-2	0	0	0				
<b>Total Section II</b>	<b>917</b>	<b>760</b>	<b>945</b>	<b>1415</b>	<b>2791</b>	<b>-157</b>	<b>185</b>	<b>470</b>	<b>1376</b>	<b>-17,1</b>	<b>24,3</b>	<b>49,7</b>	<b>97,2</b>
<b>Balance</b>	<b>10832</b>	<b>13607</b>	<b>11131</b>	<b>9334</b>	<b>7165</b>	<b>2775</b>	<b>-2476</b>	<b>-1797</b>	<b>-2169</b>	<b>25,6</b>	<b>-18,2</b>	<b>-16,1</b>	<b>-23,2</b>



The volume of tangible assets of the enterprise did not tend to be stable, in particular, it decreased significantly in 2017. The main factor in this situation was the decrease in market volume during this period due to the introduction of new duties on cardboard and paper equipment, as well as numerous problems related to customs clearance of goods.

We next analyze the liquidity and solvency indicators of the enterprise over the last 5 years. The calculations are given in table. 1.3.

*Table 1.3*

**Dynamics of liquidity and solvency indicators for TECHSTOR LLC for 2016-2021, on 31/12**

Coefficients	Year					Deviation			
	2017	2018	2019	2020	2021	2018 / 2017	2019 / 2018	2020 / 2019	2021 / 2020
Total coverage ratio	0,66	0,18	0,24	0,21	0,54	-0,48	0,06	-0,03	0,33
The coefficient of intermediate coverage	0,42	0,08	0,12	0,13	0,42	-0,34	0,04	0,01	0,29
Absolute liquidity ratio	0,05	0,02	0,01	0,02	0,07	-0,03	-0,01	0,01	0,05

*Source – made by the author based on company`s data*

As the dynamics of the calculated indicators of liquidity and solvency show, overall the level of total coverage of current liabilities with current assets is less than 1, which characterizes the level of solvency of the enterprise as unsatisfactory. The company also has relatively low ratios of intermediate coverage and absolute liquidity throughout the study period.

Let us evaluate the dynamics of profitability of the TECHSTOR LLC company (Table 1.4).

Table 1.4

**Dynamics of profitability indicators for TECHSTOR LLC for  
2017-2021**

Coefficients	Years					Deviation			
	2017	2018	2019	2020	2021	2018 / 2017	2019 / 2018	2020 / 2019	2021 / 2020
Coefficient of return on assets	0,07	0,02	0,04	-0,18	0,34	-0,04	0,02	-0,22	0,51
Coefficient of return on equity	0,60	0,17	0,38	-1,37	1,45	-0,43	0,20	-1,75	2,82
Coefficient of return on sales	0,03	0,01	0,01	-0,03	0,02	-0,02	0,00	-0,04	0,05

*Source – made by the author based on company's data*

In 2017, the return on assets decreased by 0.22 points compared to 2017, and increased by 0.51 points in 2018 compared to 2017. The return on equity in 2017 decreased by 0.175 points compared to 2016, and in 2018 compared to 2017 - increased by 2.82. The profitability of sales in 2017 was -0.03 points, which is 0.04 points less than in 2016. In 2018, the profitability of sales increased by 0.05 points against the level of 2017. These indicators indicate a decrease in the overall economic efficiency of company in 2017 and its growth in 2018.

Let's have diagnostics of the financial stability for TECHSTOR LLC company related to the period 2017-2021 years (Table 1.5).

Table 1.5

**Dynamics of financial stability indicators for TECHSTOR LLC  
for 2017-2021, on 31/12**

Coefficients	Year					Deviation			
	2017	2018	2019	2020	2021	2018 / 2017	2019 / 2018	2020 / 2019	2021 / 2020
Coefficient of finance autonomy	0,11	0,11	0,18	0,05	0,23	0,00	0,07	-0,13	0,18
Coefficient of funding	8,00	8,05	4,68	19,12	3,30	0,04	-3,37	14,44	-15,82

The ratio of the security of own working capital	-0,51	-4,54	-3,17	-3,70	-0,86	-4,04	1,37	-0,53	2,84
Equity maneuverability factor	-0,39	-2,30	-1,53	-11,28	-1,44	-1,91	0,77	-9,76	9,85

*Source – made by the author based on company`s data*

Analysis of financial sustainability indicators has shown that they have changed. The coefficient of autonomy in 2018 compared to 2017 increased by 0.18 points and is 0.23 points, which is a positive tendency to increase the level of self-financing of the enterprise during this period. Equity maneuverability ratio also increased from -11.28 in 2017 to -1.44 in 2018, which is also positive. The funding ratio decreased in 2018 by 15.82 compared to 2017, and it exceeds the regulatory limits (0.5 for normally operating enterprises). The working capital ratio was negative, but its trend in 2017-2018 was aimed at growth, driven by an increase in the net profit of the enterprise during this period.

In the following, need to evaluate the business activity indicators of the enterprise (Table 1.6).

*Table 1.6*

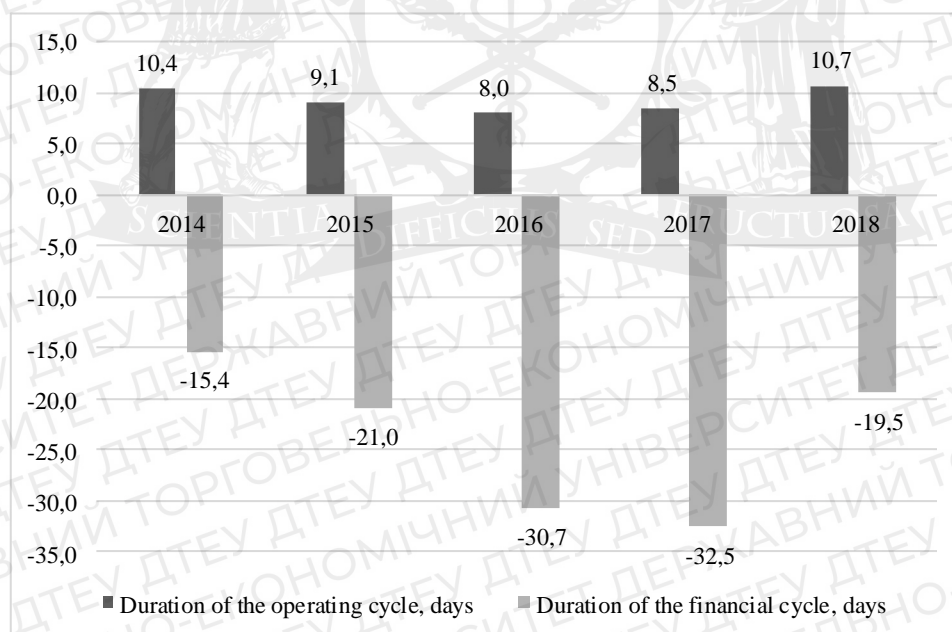
**Indicators of business activity of TECHSTOR LLC for 2017-2021**

Coefficients	Years					Deviation			
	2017	2018	2019	2020	2021	2018 / 2017	2019 / 2018	2020 / 2019	2021 / 2020
Turnover ratio of assets	2,13	2,64	3,02	4,5	7,74	0,51	0,38	1,48	3,24
Ratio of accounts payable	13,96	11,99	9,29	8,76	11,92	-1,97	-2,70	-0,53	3,16
Receivables turnover ratio	70,58	87,79	113,21	83,31	53,97	17,21	25,42	-29,90	-29,34
Term of repayment of accounts payable, days	25,79	30,03	38,74	41,08	30,19	4,24	8,71	2,34	-10,89

Maturity of receivables, days	5,10	4,1	3,18	4,32	6,67	-1,00	0,92	1,14	2,35
Inventory turnover ratio	67,82	72,43	74,04	85,32	89,39	4,61	1,61	11,28	4,07
Fund return	2,30	2,31	2,18	2,55	3,41	0,01	0,13	0,37	0,86
Equity turnover ratio	19,19	23,87	21,6	38,01	59,92	4,68	2,27	16,41	21,91

*Source – made by the author based on company`s data*

According to the data in Table 1.6, the positive trend in the enterprise is an increase in the level of turnover of financial resources. Thus, the asset turnover ratio increased by 1.48 percentage points in 2017 compared to 2016, and by 3.24 points in 2018 compared to 2017. A similar trend was observed in the ratio of accounts payable, which generally indicates a reduction in the duration of the financial cycle (Fig. 1.2).



**Fig. 1.2. Indicators for the duration of the operating and financial cycle of TECHSTOR LLC in 2017-2021, %**

*Source – made by the author based on company`s data*

The decrease in the duration of the operating cycle in 2017-2021 as a whole testified to the increase in the rationality of distribution of financial resources in their investment in the working capital of the enterprise. Also, the growth of the financial cycle in 2017-2018 compared to 2014-2016 indicates that the company has become more financed by borrowing.

Thus, we have considered the dynamics of indicators of financial and economic condition of the enterprise of TECHSTOR LLC. The enterprise specialization is such areas as wholesale of cardboard and paper equipment, installation and installation of cardboard and paper machines and equipment; construction of residential and non-residential buildings. In 2017-2021, the company increased its revenues, but also its expenses increased proportionally. This resulted in a heterogeneous trend in the amount of net profit, which fluctuated and changed periodically with financial loss.

## **1.2. Analyses of effectiveness of foreign activity of the enterprise**

The organization of international transportation of the enterprise of TECHSTOR LLC in the process of FEA implementation provides two components:

- Purchasing logistics for the importation of cardboard and paper equipment from abroad;
- Transport and logistics processes in the territory of Ukraine in the process of sale of cardboard and paper products and delivery to the buyer.

Consider these two components.

Transport logistics of the studied enterprise involves the organization of a system to determine the planned need of the enterprise in the formation of stocks and the organization of warehouse facilities, including delivery, unloading, picking up of cargoes, etc.

The process of organizing international transportation at TECHSTOR LLC consists of the following stages:

1. Monitoring of transportation conditions, construction of route schemes, registration of relevant documentation of electrical products;
2. Financial and economic justification of operations on international transportation of electrical products;
3. Formation of an organizational system for carrying out operations on international transportation.

In turn, the third stage consists of the following sub-stages:

- unloading and receiving of cargo;
- intra-warehouse transportation;
- storage and storage.

Let's look at each of these steps in more detail.

1. Monitoring of transportation conditions, construction of route schemes, registration of relevant documentation

Structural diagram of the organization of formation of conditions for transportation to TECHSTOR LLC can be presented with the help of fig. 1.3.

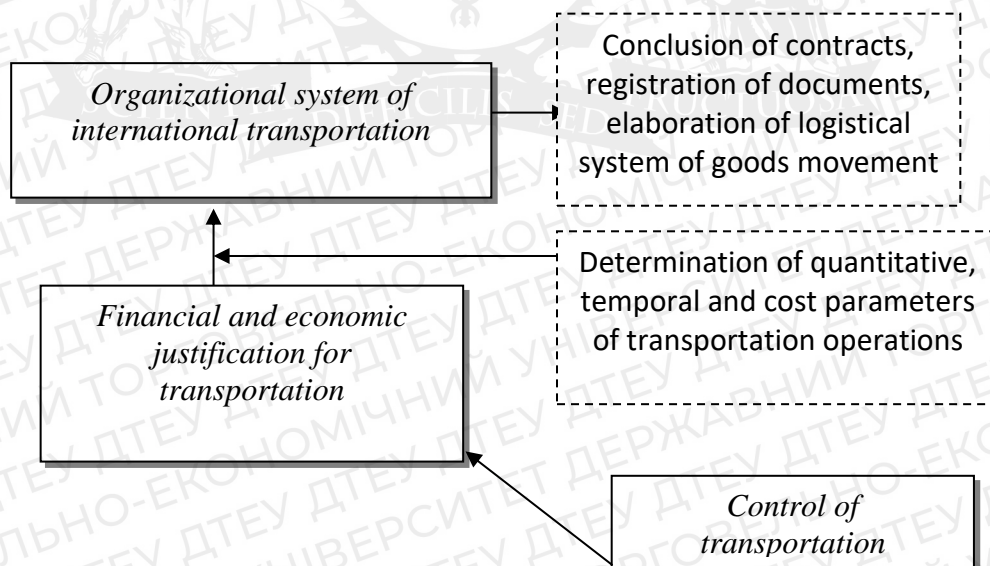


Fig. 1.3. The mechanism of organization of formation of conditions for carrying out transportations at TECHSTOR LLC

Source – made by the author based on company's data

The stage of organizing the formation of conditions for transportation at Avtospetstrans - Kyiv Cardboard and Paper Mill provides for determining the situation on the transportation market, its conjuncture, characteristics of consumer demand, price segment, analysis of possible schemes of cooperation with suppliers.

At this stage, there is a selection of potential market buyers and potential suppliers, debugging between the company and counterparties previous contacts.

To a greater extent, market monitoring functions are entrusted to the commercial department of the enterprise.

The commercial department analyzes the market conditions and determines the prospects for the development of the company in the domestic and foreign markets, optimizes the structure of transport services by determining the most profitable positions of goods and those in greatest demand.

## 2. Financial and economic justification for trade in electrical goods.

On the basis of the marketing development plan, the financial and economic service determines the necessary volumes of transport operations, at the expense of which the current expenses of the enterprise are covered.

This stage of formation and organization of the process of carrying out international transport operations at the enterprise is very important. At this stage, the company needs to calculate the needs of certain resources for transport operations, to determine the sources and mechanism of financing the purchase of fuel and lubricants from suppliers, to justify discounts for certain groups of regular customers, etc.

The functions of this stage and the responsibility for their implementation rest entirely on the financial and economic service and accounting of the enterprise.

## 3. Organizational system of trade in electrical goods

This stage is final and relates directly to the international transport

operations mechanism. At this stage, the development of documents, the signing of contracts and control over the process of their implementation. The functions of this stage are entrusted to the commercial department of the enterprise and accounting.

For a more thorough analysis of the international transportation operations at TECHSTOR LLC, we will examine the main sub-stages.

### 3.1. Unloading and receiving of cargoes

In carrying out these operations, the company of TECHSTOR LLC focuses on the terms of delivery of the concluded contract (section "basis of delivery"). Accordingly, the company prepares unloading places for the specified vehicle (trailer, truck, container) and the necessary handling equipment. Unloading at the warehouse is carried out on unloading car ramps.

Special equipment of places of unloading and choice of the loading and unloading equipment allow the enterprise to carry out unloading.

The operations performed at this stage include:

- unloading of vehicles,
- control of documentary and physical compliance of delivery orders,
- documenting the arrival of goods through the information system,
- formation of warehouse cargo unit.

### 3.2. Intra-warehouse transportation

Intra-warehousing involves the movement of cargo at TECHSTOR LLC between different areas of the warehouse: from the unloading ramp to the reception area, from there - to the storage area, configuration and loading ramp.

This operation is performed with the help of a lifting truck, which is the only one in the enterprise.

Transportation of goods inside the warehouse is carried out at a minimum length in time and space through the through "direct-flow" routes. This allows the TECHSTOR LLC to avoid being repossessed in each of the warehouse areas and inefficient operations. The number of transshipments (from one type of



equipment to another) according to the calculations of the warehouse logistics companies is not yet minimal, and they are now working on improving warehouse routes.

