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Department of International management

FINAL QUALIFYING WORK

on the topic:

« IRELAND WHISKY IMPORT SUPPLY MANAGEMENT »

(based on the data of “UKRHOTELINVEST COMPANY” LLC)

Student of the 4nd course 7a group,
specialty 073 "Management"
specialization "Management of
foreign economic activity"

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Task for the final qualifying paper of the student

Al Zoubi Firas

1. Theme of the final qualifying paper

“IRELAND WHISKY IMPORT SUPPLY MANAGEMENT”

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2. Deadline for the submission of completed final qualifying paper by the student

3. Target installation and initial data to final qualifying paper

The purpose of the final qualifying paper is to analyze the organization of import whiskey from Ireland to Ukraine, identify challenges and opportunities, and propose recommendations for optimizing the process.

The object of the final qualifying is the process of importing Whiskey from Ireland to Ukraine, while the subject of the study is the organization of this process.

The subject of the final qualifying paper is the organization of the import of Whiskey using the material of “UKRHOTELINVEST COMPANY” LLC.

4. Contents of the final qualifying paper (list of questions for each chapter)

Introduction

Chapter 1. Research of the foreign economic activity of LLC «UKRHOTELINVEST COMPANY». Characteristics of the enterprise.

Analysis of production and economic activities. Study of the financial condition and total income of the entity for 3 years. The purpose of the import operation. Research of foreign economic activity of the enterprise with definition of geographical structure of import operations, commodity structure of imported goods. Identification of current problems of the enterprise-subject of foreign economic activity.

Chapter 2. Justification of the choice of the country-counterparty Ireland for the organization of imports of petroleum products.

Study of the main stages of development and the current state of the world market of petroleum products. Study of world trend in development of Whiskey trade over 3 years. Identifying the leading countries in the export of Whiskey products in the world. Analysis of the dynamics of value and quantity of exports and imports. Price level research. Identification of domestic importers (competitors). Study of demand for the researched product in the domestic market, analysis of consumer behavior, determination of the target audience of the consumer.

Chapter 3. Implementation of import operation

Compliance with regulatory requirements of Ukraine. Availability of logistics. construction of the schedule of the implementation of the import project . Carrying out calculations of potential income from the sale of imported goods on the domestic market, the importer's expenses in accordance with the terms of delivery, the peculiarities of taxation in the "import" customs regime. Definition of exogenous, endogenous risks, contractual risks.

Conclusion

References

Appendices

5. Calendar plan of the final qualifying paper

№	Stages of the final qualifying paper	Terms of the final qualifying paper	
		plan	fact
1	Approval of the content of the final paper		
2	Collection of information		
3	Writing and submitting for review the first chapter of the final paper		
4	Writing and submitting for review the second chapter of the final paper		
5	Writing and submitting for review the third chapter of the final paper		
6	Check of the final paper		
7	Completion of the final paper		

6. Date of issuance of the task «__» _____ 2023

Scientific adviser of the final qualifying paper Gaidutskyi A.P.

7. Guarantor of the educational program Pyankova O.V.

8. The task was accepted by the student Al Zoubi F.N

9. Resume of scientific adviser about the final qualifying paper

The final qualifying paper of Al Zoubi Firas is relevant and devoted to increasing the level of efficiency of import operations of "UKRHOTELINVEST COPMANY" 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 Al Zoubi F.N is completed, meets the requirements, and is recommended for defense.

10. Conclusion on the final qualifying paper

The final qualifying paper of student Al Zoubi F.N may be admitted to the defense in the Examination Board.

Guarantor of the educational program Pyankova O.V.

Head of the Department Melnyk T.M.

« ___ » _____ 2023



ABSTRACT

Al Zoubi F. «Ireland Whisky