### 3.3. Warehousing and storage

The warehousing process at the TECHSTOR LLC company under investigation is to place and stack the cargo for storage. The basic principle of rational storage is the efficient use of the volume of the storage area. The prerequisite for this is the optimum choice of the storage system and, above all, the storage equipment. Storage equipment must meet the specific features of the load and ensure maximum use of height and storage area. The space under the working aisles is minimal, but taking into account the normal working conditions of hoisting-and-transport machines and mechanisms. For orderly storage of the cargo and its economical placement the company uses the system of address storage on the principle of solid (fixed) or free (cargo is placed at any available place) the choice of storage location.

TECHSTOR LLC 's warehousing and storage process includes:

- a) bookmark of cargo for storage,
- b) storage of cargo and provision of appropriate conditions,
- c) control over the acceptance of stocks in the warehouse, carried out through the information system.

The enterprise uses a conventional warehousing system, in which information base is the base of the system 1C Enterprise. Residues in the warehouse are processed using a special module. Quite often, the program "hangs", taking up extra time. That is why today the problem of replacing warehouse logistics management software and procurement planning has arisen at the enterprise.

- Order picking, transportation and shipping

The process of bundling is reduced to preparation of goods according to the orders of buyers.

Order picking and shipment include: a) receiving the customer's order (selection sheet), b) selection of goods of each name by the client's order, c) a complete set of the selected product for a specific customer according to his order, d) preparation of the goods for shipment (packing, for the carrier), e) documenting the prepared order and monitoring the preparation of the order, f) integration of customer orders into the consignment and clearance of transport invoices, g) the shipment of goods to the vehicle.

The commissioning of customer orders is carried out in the configuration area. Preparation and registration of documentation is carried out through the information system. The address storage system allows you to specify the location of the goods being selected in the selection sheet, which significantly shortens the time of selection and helps to track the release of goods from the warehouse.

We analyze the dynamics of the volume of rendering services in international freight transportation by the investigated enterprise. We will analyze only the indicators of the volume of rendering of services of international transport transit transportation, the information of which is reflected in the data of the shipping documents on the goods transported by the enterprise during 2017-2021. (Table 1.7).

Table 1.7

**Dynamics of the volume of rendering of services in the international transportation of cargoes of TECHSTOR LLC for 2017-2021 thous.UAH)**

Countries	Years					Deviation, 2018-2019		Deviation, 2020-2021	
	2017	2018	2019	2020	2021	+/-	%	+/-	%
<i>European countries, including:</i>	4989	6300	7469	11433	17767	12778	256,1	6334	55,4
Germany	1179	1565	1825	2979	4588	3409	289,1	1609	54,0
Poland	1305	1716	2026	3140	4763	3458	265,0	1623	51,7
Slovakia	442	618	1055	1429	2279	1837	415,6	850	59,5
Romania	347	439	235	483	935	588	169,5	452	93,6
Hungary	337	494	737	966	1520	1183	351,0	554	57,3
Czech Republic	632	631	636	1047	1578	946	149,7	531	50,7

continue the tab. 1.7

Countries	Years					Deviation, 2017-2019		Deviation, 2020-2021	
	2017	2018	2019	2020	2021	Th.uah	%	Th.uah	%
Italy	747	837	955	1389	2104	1357	181,7	715	51,5
<i>CIS countries, including:</i>	5536	7425	9278	8695	11455	5919	106,9	2760	31,7
Belarus	1905	2553	3165	3502	5231	3326	174,6	1729	49,4
Russia	2547	3445	4338	3321	2951	404	15,9	-370	-11,1
Moldova	1084	1427	1775	1872	3273	2189	201,9	1401	74,8
<i>Total</i>	<i>10525</i>	<i>13725</i>	<i>16747</i>	<i>20156</i>	<i>29221</i>	<i>18696</i>	<i>177,6</i>	<i>9095</i>	<i>45,2</i>

*Source – made by the author based on company's data*

As the data in table. 2.7, in 2018 the volume of international transportation increased by 18696 thousand UAH or by 177.6% compared to 2014. In 2018, as compared to 2017, the volume of international cargo operations increased by UAH 9095 thousand or by 45.2%. The volume of international traffic increased mainly due to the increase in the following destinations: Poland by 265% in 2018 against 2014 and 51.7% in 2018 against 2017; Germany by 289.1% in 2018 against 2016 and 54% in 2018 against 2017; CIS - by 106.9% in 2018 against 2016, and by 31.7% in 2018 against 2017.

In Fig. 1.4 presents the geographical structure of international traffic abroad.

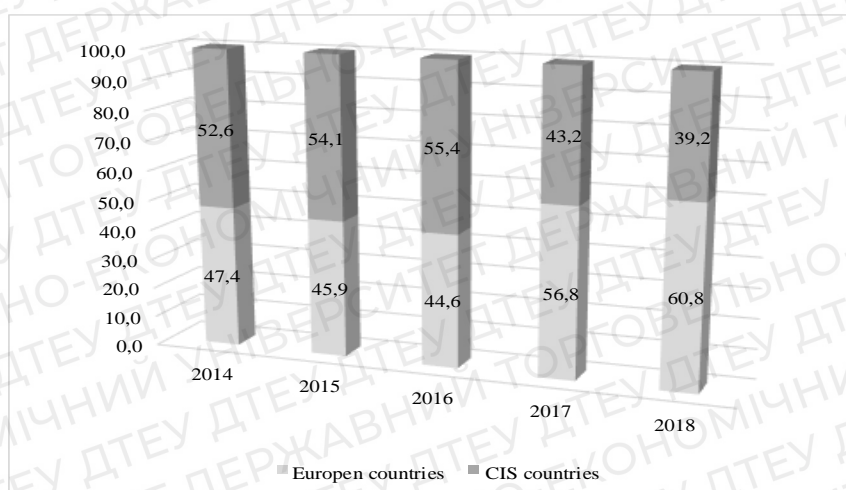


Fig. 1.4. Geographical structure of the international cargo transportation operations of TECHSTOR LLC for the years 2014-2018.

*Source – made by the author based on company's data*

As the data of fig. 1.4, in the structure of international cargo transportation operations, TECHSTOR LLC companies prevailed towards the EU direction by 2016. In particular, this was ensured by significant volumes of bilateral transport with Germany, Hungary and Poland. In 2017-2018, the direction of the CIS countries began to prevail, as demand for transport within Western Europe decreased significantly as a result of the financial crisis.

Consider the volume of services provided by their types (Table 1.8)

Table 1.8

Dynamics of freight transportation services TECHSTOR LLC in the foreign market for 2014-2018.

Countries	Years					Deviation, 2014-2018		Deviation, 2017-2018	
	2014	2015	2016	2017	2018	Th.uah	%	Th.uah	%
Transportation of goods	5473	7274	9043	11287	17240	11767	215,0	5953	52,7
Customs clearance of goods	2421	2882	3684	4233	6721	4300	177,6	2488	58,8
Brokerage services	1474	2196	2512	2419	3214	1741	118,1	796	32,9
Cargo zebra services	632	961	837	1612	1461	830	131,4	-151	-9,4
Other logistics services	526	412	670	605	584	58	11,1	-20	-3,4
Total	10525	13725	16747	20156	29221	18696	177,6	9065	45,0

Source – made by the author based on company's data

As the data in table. 1.8, in 2018, the overall volume of logistics services provided by the company was mainly driven by the decline in the following types:

- Transportation of goods - an increase of 215% in 2018 compared to 2014 and 52.7% in 2018 against 2017;
- Customs clearance of goods - an increase of 177.6% in 2018 compared to 2014 and 58.8% in 2018 against 2017;
- Brokerage services - an increase of 118.1% in 2018 compared to 2016

and 32.9% in 2018 against 2017;

- Cargo storing services - an increase of 131.4% in 2018 compared to 2016 and a decrease of 9.4% in 2018 compared to 2017.

The specific structure of the provided logistic services is shown in Fig. 1.5.

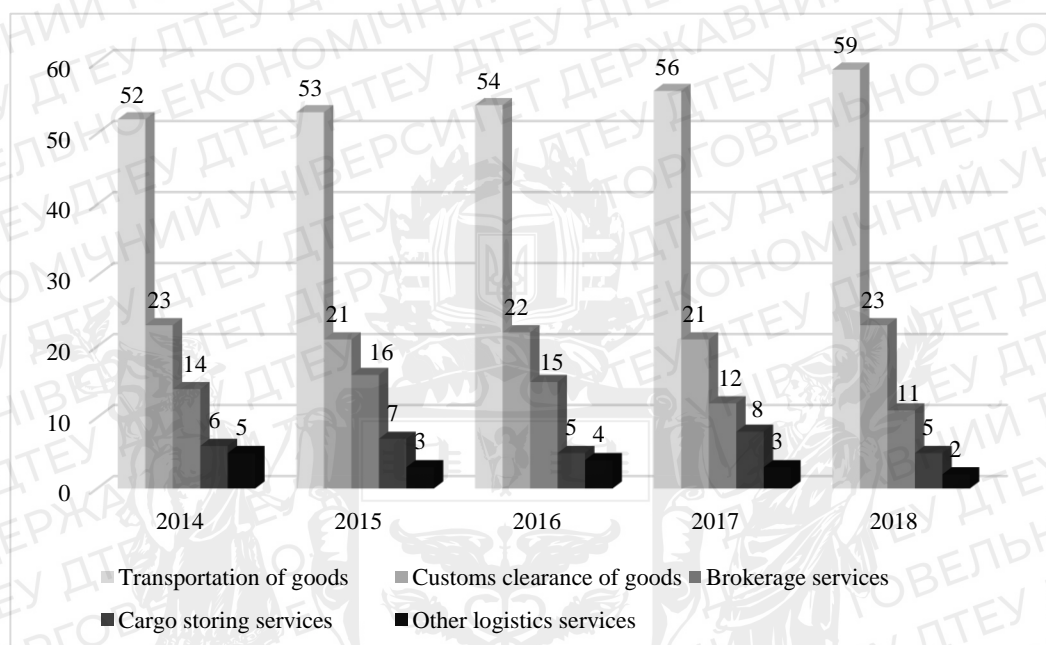


Fig. 1.5. Structure of logistic services rendered by the TECHSTOR LLC company for 2014-2018

*Source – made by the author based on company's data*

As the data of fig. 1.5, the structure of logistics services provided is dominated by the proportion of services related to international freight. Over the 5 years, the share of these poles increased from 52% in 2014 to 59% in 2018.

The organizational structure of logistics chains for TECHSTOR LLC may be different depending on: 1) the size of the supplier company; 2) volumes of delivery; 3) management concepts; 4) material consumption; 5) the number of links; 6) schemes of organization of cargo flows. In addition, the organizational structure of the firm is influenced by: a) the boundaries of the competence of logistics concepts or logistics chains in the organizational structure of the enterprise or firm; b) material and functional division of logistics; c) centralized

or decentralized form of logistics management.

Therefore, having analyzed the peculiarities of the organization of international transportation at TECHSTOR LLC we can draw the following conclusions. Existing logistics approaches to transportation management vary from the simplest to the most sophisticated, depending on the size of the enterprise, management policies and technology, volume, types and transportation are approaches based on the use of the red line. The essence of the remedy lies in the fixing of the marginal boundary below which the level of stocks should not fall. When this limit is reached, a new order is automatically placed.

Thus, there are reserves for rational organization of international transportation at TECHSTOR LLC. Let them not be so significant, but they are quite simple things: the formation of new software for scheduling procurement and warehouse maintenance, improving mechanization (acquisition of another mechanized complex), organization of the workplace. In search of reserves of efficiency of procurement functioning there are no trifles, everything should be analyzed, and the results of the analysis should be used to improve the organization of the logistics process. In the structure of international cargo transportation operations, TECHSTOR LLC is dominated by Germany-Ukraine and CIS-Ukraine. Freight forwarding expenses decreased by UAH 2157 thousand or 42% compared to the 2016 level. In 2021, freight forwarding costs decreased by UAH 1,565 thousand or 35% compared to 2020. The structure of freight forwarding is dominated by the share of documentation fees and permits.

## CHAPTER 2. RATIONALE FOR CHOOSING A COUNTRY FOR ORGANIZATIONS OF IMPORTS OF ELECTRICAL GOODS

### 2.1. The role and place of China in the modern trade world

The People's Republic of China celebrates its 70th anniversary as a nuclear power, the world's second-largest economy. The world's largest exporter of goods, a permanent member of the UN Security Council a major contributor to UN peacekeeping operations, a native and respected member of the world community. China covers an area of 9.6 million square meters. km and has a population of over 1.3 billion. China has a continuous history of more than 5.000 years, during which the Chinese people have created one of the world's richest spiritual cultures. The history of world civilization is possible to imagine without the Chinese heritage, and the future of mankind - without the Chinese contribution [28, p. 20]

The report of the General Secretary of the Communist Party of China Xi Jinping at the XIX All-China Congress of the CCP on October 18, 2017, noted that the Chinese nation has made an outstanding contribution to human development and has become a great world nation. The radical change of one's own destiny, consistent movement to prosperity [27. p. 25]. 9 As a result of a 40-year period of the policy of reform and openness, launched in 1978, China has become one of the world's economic and scientific-technical leaders, strengthening its defense power, which has raised China's international status to unprecedented heights. The current achievements of the Celestial Empire should not overshadow the historical importance of the establishment of the People's Republic of China on October 1, 1949. This event marked the beginning of a new stage in the development of Asim countries, became a clear example for many peoples in the national liberation struggle, and contributed to the final collapse of the world colonial system [27, p. 26].

Since the beginning of the millennium, the world economy has undergone significant transformations that continue to radically change the world economic system. The group of the most developed countries was joined by a number of developing countries that have demonstrated significant economic achievements, and thus changed the global structure of production and consumption. Thus, at the beginning of the millennium the three developed countries with the largest economies - the United States, Japan, and Germany - formed more than half of the global GDP, in 2018 (they accounted for only a third, while the largest developing countries - China, India, and Brazil - a fifth (world GDP) are a trendy being created. Undoubtedly, such changes could have taken place due to favorable external circumstances, including stable demand in developed countries for export products of developing countries, and consistent economic policy measures that best take into account national specifics [72].

In recent years, the world economy is as a state of deep order, and the role of the "tractor" for the growth of the world economy of major economies such as Europe, the United States, and Japan has weakened. Despite the relatively rapid growth and other economies, they cannot become the driving force of the world economy due to their small-scale, and Brazil. Russia and other countries have not yet emerged from the shadow of the recession. At the same time: China has accelerated its pace of openness to the outside world and the degree of merging with the world economy is increasing day by day.

In today's world, China's economic development has entered a state of "new normalcy." Despite some slowdown, managed to maintain medium-high growth, which continues to allow China to rank among the world's major economies. At present, China's average annual contribution to world economic growth exceeds 30%, so China is the main "engine" of world economic growth

In recent decades China's patent policies have made it the world's second-largest economy. The largest exporter of goods. Second-largest importer of goods, second-largest recipient of foreign direct investment, the largest owner of



foreign exchange reserves and move China is beginning to take the lead in funding for science and research, high-tech exports, patenting, research stall, and ever-increasing productivity by creating a suding innovation component China's peaceful foreign policy, ms combustion to the development of the world economy, the confrontation of hegemony in mieruanoual religious are gradually banded China closer to the country's central place on the word singe, becoming a widely recommend bunder of international peace. contributing to global development order Even with an adman slowdown in growth by 210 cm could become the world's largest economy.

Steady growth in the Chinese economy is the mam driving force behind the recovery of the world economy. For 40 years of the policy of reform and openness, the slime of the Chinese economy in the world economy has been growing steadily.

China has become part of the global economy. It is the world's largest exporter with a share of over 11% China has 12 of the 100 most expensive companies in the world to a short time. China has been able to create extraordinary wealth for itself and those who do business with it Bejuig considers the whole direction of production to be strategic Clima's Made in China 2025 program uses subsidies and protections to achieve leader slip in 10 indicates, mude aviation, technology, and energy These induines together account for about 10% of Chinese production [72]

The issue of overcoming inequalities in Nacional development is urgent for the Chinese government In 10 years Clinic has made s socioeconomic e firesidirah From 1910 to 2018. Clune's economy grew to be an image of 9 mainlyy. Nominee OIP and Cu if pe cepit increased St and 13 times respectrvels. Rach inside economic growth ties are amazed by a positive trade balance and cartons of foreign investment.

China's current economic policy is aimed at developing the domestic market and reducing dependence on exports and FDI. The rapid development of the economy has led to an increase in the level of urbanization. In particular, as of 2018, the figure reached 52%. The level of poverty in rural areas is also decreasing from 96% in 1980 to 44% in 2018 [72, 74], (Table 1.3):

**Table 2.1**

Balance sheet indicators of ENERGIO Ukraine LLC in 2017-2021, on 31/12

Indicators	2017		2018		2019		2020		2021	
	thousand UAH	thousand UAH	in% until 2017	thousand UAH	in% until 2018	thousand UAH	in% until 2019	thousand UAH	in% until 2020	
Non-current assets	343	194.8	-43	350.2	+80	294	-16	354.2	+20	
Current assets	4301.4	6608.6	+53	10331.8	+56	50213.8	+386	82541.6	+64	
Equity	265	625.8	+136	932.2	+49	1962.2	+110	686.6	-65	
Receivables	3007	4113.4	+37	5406.4	+31	22452	+315	65763.4	+193	
Payables	1721.4	1483.8	-14	3274.8	+121	21456.6	+555	36118.8	+68	
Undivided profit	275	615.8	+124	922.2	+50	1952.2	+112	676.6	-65	
Balance	4644.4	6803.4	+46	10682	+57	50507.8	+373	82895.8	+64	

Source: concluded and calculated by the author for reports on the enterprise

Along with a policy of openness, the strategy of inclusive development has become an integral part of the Chinese government's economic reforms. Since 2004, China has adopted the concept of a "harmonious society" based on the principles of massiveness economic growth equality, sustainable and sustainable development.

According to PwC, the Chinese economy in 2017 at purchasing Perkes panty anointed to 23.2001 trillion ESD USA In the US thus tip is was 19.5 trillion USD the USA [7] (see Table 1,4)

There are about 700 million internet users and 282 million digital abonames" internet users under the age of 25) m China seeking to introduce new technologies. The scale of the national market and the just approach to management and control in the Emily years of technology development have made (las e global lender m areas such as e-commerce and financial technology.

The position of Chinese scientists in world science has also strengthened significantly in recent years. The impressive growth rate of Clima's scientific and technological potential shows significant adh ances in science made possible purty by a focused public policy that seeks to become the world's almost innovative comity in 2030 and a world leader in science by 2049 [5]

Ranking of countries 2017 2030 (forecast) 2050 (forecast) country GDP per capita PKS country GDP per capita

1. PRC 23208 PRC 38008 PRC 58499
2. USA 19485 USA 23475 India 44128
3. India 9474 India 19511 USA 34102
4. Japan 5443 Japan 5606 Indonesia 10502
5. Germany 4199 Indonesia 5424 Brazil 7540

Note. Compiled by the author according to PricewaterhouseCoopers (PwC)

In 2017, China spent \$279 billion on research and development USA. Now le country faces, first of all, the task of developing basic science. There is also a need to promote, new technologies that should free the Chinese economy from dependence on heavy industry, which is harmful to the environment.

According to Reuters, China's R&D spending in 2017 is about 2.1% of GDP. down significantly from 2.8% in the Luterl States, 2.9% in Germany, and 3.3% in Japan However, the country's minimal spending on R&D has increased by 70,9% since 2012, and China's technological success cannot be deemed .

The United States accounts for 38% of global investment in AI startups. While China accounts for 48% of 11io, the country is also actively investing in areas such as renewable energy, Single speed trains and electric vehicles. Experts note that China's innovative achievements are the result of purposeful state policy and apply to almost all spheres of literyut-pelin.

In 2017, according to a report by CB Insights. China surpassed the United States for the first time in terms of investment in startups that develop artificial intelligence algorithms (AI). The United States accounts for 38% of global investment in AI startups, while China accounts for 18%. The country is also actively investing in areas such as nuclear and renewable energy. high-speed tums and element vehicles. Experts note that China's innovative achievements are the result of purposeful state policy and apply to almost all spheres of life.

According to the to natural compeincaress index in 2017 China became the most competitive country m the malmal sector Leading position was by the country in previous surveys of the Wand index of maternal Compentists in 2010 and 2011. However, the leaders of global companies pre-die that in the next five years it will move to the second step.

The United States comes to work to improve is rendang, moving from 4th place in 2010 to 3rd place m 2013 and 2nd place in 2017 Germany and thund. Japan tour and South Korea It is expected that over the next 10 years, the Lined States will become the leader ahead of China, and Company will continue to close the top three leaders in industrial competitiveness [67] (67)

World Index of Industrial Competitiveness in 2017 and forecast for 2040  
2017 2020.

Position	Country	Index Value	Position	Index Value	
1.	PRC	100	1.	USA	100
2.	USA	99.5	2.	PRC	93.5
3.	Germany	93.9	3.	Germany	90.8
4.	Japan	80.4	4.	Japan	78

5. South Korea 76.7 5. India 77.5
6. Great Britain 75.8 6. South Korea 77
7. Taiwan 72.9 7. Mexico 75.9
8. Mexico 68.5 8. Great Britain 73.8
9. Canada 68.7 9. Taiwan 72.1
10. Singapore 68.4
10. Canada 68.1

Note. Compiled by the author according to Deloitte

## **2.2. Development of trade in technological products between Ukraine and China.**

Thus, world history has not yet known the scale and pace of industrialization and urbanization with which they took place in China. The rapid growth of the Chinese economy has given all countries of the world, especially neighboring countries, a chance for interconnected development, and has had a decisive impact on the economic prosperity of the world economy at the end of last and beginning of this century.

In the next few years, China will continue to play an important role as a "powerful engine" in the process of restoring global economic growth. Of course, the growth of the world economy cannot rely solely on the Chinese contribution.

Since China's reforms and openness policy began in 1979, the country has undergone a gradual process of economic change that has led to a major transformation of the domestic economy that has changed the lives of residents while making China an extremely influential player in the world economy.

Initially, the Chinese government encouraged a policy of attracting foreign investment, which turned the country into a "global plant" based mainly on the use of Chinese labor. While multinational corporations benefited and increased profits through lower production costs due to lower wages and poorer working

conditions. FDI inflows have been a major driver of unprecedented economic growth.

Related reforms and restructuring of the economy have led to the emergence of large Chinese companies, including multinationals (often state-owned), which have begun to increase their expansion abroad. If 20 years ago only two companies from China were included in the list of "Global Fortune 500", in 10 years there were already 22, and now - more than a hundred companies are included in the list, and three Chinese companies are among the five largest GNPs in the world.

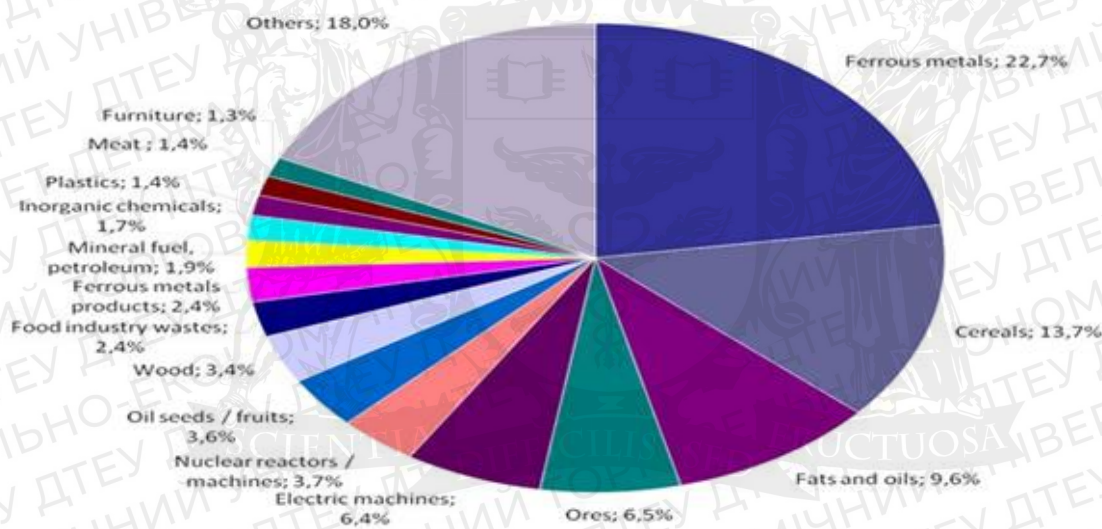


Fig. 2.1. Commodity pattern of foreign trade of Ukraine, 2021 (%)

Source – [www.trademap.org](http://www.trademap.org)

Until recently, attracting FDI was officially the key priority of Chinese economic policy, but there has been a gradual shift in the focus on foreign direct investment (FDI) from China.

In the early 2000s, the government announced a strategy of economic expansion that encouraged Chinese companies to invest in foreign countries. Since the mid-2000s, China's FDI has grown significantly, and now the volume

of foreign investment exceeds the amount of direct investment [53, p. 76]. Thus, after the creation of the Special Economic Zones and China's accession to the WTO, the next round of economic expansion was the One Belt, One Road Initiative proposed by Xi Jinping. This is a very important and ambitious step in strengthening the role that China is playing in the global arena, and its implementation will affect the lives of millions of people around the world.

The One Belt. One Road initiative was proposed in 2013. Since then, a mindset of science sides have been conducted to assess the impact of this project on the world economy and politics. Today, in order to predict probable development scenarios, it is also necessary to assess the main motives of the PRC government

The second forum of international cooperation on the implementation of the initiative "One Belt. One Road", which took place in Beijing on April 25-27, 2019, gathered a number of participants - 5,000. One came from 150 countries. The number of delegations at the level of country leaders was also higher than before.

The official documents of the forum name 283 practical results and decisions that have been achieved. in addition to 140 contracts concluded between the participants of the forum for 6 billion dollars in the USA. In general, the forum showed that the Chinese negative since the first forum, which took place in May 2017 is already yielding practical results 152 271. The One Belt. One Road initiative has already become a factor in global growth and has opened up new opportunities for global development. The complex participating in the initiative account for 13.4% of the world and the total volume of trade between China and the member countries of the initiative exceeded 6 billion dollars the USA.

At the new stage of the initiative implementation. it is necessary to define priorities more clearly and focus on improving comprehensive connections and compatibility, striving for quality development

Today, it is clear that the initiative is needed not only by China itself but by all participating countries. The general slogan of the second forum was appropriate - "Building together" One Belt One Road", opening a beautiful future" - pointed out that without the efforts of all participants will be difficult to achieve the ultimate goal to work for development and prosperity for all mankind. to live mutual benefits.

Statements by Chinese representatives and leaders, Bolli before and during the forum, said that the initiative had taken place and had long ceased to be just an idea on paper. It is a real mechanism of cooperation between countries, which is already creating new ties and benefiting, helping the participating countries to face common challenges that one other country could overcome on its own.

The formal participants of the initiative were 127 countries around the world, which signed relevant documents will China. This is twice as much as the first forum in 2017. To this should be added 29 international organizations that are also formally involved in the initiative, but the forum noted the presence of representatives from 00 international and regional organizations, ie the number of participants will continue to grow.

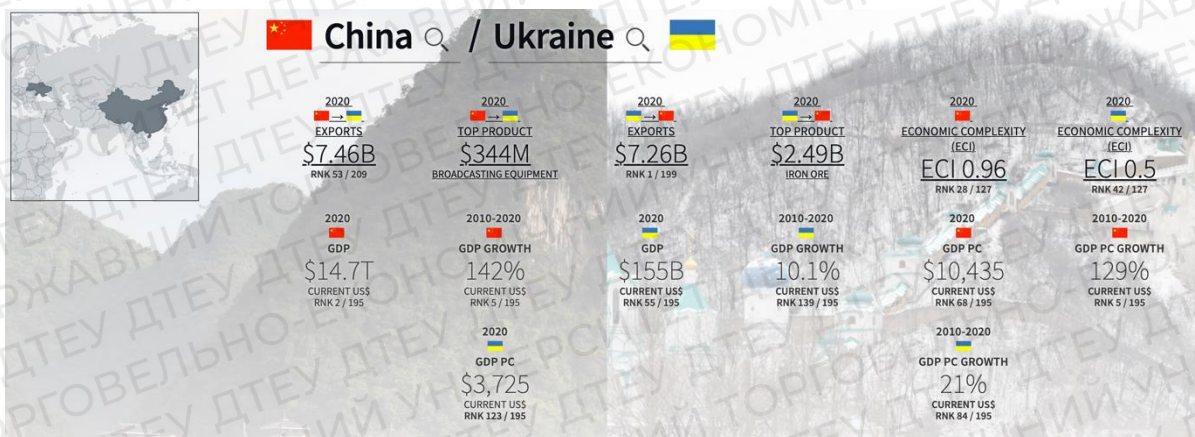


Fig. 2.2. Comparative analysis of main economic pillars of China and Ukraine, 2021

Source — <https://www.ceicdata.com/en/indicator/ukraine/total-imports-from-china>



At this stage, China has only reserved the right to set institutional standards for the initiative, which, in turn, would meet current international standards and would be open [54. p. 110].

At a time when China is entering a new phase of in-depth reform and openness, it is important for Beijing to make efforts in the future to ensure that the One Belt One Road initiative brings maximum impact not only to itself but to the global economy as the basis for multilateral economic development.

It can now be said that the Second Forum for International Cooperation on the One Belt One Road initiative has been duly appreciated. China has agreed with all participants to continue the practice of holding such forums in the future [10, p. 22].

Ukraine took part in the Second international Forum "One Belt, One Road" in its traditional format. The Ukrainian delegation was headed by the First Deputy Prime Minister of Ukraine, Minister of Economic Development and Trade Stepan Kubiv [53, p. 76].

The One Belt, One Road project aims to strengthen geopolitical cooperation between Asia and Europe, which is why Ukraine is important in its implementation. Ukraine is a strategically important logistics hub between Asia and Europe. The best approach to further developing the Chinese Express to Europe is to create routes through Ukraine. Ukraine offers Chinese colleagues a joint project portfolio: development of port infrastructure, and alternative energy facilities, construction of roads and bridges, development of railways and airports, high technology, cooperation in aerospace, and processing of agricultural products [53. p. 77].

Despite the fact that the participation of the Ukrainian delegation was in the midst of the presidential election campaign, Kyiv insisted on its readiness to talk about profitable transport routes through Ukraine to connect China with European

countries. establish cooperation between Ukrainian and Chinese enterprises with further sales in EU markets.

Ukraine seeks to develop cooperation in the modernization of Ukrainian industry and create joint production facilities.

During the forum, the Ukrainian delegation agreed to sign an investment agreement between the governments of Ukraine and China totaling \$ 340 million. The USA for the construction of a bridge across the Dnieper in Kremenchuk. A Memorandum was signed to develop a detailed Ukraine-China roadmap for the joint construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road (One Belt One Road).

In recent years, leading Ukrainian experts have been paying increasing attention to issues of multilateral cooperation and global issues within the One Belt One Road initiative. Many Ukrainian public, scientific, and educational organizations are more active in the Chinese initiative than government agencies. Especially over the past few years in Ukraine, the number of scientific papers, analytical studies, and publications in the media on this issue has increased [43. p. 32)

Thus, the initiative One Belt, Cine Road was launched 6 years ago Over the years. the world community has gone from the annual acquittance with the idea of just construction of the initiative to is adoption and wide participation. With the active promotion of "Ole Belt One Road, five interrelations that are the stay and core of the initiative are deeply evolving and progressing.

The five pillars correspond to the following five specific measures:

Lending Chinn intends to provide government foams to friendly countries (Amin African and Latin American developing countries) that will be used to build the infrastructure of the borrower.

- Partial or complete tax exemption: provide friendly developing countries with tax benefits for certain groups of goods.

- Training: China will open training and research facilities in developing countries. provide foreign scholarships to foreign students, which will boost the development of the local economy.
- Increase material assistance: provide material assistance to various developing countries, in particular in the fields of agriculture, food, education, health, green energy. etc.
- Debt elimination: after the beginning of the financial crisis, China, solving its own difficulties, also continued to support developing countries by providing free assistance, interest-free, soft loans [52, p. 27]
- Prospects for the creation of a free trade area between China and Ukraine in the framework of the initiative "One Belt. One Road"

**Ukraine among the EU's main partners for trade in goods, 2021**  
(% share of extra-EU exports/imports)

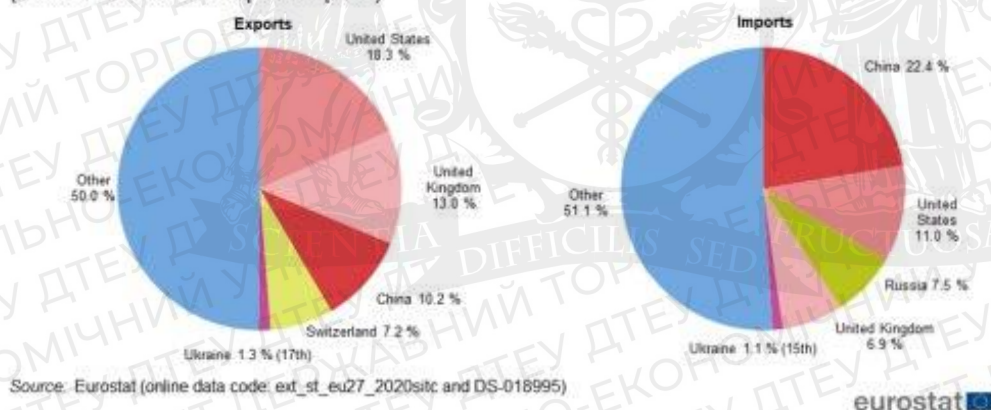


Fig. 2.3. Ukraine among the EU's main partners for trade in goods, 2021 (%)

Source - <https://ec.europa.eu/eurostat/data/database>

However, Ukraine's share in China's trade structure is insignificant and amounts to 0.2% of foreign trade, which accounts for the negative balance of trade between Ukraine and China. China is Ukraine's first largest trading partner in 2019, while Ukraine is China's 56th trading partner, but there are prospects for increasing trade between the two countries to \$20 billion. The USA, which is achievable in the coming years [63].

In the commodity structure, Ukraine exports mainly raw materials - com and ore. Instead, imports from China are high- and medium-tech (mobile phones and devices, diodes and computers).

In 2019, the economy of Ukraine attracted 36.38 million dollars. US investment from China. The largest amount of investment is directed to industrial enterprises, and areas of professional. Scientific and technical activities; agriculture, forestry, and fisheries. The volume of investments from Ukraine into the Chinese economy amounted to 0.61 million dollars. The USA At the same time, the situation in the market of mergers and acquisitions is more optimistic In 10 years, Chinese investors have bought companies worth \$7.5 billion. USA [63]. Under the One Belt, One Road initiative, Chinese investors bought energy companies (\$ 180 million) and contracted in the transport sector (\$ 100 million). Also in the final stage are two agreements in the tinductal and banking sectors the purchase of the Ukrainian Bank for The construction and Development, as well as 25% of the shares of the Ukrainian stock exchange PETS.

The most attractive industries for Chinese investors are agriculture, energy, transport infrastructure, and the IT sector. This can be explained by Ukraine's significant potential in these areas and the Chinese government's strategic prides. According to FAO estates. Learning em provide food for more than 600 million people.

Ukraine ranks second in the capacity of the gas transmission system (178.5 billion s/year), and seventh in terms of instated NPP capacity in the energy sector, alternative energy is a priority for Chinese investors. However given the significant proven reserves of natural gas, Ukraine can increase production by 5 times with the investment of 2 billion dollars the USA .

In terms of transport infrastructure, due to its advantageous geographical location. Ulrich in major transport and transit hub connecting Western Eastern Europe and can become a major transport hub with a network, of railways of 22 thousand kilometers and a length of 1701 thousand km [53, will: 771]

The IT sector is growing significantly, there are 1.000 IT companies and more than 100 R&D centers in Ukraine, and the export of IT services is over \$2.5 billion. USA m 2019 [91]

According to the Ukrainian Institute of the Future, by 2030 the total need for ton investment is 275. billion dollars. US dollars, or about 20 billion dollars the USA annually.

Including annually in agriculture -5 billion dollars, USD, for infrastructure development -7.5 billion dollars. USD, in the power industry - 330 million dollars. USD. gas production - 2 billion dollars USA Such investments will ensure economic growth by 89%.

Fast-growing industries in China, studying e-commerce, tourism, logistics, IT services, and education. alternative energy, agriculture, and healthcare, maybe a priority for Ukrainian business

Today. Ukraine and China are strategic partners, which are enshrined in the official the Treaty of Friendship and Cooperation between Ukraine and China Just Declamiion of the People's Republic of China on further deepening of strategic partnership relations: Program for the Development of Strategic Partnership Relation between time and China for 2011-2018

Ukraine also joined the One Belt One Road fine in 2017, signing an actor plan within the Silk Road Economic Belt and the Marnane Sili. Poed on the 21st Century However, indicators of investment and trade in over between Ukraine and Chine shows that the stunt air partnering is decided only to official documents. In practice, we are only taking the steps toward this great stre cooperation trade turnover between Ukraine and China shows that the strategic partnership is declared only in official documents In practice, we are only taking the first steps towards this great strategic cooperation: Therefore, from an economic point of new, it is necessary to take a number of measures First, join the Asian Bank for Infrastructure Projects This international financial organization is a major investor in infrastructure project "One bell, one wage"

Without its membership, we cannot count on increased investment in infrastructure projects in Ukraine.



## CHAPTER 3

### DEVELOPMENT OF MEASURES TO INCREASE THE EFFICIENCY OF TECHSTOR LLC

#### 3.1. Organizational support for the import of TECHSTOR LLC of electrical goods from China

Development of marketing communication strategy of TECHSTOR LLC involves the formation of a system of communication measures with the elements of direct marketing.

In the management of the enterprise operates a communication system - a set of elements that is directly related to the goals, functions and organizational structure of the enterprise, the directions of information flows, technology of their transmission, the development of communication strategies in management. Such a system will serve as a marketing communication system.

The steps of developing an effective company marketing communication program can be divided as follows: identifying a contact audience; determining the purpose of communication; creating an appeal; selection of communication channels; determining the overall budget allocated for communication; deciding on mixed promotions; evaluation of promotion results; managing the implementation of complex marketing communications and coordinating this process.

The results of the study of the organization and planning of marketing communication activities of TECHSTOR LLC of different companies indicate that: separate stages of the process of planning of marketing communications activities are carried out; the choice of communications is subjective; The main elements of marketing communications are sales promotion and advertising.

TECHSTOR LLC spends considerable money on sales promotion, while not achieving the goals of marketing activities - retaining market share. Analysis of the use of the marketing communications system TECHSTOR LLC revealed the following shortcomings: in the marketing communications system used by

the company separate elements of the system of sales and advertising; Advertising as the most important element of marketing communications to achieve the company's marketing goals is inefficient. Elements of the marketing communications system are not used comprehensively, without the system.

Therefore, in order to improve the marketing communication system of TECHSTOR LLC , the author considers it advisable:

- plan communication policy activities;
- to determine the formation of the company's image;
- focus on the target group of the company;
- use company to communicate communication strategy;
- the main elements of the marketing communications system used with the company to promote sales and advertising, ancillary - public relations.

Also, special attention should be paid to advertising issues:

- the proposed advertising strategy "selective", "projection" will allow to form the image of the company that provides maximum effect;
- It is suggested to create advertising circulation on the basis of motivational analysis to consumers, company opportunities, psychology of perception of consumers of information and images;
- to choose advertisers on the basis of determination of: ways of obtaining information by consumers; cost of advertising (per 1,000 contacts); opportunities of the company; the schedule of promotional activities should take into account the patterns of consumer feedback.

The sales promotion system must provide the target group with advantages over the sales promotion systems of competitors.

Improving the quality of services and the effectiveness of their delivery can be ensured through: a continuous analysis of the requirements offered for the service and the successes achieved in improving the quality or problems in addressing these issues; taking precautionary measures to eliminate customer dissatisfaction; optimizing costs related to quality assurance.



In order to improve the communication policy of the company, it is necessary to develop a communication strategy of the company to promote a new type of product or services, to plan the advertising activities of the company. Therefore, the structure of the marketing communication strategy should be as follows: the main elements - advertising and RI-measures and auxiliary elements - direct marketing, sales promotion.

The proposed measures will allow the optimal use of the company to use the marketing communications system, to achieve the marketing goals. After all, marketing communications - one of the elements of the marketing complex, which is a set of different activities to bring information about the benefits of the product to potential consumers and stimulate their desire to buy it. In this sense, marketing communications are identical to the product promotion complex.

Forming the target audience, we must start from the fact that the main part of it will consist of companies that are members of foreign trade, have foreign partners, or import of TECHSTOR LLC and services (Fig. 3.1).

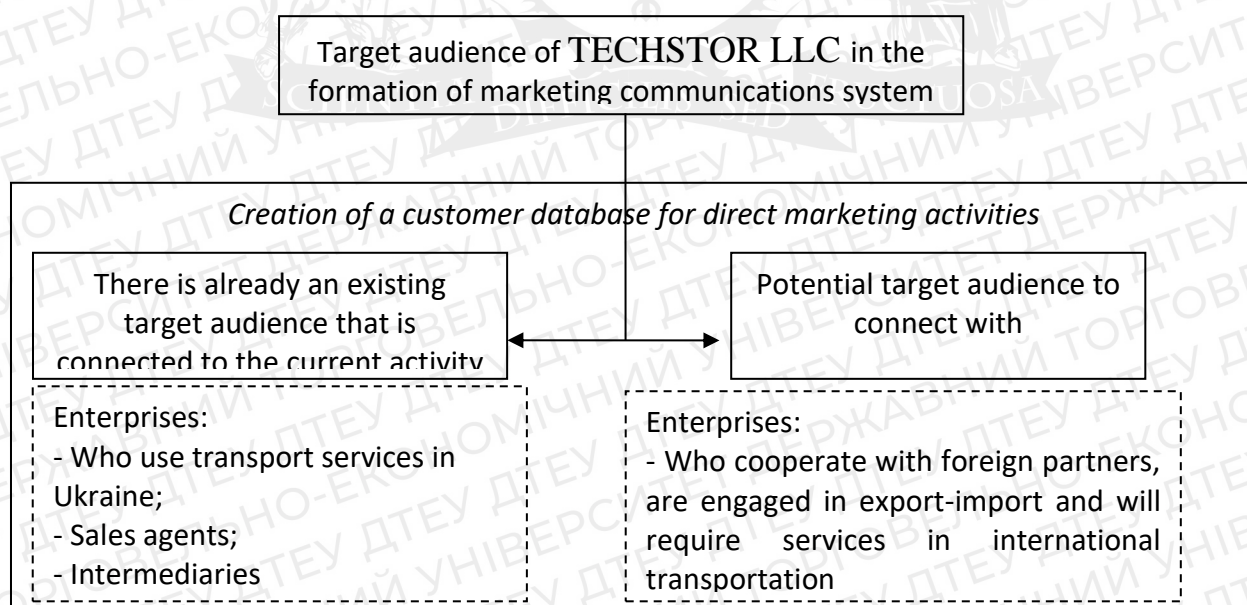


Fig. 3.1. Target Marketing Audience of TECHSTOR LLC

*Source – made by the author based on company`s data*

Let's develop a marketing communications program according to the above steps. Selection of target audience of marketing communication strategy.

The target audience of TECHSTOR LLC marketing communications strategy for new service advancement is directly to companies that need to deliver mail on international routes. For this purpose, it is necessary to determine the main methods of bringing information about new company services to a potential client.

The next step in the formation of an enterprise marketing communications program is the formation of communications media.

The characteristics of the main types of marketing communications media are shown in Fig. 3.2.

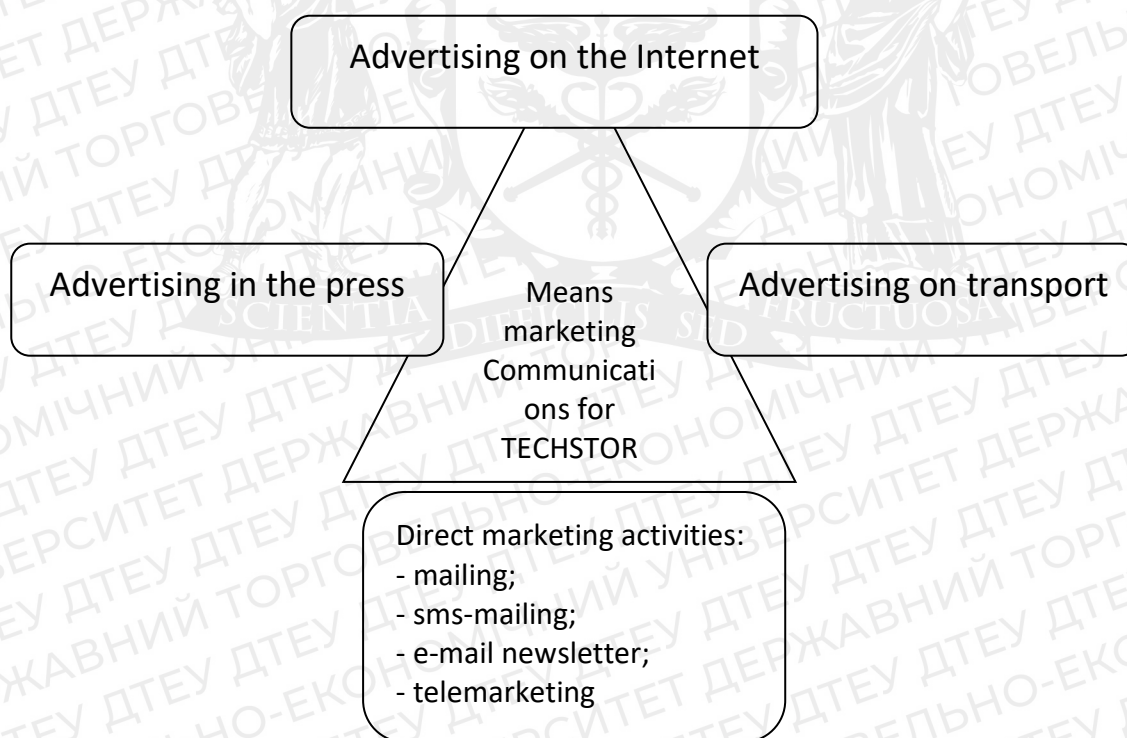


Fig. 3.2. Basic marketing communications of TECHSTOR LLC, 2022

*Source – made by the author based on company's data*

The main means of marketing communications for the studied enterprise can be identified as follows:

- mailing;

- sms-mailing;
- e-mail newsletter;
- telemarketing;
- Internet advertising;
- Advertising in business publications;
- advertising on transport.

These types of communications are optimal for the investigated enterprise based on the specifics of its activity.

Each tool has its own specific features and purpose. It is advisable for an enterprise to limit itself to these media only, since it has a limited budget for their financing. Advertising on the Internet will be of great importance when forming a complex of spontaneous orders, should the client need international mail delivery services. Advertising on transport is for informational purposes only and is intended to increase the target audience.

Advertisements in the press should be used to specifically influence the target audience that has already been formed. It will be important for enticing customers from other freight forwarding companies. The communication budget for 2020 for TECHSTOR LLC is given in Table. 2.1.

*Table 3.1*

**Marketing Communications Plan of TECHSTOR LLC for 2022-2023**

Marketing communications tools	Quantity	Occurrence	Alocation	Message dimensions	Pice, UAH	Quantity	Amount, doll.USD	Dis-count	Amount excluded Discount, USD
1. Direct marketing communications									13850
mailing;	-	1 per a month	-	-	10,5	1000	10500	10%	9450
sms mailing list	-	1 per a week	-	-	1	5000	5000	10%	4500
e-mail newsletter	-	1 per a week	-	-	-	-	-	-	-
telemarket ing	-	1 per a month	-	-	-	-	-	-	-

2. Communications in press									6500,00
Price	80	1 per a month	1/12 of page	93x40	859,00	-	2577	15,00%	3500,00
Transport servoces	30	2 per a month	1/15 of page	180x130	413,00	-	2478	10,00%	3000,00
3. Information on transport									10000,00
4. Communications in WEB									27458,80
Totl, USD									57808,80

Advertising on transport will be organized by ordering stickers bearing the logo of TECHSTOR LLC on its transport. Approximate cost of works on the doping of transport - 10000 USD, including the cost of materials. An example of sticky notes on freight transport is shown in fig. 3.2.



Fig. 2.2. Placement of stickers on freight transport

Advertising on the Internet requires more detailed disclosure.

Modern advertising Internet technologies allow you to prepare and launch a target-oriented advertising campaign that is of interest to your service or product in no time. This can be done through contextual advertising from search engines such as Google, Yandex, Rambler and more.

For the TECHSTOR LLC, the most optimal option would be to develop a concept for promoting the site of the company.

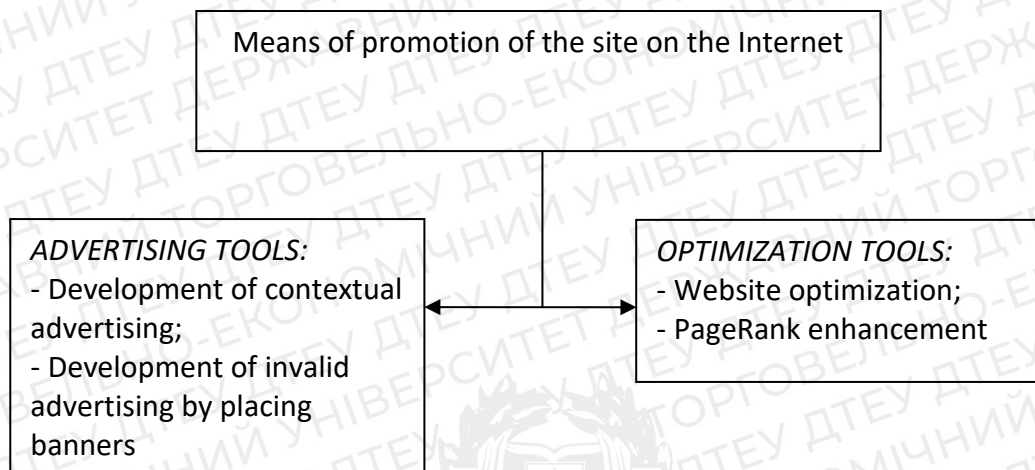


Fig. 3.3. The main tools for promoting TECHSTOR LLC on the Internet for 2022-2023

Website promotion, or website promotion, is a set of measures designed to increase website traffic and citation. Promotion includes the following measures (Fig. 3.3): contextual advertising; display advertising - banner placement; optimizing site content for specific searches enhancement of PageRank (algorithm for calculating the authority of a page used by the Google search engine) and TIC (Thematic Citation Index - a tool for determining the authority of resources, designed to ensure the relevance of resources in the headings directory search engine Yandex).

Company registration in the ratings: mytop-in.net, diesel.in.ua/top, top.bigmir.net, topping.com.ua, catalog.i.ua. Search Engine Optimization on the Networks: Google, Bigmir.net, Meta.ua, Live.com, Uaportal.com, Online.ua.

We need to choose the best sources to create an online advertising program. Thus, the best Internet sources will be: Google, Yandex, mytop-in.net, top.bigmir.net, advertising.ua, mediainform.com.ua, business-ua.com, www.mediabusiness.com.ua, marketing -ua.com. The advertising budget for Internet sources is as follows:

Table 3.3

**Annual budget for Internet advertising spending (2022-2023)**

WEB-source	Freequency	Advertisi ng area in MPC / mm.q.	Price with VAT, USD	Quantity	Amount with VAT, USD
<b>Search engine optimization</b>					
Google	1 time a week	40X40	6840	1,00	6840
Yandex,	1 time a week	40X40	6612	1,00	6612
<b>Registration in ratings</b>					
mytop-in.net	1 time a week	20X20	98,8	1,00	98,8
top.bigmir.net,	1 time a week	20X20	114	1,00	114
<b>Registration in directories</b>					
advertising.ua	1 time in 2 weeks	30X25	3914	1,00	3914
mediainform.com.ua	1 time in 2 weeks	40X40	3648	1,00	3648
business-ua.com	1 time in 2 weeks	40X40	3420	1,00	3420
www.mediabusiness.com.ua	1 time a month	20X20	1368	1,00	1368
marketing-ua.com	1 time a month	20X20	1444	1,00	1444
<b>Total</b>					<b>27458,8</b>

So, we have offered an online direction for further development of the direct marketing of TECHSTOR LLC, which will effectively attract the target audience and expand the area of advertising influence. The approximate cost of measures for the implementation of the strategy of marketing communication activity on the Internet is 27 458,8 UAH. The main means of promoting the company in 2020 on the Internet are blogging, contextual advertising, site optimization and page promotion. Thus, it should be noted that the communication process is quite complex and multifaceted. Knowledge of all types of communications is essential for marketers, managers and executives to

improve the effective exchange of information in the management of the enterprise and the organization of its activities.

### 3.2. Forecast assessment of the effectiveness of the import of TECHSTOR LLC electrical goods from China

Need to substantiate the main directions of improving the effectiveness of marketing communications. For this purpose, we will characterize the main segments of services, within which certain marketing communications tools will be used, as well as methods of implementation of marketing communication measures when promoting these services on the market.

As mentioned above, the company is already using telemarketing as a marketing communication based on making cold phone calls to potential and existing customers. However, it is worth noting that this approach is not effective enough because it lacks the system and the mechanism to manage it. The same can be said for e-mail newsletters. Today, the company emails manually via email. Accordingly, in today's context, it is necessary to offer an effective and cost-effective alternative to this approach. As for the sending of SMS messages, this tool is new and requires the development of logic and mechanism for its implementation.

Thus, the main directions of improvement of marketing communication methods at the studied enterprise are the following:

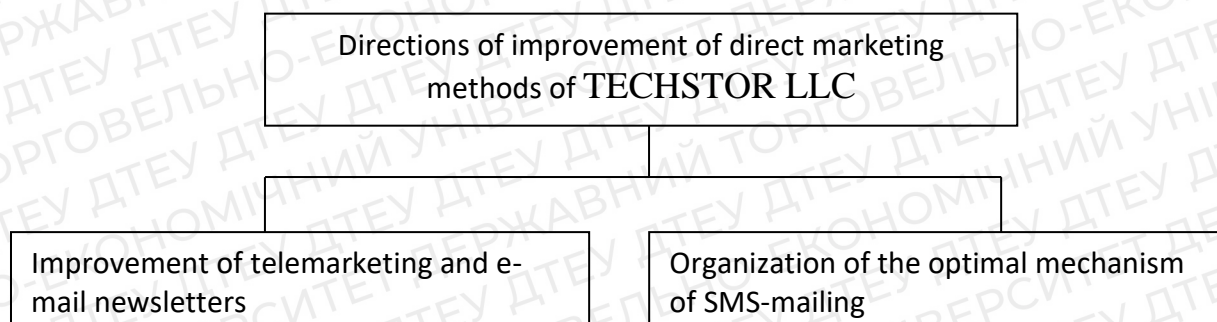


Fig. 3.4. Directions of improvement of TECHSTOR LLC marketing communications methods, 2022-2023

In order to improve marketing communication methods, TECHSTOR LLC has 2 main approaches:

- Appeal to the relevant marketing directors who will organize the direct marketing activities and assume all management functions;
- Improve the direct marketing mechanism yourself, using the latest information technology with budget constraints for the enterprise.

Consider each approach in more detail.

The specificity of the use of possible outsourcing of direct marketing activities is that the number of specialized companies engaged in direct marketing services in the Ukrainian market today is insufficient. Insufficient level of quality of such services, imperfection of methodology and tactics of their implementation in the domestic market; customer customers are not sufficiently aware of the capabilities and effectiveness of such services; the companies and persons targeted by the advertising information do not always perceive it as reliable, do not trust it enough; there is still no legislative regulation of marketing communications.

Based on the analysis of the scientific and practical literature, we have come to the conclusion that the marketing policy of the TECHSTOR LLC relationship with potential direct marketing outsourcers should include:

- introduction into the organizational structure of enterprise management of new management units - CRM, PRM, SRM, HRM;
- development of appropriate strategic directions and their implementation;
- creation of an information-analytical center;
- Formation and support of TECHSTOR LLC interactive and multichannel communication system with interested stakeholders through a feedback system.

The proposed approach will allow to implement the marketing policy of the TECHSTOR LLC intercompany, which will be focused on enhancing the competitive advantages due to the formation and active use of up-to-date complex



information. Such a policy will allow the top management of the enterprise to show flexibility when making effective management decisions.

The second, standalone approach is based on the reorganization of the main business processes for managing direct marketing at TECHSTOR LLC. First of all, to this end, we propose to implement a mechanism for creating a customer database that will be available for processing.

The new customer database must be automated. It is not necessary to focus on ordinary Excel spreadsheets, as this approach is long overdue. The TECHSTOR LLC requires a new customer database concept to automate all processes of gathering, accumulating and processing information about current and potential customers.

As we can see, the CRM system will allow to optimize the processes of direct marketing organization in the enterprise, in particular, to increase the efficiency of the sales funnel by improving the interaction with existing and prospective clients.

For the choice of CRM-systems it is necessary to consider their functionality and cost of implementation. For the enterprise of TECHSTOR LLC, the most optimal one will be a CRM system that easily integrates with the 1C trading system. As such a solution in the Ukrainian market, there is the single most optimal variant - a Bitrix product from 1C developers. To this end, we propose that the company implement a CRM system that will allow the following direct marketing goals of TECHSTOR LLC to be realized.

This module is a complete web platform solution that does not require its own servers and relevant IT infrastructure. All data and processes for database formation are taken to the cloud. The cost of such a solution ranges from 25 to 50 thousand UAH, which is very competitive with other solutions on the market.

Having a CRM system will fully cover the need for automation of mailings, and will also allow you to accumulate an appropriate statistical database

of customers, which can also be used in the process of service promotion. We will consider the main stages of implementation of the Bitrix CRM system at TECHSTOR LLC as part of the marketing communications project development in question 3.3.

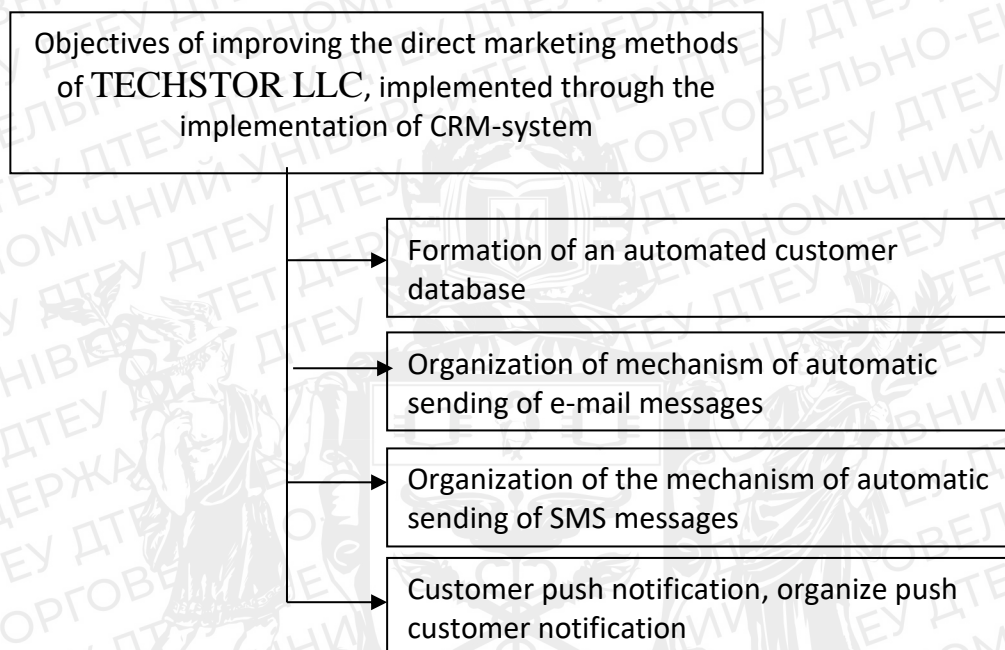


Fig. 3.5. Directions of improvement of TECHSTOR LLC marketing communications methods, 2022-2023

It is also worth mentioning that the presence of CRM-system in the company of TECHSTOR LLC is not enough for optimization of SMS-mailing, since this process requires additional additional services, which are also involved under outsourcing. TECHSTOR LLC must be provided with access to a dedicated mailing server. The messages will be generated in the CRM-system and transmitted through the web gateway to the server of the mailing client, who will then send SMS messages by the list of numbers.

The formation of a contact base in the CRM system will be carried out in such a way as to allow personalized access, but it is not taken into account that the main thing is not quantity but quality. Therefore, for the TECHSTOR LLC,

you can be offered to perform high-quality testing of the database and create it in accordance with the purpose of the company, not to overload consumers who are annoyed with unnecessary information, apply selective treatment, etc. Also, in conjunction with marketing communications tools, it is advisable to act to enhance the company image, ie to offer the best service, guarantees and more.

For the implementation of SMS-mailing we suggest to choose the company FreeDge, which specializes in providing such services. TECHSTOR LLC CRM system will be connected to the FreeDge SMS server. Consider the basic parameters of forming an automated SMS-mailing system within the solutions we propose:

*Table 3.5*

**The parameters of forming an automated SMS-mailing system based on the Bitrix-FreeDge solution**

<i>Options</i>	<i>Characteristic</i>	<i>Limitation</i>
The length of the sms message	Maximum message size	140 bytes (1120 bits)
The cost of an SMS message	Should be no more expensive than 1 UAH	UAH 0.84 as part of the Eco subscription
Consent	Consent to the processing of personal data	According to the company regulations
Required content	The message text must meet certain criteria	The outsourcer provides the structure of the information in the message
Sender name (alphanumeric name)	Character length restriction	Alphanumeric names do not allow: -symbols {  , ; % # ! ^ = [ ] ( ) \ / ~ < > } « - names of mobile operators and their derivatives; -swear words; - telephone numbers; - short numbers; -name (Vasya, Masha, etc.); - meaningless sequence of letters and numbers (ght, asdf... etc); -general names (sms, letter, etc.) that are not the trademark of the sender

The text of a text message can consist of alphanumeric characters. The maximum message size is 140 bytes (1120 bits). When using the Latin alphabet and numbers, you can send messages up to 160 characters long. When using the 8-bit keyboard layout (German, French), messages can be sent up to 140

characters long. To support other national alphabets (Russian, Ukrainian, Chinese, Arabic, etc.), 2-byte (16-bit) encoding is used and the length of a single sms message cannot exceed 70 characters.

If the transmitted text exceeds the standard length of the sms message, such message is broken down into pieces, each part is sent and billed as a separate sms message. The total cost of one sms mailing is the sum of the cost of transmitting a full message to each recipient, taking into account the cost of sending a sms message to the network of the recipient operator.

In order to allow sms-mail subscribers to refuse to receive it in the text of the message, the presence of contact information is obligatory: the contact phone number, and for subscribers whose data were obtained through registration on your website, the website may be specified if with it, the Subscriber can also refuse to receive your newsletter.

The alphanumeric name can be up to 11 characters long and contain only the numbers and letters of the Latin alphabet. If the alphanumeric name is the same as the name or part of the trademark name, confirmation of the rights to use it in the form of an official letter of the trademark owner or agreement with the trademark owner, which specifies the right of such use by the sender.

If the value of the alphanumeric name is the same as the name of the company or organization, you must provide that company or organization with an official letter authorizing the use of the company name as the name of the sender by the company intending to use it as the signature of the SMS sender.

Here are the restrictions on sending messages:

- Prohibited content
- Prohibited SMS mailing advertising content services.
- It is forbidden to mention short numbers in text SMS
- Prohibited offers with sending sms or a call to a short number, if the company sending the sms mailing is not a company providing service on this short number.

The following text is not allowed in the text of the message:

- calls for violence or threats;
- political agitation;
- calls to mass meetings;
- profanity;
- themes of religion, racism, terrorism;
- False information or one that can be regarded as fraud;
- links to sites that contain "adult content";
- advertising "adult" services.

According to the rules of ethics of mobile-marketing and requirements of mobile operators, the time of sending advertising messages is limited by the time of day: on weekdays - from 10:00 to 20:00, on weekends from 10:00 to 18:00.

Only service messages, mobile banking messages, taxi services, and only accounts whose holders have previously been authorized to send messages without time limit 24 hours may be sent around the clock, requesting support@feedgee.com to send system messages (non-advertisement messages) at any time of the day.

Thus, the main directions of increasing the effectiveness of marketing communication methods were substantiated in this issue. In order to improve marketing communication methods, TECHSTOR LLC offers two main approaches: contacting relevant marketing directors who will organize direct marketing activities and assume all management functions; Improve the direct marketing mechanism yourself, using the latest information technology with budget constraints for the enterprise. The TECHSTOR LLC requires a new customer database concept to automate all processes of gathering, accumulating and processing information about current and potential customers. To this end, we propose that the company implement a CRM system that will optimize the processes of direct marketing at the enterprise, in particular to improve the efficiency of the sales funnel by improving the interaction with existing and

prospective customers. Having a CRM system will fully cover the need for automation of mailings, and will also allow you to accumulate an appropriate statistical database of customers, which can also be used in the process of service promotion. For the implementation of SMS-mailing we suggest to choose the company FreeDge, which specializes in providing such services. TECHSTOR LLC 's CRM system will be connected to the FreeDge SMS server.

It is possible to predict the FEA of the enterprise by the method of extrapolation on the basis of the economic dynamics growth curves, provided that two principles are met: the time series of the indicator has a trend, that is, a prevailing trend; the general conditions that determined the development of the indicator in the past will remain unchanged during the warning period.

Forwarding of freight forwarding services at the enterprise is based on the results of determining the logistics strategy of the enterprise, in particular its operational direction. We will forecast freight forwarding according to the following algorithm:

- determine the projected export volumes of the enterprise for 2020-2022;
- on the basis of the average rate of return of freight forwarding costs, which was investigated in section 2, we will determine the forecast indicators of transport costs for 2020-2022;
- we will evaluate the effect and efficiency of international transportation by vehicles, taking into account the reserves that were justified in the previous paragraph.

Determination of the planned export volume of the enterprise will be carried out on the basis of the method of extrapolation of dynamic series - based on the calculation of growth rates and the transfer of existing trends for the planned period.

We use the above method to determine variants of expected export revenues.

The use of this method involves the calculation of three variants of the estimated value of expected revenues from export sales.

The forecast calculation of export volumes for the years 2020-2022 is based on the target forecasting parameters, which are determined on the basis of actual data in 2014-2019 (Table 2.6).

Table 2.6

**Forecasting targets, which are determined based on the actual data of TECHSTOR LLC in 2018-2023\*.**

Source targets for forecasting	Legend	2018	2019	2020	2021	2022	2023*
The volume of international transport, thousand UAH.		10525	13725	16747	20156	29221	30126
The rate of increase in the cost of international transportation is average	T <sub>gc</sub>	1,23					
The growth rate of international freight is a chain one	T <sub>gb</sub>	-	1,30	1,22	1,20	1,45	1,03
Weighted growth rate	T <sub>Gw</sub> = (T <sub>gc</sub> x T <sub>gb</sub> ) <sup>1/2</sup>	1,27					
The average absolute deviation of the cost of international transportation, thousand UAH	Ad	3920,20					

\* 2023 data expected (management peer review)

The estimated volume of international traffic will be determined as follows:

$$IFV_w = IFV_f \times TG_w \quad (3.1)$$

$$IFV_{min} = IFV_w - Ad \quad (3.2)$$

$$IFV_{max} = IFV_w + Ad \quad (3.3)$$

Where, IFV<sub>w</sub> - a weighted forecast of the cost of international transportation, IFV<sub>min</sub> - a pessimistic forecast of the cost of international

transportation, IFVmax - an optimistic forecast of the cost of international transportation, IFVf - the actual volume of international transportation in the reporting year, TGw - a weighted international rate of growth, Ad - average absolute deviation of the cost of international transportation (from Table 2.6).

Estimated estimates of the cost of international transportation in three variants are given in table. 2.7.

Table 2.7

**Forecasting the cost of international transportation TECHSTOR LLC for 2020-2022 (import of electrical goods from China)**

Forecast options	2023	Forecast		
	expected	2022	2023	2024
Weighed	30126	38329	48767	62046
Pessimistic (min)		34409	44846	58126
Optimistic (max)		42250	52687	65966

On the basis of the estimated projected values of the expected revenues from international traffic, the average deviation of the projected values from the actual for 2019 is determined. This deviation will be a possible error of calculations. We also determine the average forecast value of possible sales revenues in 2020-2022 for three options. The average error is 3920.2 thousand UAH (from Table 2.12).



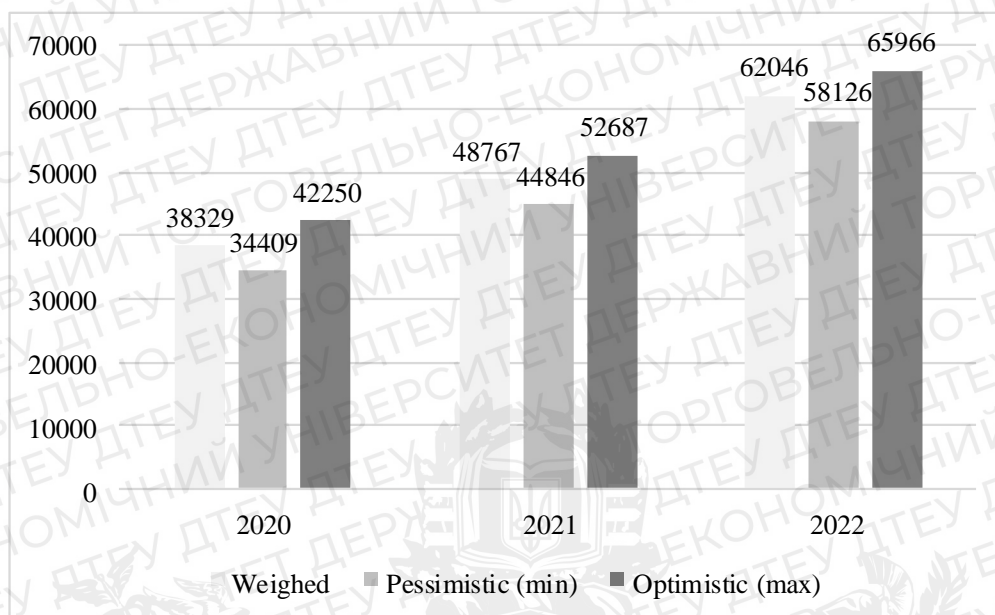


Fig. 3.6. Options for forecasting the import electrical goods of TECHSTOR LLC from China for 2020-2022

The pessimistic forecast of the expected income from international transportation is 34409 thousand UAH. in 2020, 44846 thousand UAH in 2021, 58126 thousand UAH in 2022. The optimistic forecast of the expected income from international transportation is UAH 42,250 thousand. in 2020, UAH 52,687 thousand in 2021, and UAH 65,966 thousand in 2022. The weighted forecast of the expected income from international transportation is 38239 thousand UAH. in 2020, 48767 thousand UAH in 2021, 62046 thousand UAH in 2022.

Now, based on the data table. 2.8 determine the planned indicators of the volume of freight forwarding costs and the volume of effect and indicators of the efficiency of international transportation in the planned period (Table 2.8).

Table 3.8

**Forecasting the profit and profitability of import of electrical goods from China of TECHSTOR LLC for 2022-2024**

Indicators	Expected	Forecast without suggestions			Forecast included suggestions		
	2023	2022	2023	2024	2022	2023	2024

Volume of the cost of international transportations (VP), thousand UAH.	30126	38353	48613	61917	40271	42284	65013
Rate of additional revenue growth as a result of implementation of the proposed measures	-	-	-	-	1,05	1,05	1,05
Freight and forwarding costs are estimated (TEV), thousand UAH.	26287	33466	42418	54027	33382	35051	53892
Indicator of actual TEV level in revenues	0,873	-	-	-	-	-	-
Profit from international transportation (Emp = VP - TEV - MVZP), ths.	3839	4887	6195	7890	6889	7233	11121
Coefficient of possible reduction of TEV as a result of implementation of the proposed measures	-	-	-	-	0,95	0,95	0,95
Profitability of international transportation (Dmp = VP / (TEV + MVZP), points	1,15	1,15	1,15	1,15	1,21	1,21	1,21
Return on freight forwarding (RETV = EE / TEV x 100%),%	14,6	14,6	14,6	14,6	20,6	20,6	20,6

\* takes into account the improvement of the main indicators of the enterprise at least 5% (determined by assumption)

Based on the data of the table. 3.11 we can form a general forecast of the financial results of the investigated LLC TECHSTOR LLC for the years 2020-2022. For this purpose, we impose the financial statements of the enterprise on the obtained forecast estimates (table. 2.9).

Таблиця 3.9

### Forecasting the statement of financial results of import of electrical goods from China of TECHSTOR LLC for 2022-2024

Indicators	Expected	Forecast without suggestions			Forecast included suggestions		
	2023	2022	2023	2024	2022	2023	2024
Net income from sales of products	65823	83799	106216	135285	87989	111527	142049

Cost of products sold (services provided)	53680	68339	86620	110326	64922	82289	104810
Gross profit	12144	15460	19596	24959	23067	29238	37239
Other operating income	129	164	208	265	172	218	278
Administrative expenses	3610	4596	5826	7420	4826	6117	7791
Selling expenses	3	4	5	6	4	5	7
Other operating expenses	425	541	685	873	568	720	917
Financial results from operating activities:	8234	10483	13287	16924	17841	22614	28803
Other income	21	21	21	21	21	21	21
Financial expenses	6573	6573	6573	6573	6573	6573	6573
Expenses from participation in capital	0	0	0	0	0	0	0
Other expenses	153	153	153	153	153	153	153
Financial results from ordinary activities to taxation	1529	3778	6582	10219	11136	15909	22098
Income tax expense (revenue)	92	227	395	614	669	956	1327
Net profit	1438	3551	6187	9605	10467	14953	20770
<b>Increase in net profit, ths</b>	-	-	-	-	<b>6916</b>	<b>8766</b>	<b>11165</b>

On the basis of the calculations, we graphically depict the results of forecasting the economic effect of improving international transportation and the increase in the total net profit of the enterprise on fig. 3.7.

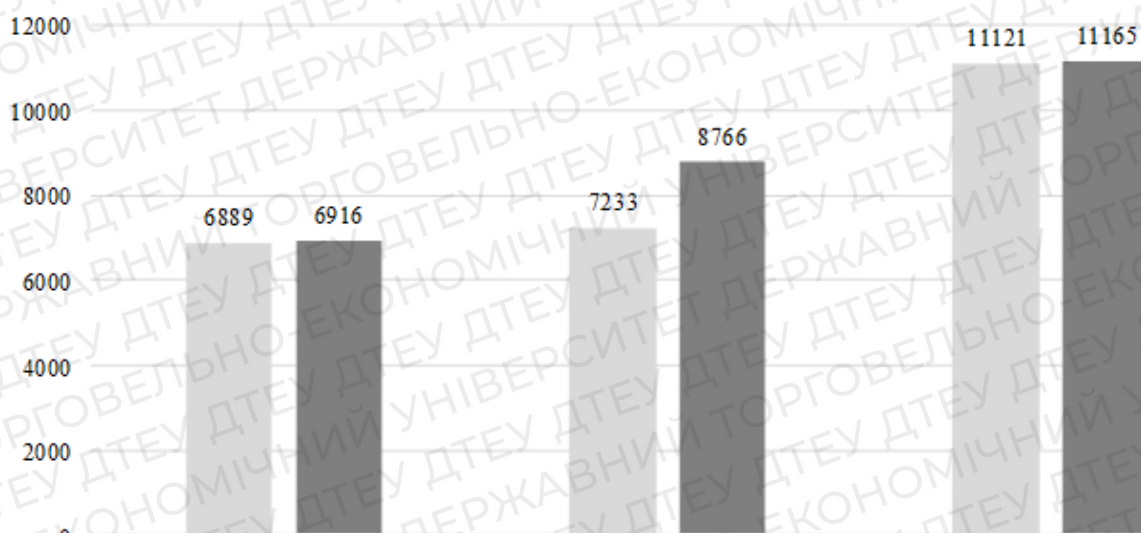


Fig. 3.7. Forecast of indicators of forecast effect from the organization of import of electrical goods from China of TECHSTOR LLC for 2022-2024

From these figures. 3.7 and Table. 3.8-3.9 we can see that the forecast of economic effect of the international transportation organization TECHSTOR LLC over time tends to gradually increase. In particular, in 2020 the profit from international transportation will amount to 6889 thousand UAH and the economic effect (increase of net profit of the enterprise) will make 6916 thousand UAH. In 2021, the profit from international transportation is projected at the level of 7233 thousand UAH, and the economic effect - 8766 – thousand UAH. In 2022 these figures will be respectively 11,121 thousand UAH and 11165 thousand UAH. The gradual increase in the effect will be conditioned by the implementation of the proposed logistical changes within the framework of the Trade-X IT project and the reorganization of business processes during the international transportation of the enterprise.

Thus, in this issue, the main indicators of the medium-term perspective were the main indicators of international transport volumes, freight forwarding and other expenses for the organization of this process, indicators of profitability and efficiency of international transportation. Economic and statistical data were used to predict the volume of international traffic. The gradual increase in the effect will be conditioned by the implementation of the proposed logistical changes within the framework of the Trade-X IT project and the reorganization of business processes during the international transportation of the enterprise. In 2020, the profit from international transportation will be 6889 thousand UAH and the economic effect (increase of net profit of the enterprise) will be 6916 thousand UAH. In 2021, the profit from international transportation is projected at the level of 7233 thousand UAH, and the economic effect - 8766 – thousand UAH. In 2022 these figures will be respectively 11,121 thousand UAH and 11165 thousand UAH.

### Conclusions to chapter 3

The research and proposals result to the next issues:

We have offered an online direction for further development of the direct marketing of TECHSTOR LLC, which will effectively attract the target audience and expand the area of advertising influence. The approximate cost of measures for the implementation of the strategy of marketing communication activity on the Internet is 27 458,8 UAH. The main means of promoting the company in 2020 on the Internet are blogging, contextual advertising, site optimization and page promotion. Thus, it should be noted that the communication process is quite complex and multifaceted. Knowledge of all types of communications is essential for marketers, managers and executives to improve the effective exchange of information in the management of the enterprise and the organization of its activities.

The main directions of increasing the effectiveness of marketing communication methods were substantiated in this issue. In order to improve marketing communication methods, TECHSTOR LLC offers two main approaches: contacting relevant marketing directors who will organize direct marketing activities and assume all management functions; Improve the direct marketing mechanism yourself, using the latest information technology with budget constraints for the enterprise. The TECHSTOR LLC requires a new customer database concept to automate all processes of gathering, accumulating and processing information about current and potential customers. To this end, we propose that the company implement a CRM system that will optimize the processes of direct marketing at the enterprise, in particular to improve the efficiency of the sales funnel by improving the interaction with existing and prospective customers. Having a CRM system will fully cover the need for automation of mailings, and will also allow you to accumulate an appropriate statistical database of customers, which can also be used in the process of service promotion. For the implementation of SMS-mailing we suggest to choose the

company FreeDge, which specializes in providing such services. TECHSTOR LLC CRM system will be connected to the FreeDge SMS server.

The main indicators of the medium-term perspective were the main indicators of international transport volumes, freight forwarding and other expenses for the organization of this process, indicators of profitability and efficiency of international transportation. Economic and statistical data were used to predict the volume of international traffic. The gradual increase in the effect will be conditioned by the implementation of the proposed logistical changes within the framework of the Trade-X IT project and the reorganization of business processes during the international transportation of the enterprise. In 2020, the profit from international transportation will be 6889 thousand UAH and the economic effect (increase of net profit of the enterprise) will be 6916 thousand UAH. In 2021, the profit from international transportation is projected at the level of 7233 thousand UAH, and the economic effect - 8766 – thousand UAH. In 2022 these figures will be respectively 11,121 thousand UAH and 11165 thousand UAH.

SCIENTIA DIFFICILIS SED FRUCTUOSA

## Conclusions

Thus, in the short term, the slowdown in China's economy is due to the transition from an export-dependent model to inclusive development, which meets the goal of creating a "middle-class society" by 2020, based on stimulating domestic consumption, reducing trade due to trade conflict with the US, the outflow of foreign capital and a high level of corporate debt. In 70 years, China has come a long way from an agricultural country to a global economy, innovation, and technology leader. This path is full of transformations and reforms, ups and downs in socio-economic development, but today we see the impressive success of this country, as well as resilience and the ability to respond flexibly to external risks. Continuing to build socialism with Chinese characteristics in the new era will ensure the creation of an innovative and wealthy nation, and, starting in 2030, the Chinese economy will be the first in the world, and in 2050 will be 1.5 times larger than the US (PWC forecasts).

China as a "center country" seeks to create a multilevel model of relations with different countries, which is generally presented as the idea of a unipolar world. To achieve this goal, China is establishing friendly relations with economic communities around the world. Ukraine occupies a special role here as a country occupying an important geopolitical and geoeconomic position on the New Silk Road, as a bridge between Europe and Asia.

Bilateral relations between Ukraine and China are of a synthetic partnership, reflecting long-standing traditions of friendship and cooperation between the two communities. China has consistently supported Ukraine's sovereignty and territorial integrity. China remains steadfast in its "one China" policy. Given the ongoing changes and reforms in Ukraine in recent years, both sides are currently working to launch a new phase in the development of bilateral relations by raising them to a new level. The development of Ukrainian-Chinese cooperation is becoming more multi-sector. Both sides approach the establishment of a

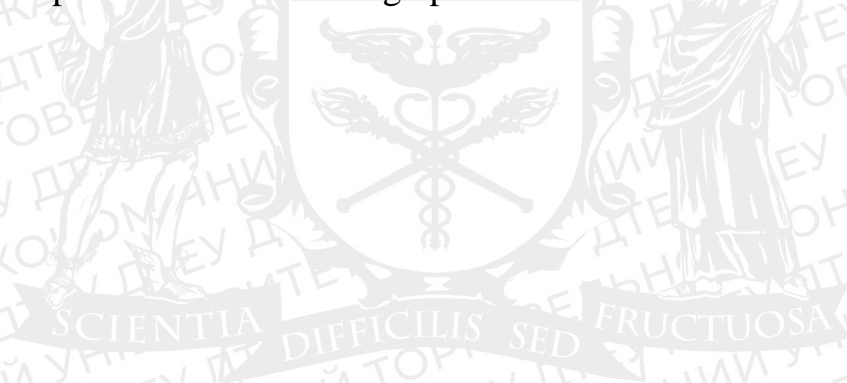
productive cooperation primarily from the standpoint of ensuring national interests China takes into account the real oppommes and prospects of Ukraine in the agro-industrial sphere and developments in technical fields, such as aircraft construction For Ukraine today, China acts as a market for the promotion of its products, as well as a source of investment in the economy. The attractiveness of this direction of Ukraine's foreign policy is determined by many factors, among which is the growing political and economic weight of China in the world. Given the need for rapid and effective modernization of the Ukrainian economy, adjusting to the rails of the modem world market, investment. production and scientific and technological opportunities to deepen cooperation with Chun, including participation in the project "One Belt, One Road" can be an important resource for Ukraine's development and modernization of relevant sectors of the Ukrainian economy, the inspections to restore its position in world markets.

China and Ukraine have maintained peaceful and friendly diplomatic relations, and bilateral cooperation in politics, economies, and culture has been significant in The One Bell. One Rond initiative has provided Ukraine with historic opportunities. Building an FTA between China. and Ukraine that will strengthen trade and economic relations between the two countries and provide new vitality to the economic development of both sides in certainly important. Thus, it can be seen that Ukraine and China are interested in establishing mad further developing bilateral relations that will be mutually beneficial for both commies. Therefore in determining the foreign policy orientations of the Ukrainian state, the poly of cooperation with China cannot be pushed to the background, as the successful implementation of the Ukrainian.

The made analysis of business relations between Ukraine and China at this stage allows selecting the following options for their development: 1. The no availability of a clear government position in the points of "strong growth of



Chinese goods imports " will lead to the fact that Ukraine in the nearest future will turn into a "raw materials appendage" not only for economically developed countries but for China and will also become the uncontrolled market for Chinese goods. 2. The state program development, providing for a shift in emphasis in the structure of exports to China. The basic principle of foreign policy of Ukraine should become turnover in raw materials export and cheap materials on the finished and high-tech products. But there must be a policy for such trade promotion. And the choice must be made as quickly as possible – no time to delay. Ukraine and the People's Republic of China have a real opportunity for qualitative and quantitative improvement of mutually beneficial cooperation in specific industries and economy sectors, however it is necessary to substantially revise the main provisions of the foreign policies of both countries.



## References

1. Antoniuk, L., Khomenko, O. (2017). Strategic vectors of economic cooperation between Ukraine and China. *Ukraine-China*, 3 (9), 70-75. [in Ukrainian]
2. Babets I. (2011). Evaluating the level of external economic security and grouping regions of Ukraine. *Ekonomika ta derzhava*, 4, 24-26. [in Ukrainian]
3. Balassa, B. (1965). Trade Liberalization and Revealed Comparative Advantage. *The Manchester School of Economic and Social Studies*, 33, 99-123. doi: <https://doi.org/10.1111/j.1467-9957.1965.tb00050.x>
4. Cui, C., & Chen, S. (2016). RCA Analysis of China's Competitive Advantage to Export Textile and Apparel to Australia. *Advances in Social Science, Education and Humanities Research (ASSEHR)*, 65, 91-94.
5. Hu, X., Ping, H., Xie, C. and Hu, X. (2008), Globalisation and China's iron and steel industry, *Journal of Chinese Economic and Foreign Trade Studies*, 1 (1), 62-74. doi: <https://doi.org/10.1108/17544400810854504>
6. Fojtikova L. (2017), China's trade competitiveness in the steel industry after 15 years of its membership in the WTO, *Economic annals-XXI*, 166 (7-8), 16-19. doi: <https://doi.org/10.21003/ea.V166-03>
7. Huang, J., Wei, W., Cui, Q., Xie, W. (2017) The Prospects for China's Food Security and Imports: Will China Starve the World via Imports? *Journal of Integrative Agriculture*, 16(12), 2933-2944. doi: [https://doi.org/10.1016/S2095-3119\(17\)61756-8](https://doi.org/10.1016/S2095-3119(17)61756-8)
8. Huang, J., Yang G. (2016). Understanding Recent Challenges and New Food Policy in China. *Global Food Security*, 12, 119-126. doi: <https://doi.org/10.1016/j.gfs.2016.10.002>

9. International Trade Center. Official web-site. Retrieved August 5, 2019, from

<http://www.trademap.org>

10. Kashin V. (2013), Towards Global Military Power: Evolution of Chinese Military Policy in 1949– 2014. Moscow State University Vestnik. Series 25. International Relations and World Politics, 2013, no. 4, 106-129. [in Russian]

11. Levkivskiy, V (2013). Ukrainian-Chinese economic cooperation in the context of foreign economic security. *Naukovij visnik Chernigivskogo derzhavnogo institutu ekonomiki i upravlinnya*. 2013(2), 95-103. [in Ukrainian]

12. Loiko, V., Ramskyi, A. (2018). Economic cooperation between Ukraine and China: realities and perspectives. *Efektivna ekonomika*, vol. 10. doi: <https://doi.org/10.32702/2307-2105-2018.10.1> [in Ukrainian]

13. Mikic, M. & Gilbert, J. (2007). *Trade Statistics in Policymaking: A Handbook of Commonly Used Trade Indices and Indicators*. Bangkok: United Nations ESCAP.

14. Ministry of Economic Development and Trade of Ukraine. Official web-site. Retrieved August 5, 2019, from <http://www.me.gov.ua/>

15. Pearlman, J. (1999). Participation by private counsel in World Trade Organization dispute settlement proceedings. *Law and Policy in International Business*, 30(2), 399-415.

16. Raišienė, A. G., Yatsenko, O., Nitsenko, V., Karasova, N., & Vojtovicova, A. (2019). Global dominants of Chinese trade policy development: Opportunities and threats for cooperation with Ukraine. *Journal of International Studies*, 12(1), 193-207. doi: <https://doi.org/10.14254/2071-8330.2019/12-1/13>

17.Spiegel S., Le Billon P. (2009). China's Weapons Trade: From Ships of Shame to the Ethics of Global Resistance. *International Affairs* 85, 2: 323-346. doi: <https://doi.org/10.1111/j.1468-2346.2009.00796.x>

18.State Company "Ukrspesexport". Official web-site. Retrieved August 5, 2019, from <http://www.ukrspesexport.com/index/view/page/55/id/1588> State Statistics Service of Ukraine (2018). Official web-site. Retrieved August 5, 2019, from <http://www.ukrstat.gov.ua>

19.Stockholm International Peace Research Institute (SIPRI). Official web-site. Retrieved August 5, 2019, from: [http://www.sipri.org/research/armaments/transfers/transparency/national\\_reports/ukraine/ukraine-national-reports](http://www.sipri.org/research/armaments/transfers/transparency/national_reports/ukraine/ukraine-national-reports)

20.Troianovski, A. (2019, May 20). At a Ukrainian aircraft engine factory, China's military finds a cash-hungry partner. *The Washington Post*. Retrieved August 5, 2019, from [https://wapo.st/2Qanl1A?tid=ss\\_tw&utm\\_term=.0c82e8e99b2a](https://wapo.st/2Qanl1A?tid=ss_tw&utm_term=.0c82e8e99b2a)

21.Organization for Economic Co-operation and Development (OECD). Official web-site. Retrieved August 5, 2019, from <https://stats.oecd.org/>

22.Khomenko OV Theoretical and practical aspects of incisive economic development of China / OV Khomenko // *Chinese Studies*. - K: 2018. Bun. 1.-P. 69-76.

23.Zhao Huizhong Current state and prospects of Sino-Ukrainian trade and economic relations / Zhao Huizhong/ Magazine Vapaina "Ukraine-Calluna". K:MyCityPrint, NR13.-2018-P 84-89.

- 24.Zhang Halong. Zhang Zhenzhen. Exploring the prospects of creating a bee trade zone between China and Ukraine in the framework of building the initiative "One Belt. One Road" / Zhang Henlong. Zhang Zhengzhen / Ukraine-China". N. 13.-2018-P 94-103.
- 25.Modern trade wars and their impact on economic growth and development in the world and in Ukraine. / Science. ed. В.Юрчншнн. - Kyiv: Testament, 2019. - 188 p.
- 26.Yatsenko OM Trade and economic cooperation between Ukraine and China можливості та загрози/ О. Яценко // Україна-Китай» - №1 (15). - 2019. - С. 52-58.
- 27.Ukrainets L.A. Dynamics and prospects of Ukrainian-Chinese foreign economic relations / L.A. Ukrainets // East European Science Journal. – 2019. – №3 (43), part 5. – P. 58–67
- 28.Ukrainets L.A. Chinese FDI to Ukraine in the context of road and belt initiative / L.A. Ukrainets // Eastern European Journal of Regional Studies. – 2019. – Volume 5. – Issue 1. – P. 62–77.
- 29.L. Vlasenko, Dominant tendencies of Ukrainian-Chinese trade development. *Scientific Transactions of Kherson State University*, (2017)
- 30.M. Vysotskaya, Analysis of the main tendencies in the development of economic relations between Ukraine and China. *Strategy of development of Ukraine: economics, sociology*, (2013)
- 31.V. Levkivsky, Ukrainian-Chinese Economic Cooperation in the Context of Foreign Economic Security. *Scientific Bulletin of the Chernihiv State Institute of Economics and Management*, (2013)
- 32.The World Bank [online], Available at: <https://data.worldbank.org/country/china> (2017)

33.State Statistics Service of Ukraine[online], Available at:

[http://www.ukrstat.gov.ua/operativ/operativ2008/zd/o\\_eit/arh\\_o\\_eit\\_u.html](http://www.ukrstat.gov.ua/operativ/operativ2008/zd/o_eit/arh_o_eit_u.html)

(2017)

34.International trade center [online], Available at: <http://intracen.org/> (2017)

Official site of the UN Statistics Division on International Trade. [online],

Available at:

<https://comtrade.un.org/pb/CountryPagesNew.aspx?y=2015> (2017)

35.The National Institute for Strategic Studies[online], Available at:

<http://www.niss.gov.ua/articles/1359/> (2017)

UN Food and Agriculture Organization (FAO)[online]. Available at:

[http://www.fao.org/documents/card/en/c/463e6c11-c576-41f9-ae29-](http://www.fao.org/documents/card/en/c/463e6c11-c576-41f9-ae29-911bceb2924d)

[911bceb2924d](http://www.fao.org/documents/card/en/c/463e6c11-c576-41f9-ae29-911bceb2924d) (2017)

## Appendix A

**Dynamic of Income, Costs and Profits of TECHSTOR LLC for  
the 2017-2021 years, thous. UAH**

Indicator	Years				
	2017	2018	2019	2020	2021
1	2	3	4	5	6
Net income from sales of products	25974	32306	37415	46071	63846
Cost of products sold (services provided)	21574	27740	32429	41849	52067
Gross profit	4400	4566	4986	4222	11779
Other operating income	147	70	45	153	125
Administrative expenses	2300	2815	2908	2958	3502
Selling expenses		1	3	3	3
Other operating expenses	267	240	292	371	412
Financial results from operating activities (profits)	1980	1580	1828	1043	7987
Other income	-	1	14	60	21
Financial expenses	701	1079	1056	2582	6573
Expenses from participation in capital				12	
Other expenses	93	93	122	92	153
Financial results from ordinary activities to taxation	1186	409	664	-1583	1282
Income tax expense (revenue)	368	106	208	-118	77
Net profit	818	303	456	-1465	1205

## Довідка по товару УКТЗЕД

Код товару : 8502 20 40 90  
станом на 28.06.2022

Електрогенераторні установки та обертові електричні перетворювачі:  
- електрогенераторні установки з поршневим двигуном з іскровим запалюванням;  
- - потужністю понад 7,5 кВт, але не більш як 375 кВт;  
- - - інші  
Основна одиниця виміру: кг (код 166)  
Додаткова одиниця виміру: шт (код 796)

ІМПОРТ	ЕКСПОРТ	ТРАНЗИТ
<b>1. Ввізне мито</b>		
Являє собою податок на переміщення товарів через митний кордон України. Див. додатково "Класифікатор звільнень від сплати митних платежів при ввезенні товарів на митну територію України", затверджений наказом Мінфіну від 20.09.2012 року № 1011.		
Пільгова ставка	5%	
Повна ставка	5%	
Діє	з 03.07.2020	
Підстава: • Закон України ВР № 674-IX від 04.06.2020 Про Митний тариф України		
Коментарі: Електрогенераторні установки та обертові електричні перетворювачі: - електрогенераторні установки з поршневим двигуном з іскровим запалюванням; - - потужністю понад 7, 5 кВт, але не більш як 375 кВт; - - - інші		
<b>2. Зменшення ставок ввізного мита (ЄАВТ)</b>		
Преференція по миту: "403". Товари, вказані у коментарі, що ввозяться в Україну згідно з міжурядовою угодою України з державами ЄАВТ оподатковуються ввізним митом за зменшеними ставками.		
Товари, вказані у коментарі, що ввозяться в Україну згідно з міжурядовою угодою України з державами ЄАВТ оподатковуються ввізним митом за зменшеними ставками.		
Ставка	0 %	
Діє	з 01.01.2022	
Підстава: • Міждержавна угода від 24.06.2010 Угода про вільну торгівлю між Україною та державами ЄАВТ • Міждержавна угода від 24.06.2010 Угода про сільське господарство між Україною та Ісландією		
Коментарі: Міждержавна Угода з Ісландією		
Ставка	0 %	
Діє	з 01.01.2022	
Підстава: • Міждержавна угода від 24.06.2010 Угода про вільну торгівлю між Україною та державами ЄАВТ • Міждержавна угода від 24.06.2010 Угода про сільське господарство між Україною та Королівством Норвегія		
Коментарі: Міждержавна Угода з Королівством Норвегія		
Ставка	0 %	
Діє	з 01.01.2022	
Підстава: • Міждержавна угода від 24.06.2010 Угода про вільну торгівлю між Україною та державами ЄАВТ • Міждержавна угода від 24.06.2010 Угода про сільське господарство між Україною та Швейцарською Конфедерацією		
Коментарі: Міждержавна Угода з Князівством Ліхтенштейн		
Ставка	0 %	
Діє	з 01.01.2022	



Appendix C

https://www.trademap.org/Bilateral\_TS.aspx?nvpm=1%7c%7c21%7c156%7c%7c8502%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1

trademap.org/Bilateral\_TS.aspx?nvpm=1%7c%7c21%7c156%7c%7c8502%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1

Шоколадобранен... Zimpro Блуден (3) Tefano Anuipopo... 2 - 2004-2010 - / M... (15) 3 ПОЛІТАВ (П... HandWorkDecor... Epolets - More tec... Gralex каталогторг... Національний онл... Акордас... Акордас несли М... коауа

Country: China Partner Group: None

other criteria Exports Yearly time series by product At the same level (if applicable) Values US Dollar

Bilateral trade between Greater China and China  
Product: 8502 Electric generating sets and rotary converters

Table

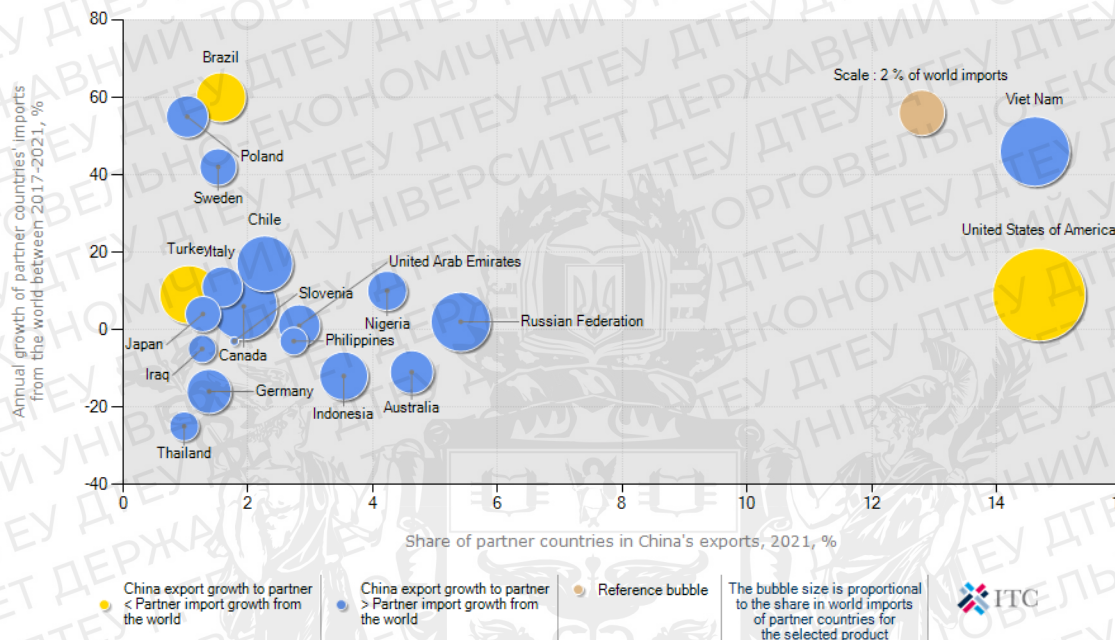
Time Period (number of columns): 13 per page Rows per page: 25 per page

HS6	Product code	Product label (if 12)	Greater China's exports to China			China's imports from world			Greater China's exports to world		
			Value in 2009	Value in 2010	Value in 2011	Value in 2009	Value in 2010	Value in 2011	Value in 2009	Value in 2010	Value in 2011
08	8540	Electronic integrated circuits, parts thereof	148,578,263	176,970,871	231,081,414	305,887,834	360,338,214	337,079,881	383,872,880	607,081,880	
08	8517	Telephone sets, incl. telephones for cellular networks or for other wireless networks, other	24,478,815	23,405,827	24,751,855	42,564,595	43,543,882	48,874,210	308,643,711	332,233,214	
08	8541	Diodes, transistors and similar semiconductor devices, photoconductive semiconductor devices	13,282,368	13,747,894	17,320,839	28,128,178	30,371,792	30,371,792	64,660,235	60,218,821	
08	8520	Parts suitable for use solely or principally with transmission and reception apparatus for radio-telephony, radio-telegraphy, radio-broadcasting, television, sound or other transmission systems, or for other wireless telephony or telegraphy	7,072,420	8,402,882	11,190,784	11,810,898	14,103,028	16,020,404	27,013,681	28,818,287	
08	8523	Other bases, self-heating non-rechargeable storage devices, "smart cards" and other media for data storage	6,401,381	6,783,427	7,400,388	4,708,388	6,028,504	4,591,280	17,341,145	18,872,267	
08	8524	Printers and similar machines for office or professional use, whether or not electrically actuated, and parts thereof	7,401,887	8,788,882	7,737,104	11,261,284	12,781,426	11,788,210	28,700,242	27,100,881	
08	8508	Electric apparatus for setting or projecting electrical circuits, or for making connections, whether or not electrically actuated, and parts thereof	8,212,889	8,084,480	7,218,870	14,017,888	14,880,716	16,880,818	28,081,819	27,248,480	
08	8502	Thermal actuators, heat, double or adjustable "thermo" pairs thereof	8,244,488	8,244,488	8,788,240	11,288,240	12,848,240	10,848,240	18,848,240	18,848,240	
08	8504	Electrical transformers, static converters, e.g. rectifiers, and inductors, parts thereof	8,213,884	8,888,200	8,888,200	11,728,724	11,888,200	13,848,881	38,213,818	41,424,148	
08	8518	Microphones and electric machines (excluding condenser microphones with built-in transmitters)	2,881,887	3,878,845	3,741,868	4,882,878	4,882,878	3,178,273	22,881,414	23,116,119	
08	8543	Electric machines and apparatus, having individual functions, e.g. in chapter 85 and parts thereof	1,848,888	1,884,877	1,721,888	3,181,888	3,218,242	6,474,828	18,888,887	21,348,201	
08	8510	Electric motors, not mounted on a common base, whether or not electrically actuated, and parts thereof	1,888,887	1,217,488	1,841,887	2,088,888	3,808,182	4,478,878	8,178,077	6,878,448	
08	8544	"Flip-flop" (flip-flop) or "monostable" timer, with "flip-flop" and other integrated circuits, and parts thereof	1,841,712	1,841,712	1,841,712	8,378,887	8,802,388	9,888,888	28,700,888	28,700,888	
08	8507	Electric accumulators, inc. separator therefor, whether or not square or rectangular, and parts thereof	1,824,200	1,278,200	1,824,200	4,048,200	4,418,200	4,418,200	20,800,320	24,400,000	
08	8538	Parts suitable for use solely or principally with the apparatus of heading 8535, 8538 or 8537	888,784	844,841	1,078,478	4,088,841	3,888,841	4,428,883	8,788,083	6,478,210	
08	8446	Motors and windings of primary cells, primary batteries and electric accumulators, spent or recharged	888,888	844,841	1,078,478	4,088,841	3,888,841	4,428,883	8,788,083	6,478,210	
08	8505	Transmission apparatus for radio-broadcasting or television, whether or not mounted on a common base	888,888	844,841	1,078,478	4,088,841	3,888,841	4,428,883	8,788,083	6,478,210	
08	8537	Batteries, primary, secondary, cells, capacitors and other devices, equipped with tap or more apparatus	282,212	282,212	282,212	800,800	3,410,800	2,823,387	2,478,200	14,718,180	
08	8531	Electric sound or visual signalling apparatus, e.g. bells, sirens, indicator panels, burglar alarms	802,281	428,684	421,737	628,881	717,881	601,840	8,388,700	4,088,800	
08	8522	Discs and accessories suitable for use solely or principally with sound recording and reproducing apparatus, and parts thereof	818,828	898,810	418,882	288,882	218,218	248,208	1,048,888	1,387,728	
08	8501	Electric motors and generators (excluding generating sets), and parts thereof	481,114	348,212	368,887	8,717,778	3,818,112	4,332,478	13,082,888	12,888,887	
08	8503	Parts suitable for use solely or principally with electric motors and generators, electric	488,784	332,217	368,887	778,218	627,887	1,128,828	6,848,888	7,878,488	
08	8519	Electric apparatus for storage water heaters and immersion heaters, electric	332,238	310,840	341,732	1,088,848	1,981,882	1,981,882	22,881,421	28,887,080	
08	8508	Primary cells and primary batteries, excluding zinc-carbon (Leclanché) cells	282,232	231,882	188,087	418,232	408,232	428,812	2,888,812	2,824,812	

Zhuk.pdf Titova.pdf Nosov.pdf Netrovchikov.pdf Ilovepdf\_converted.zip IC-Project-Manager...docx 11f6400942\_win32\_x86... Diskazki.exe X

Appendix D

Prospects for market diversification for a product exported by China in 2021  
 Product : 8502 Electric generating sets and rotary converters



## Appendix E

Growth of national supply and international demand for products exported by China in 2021

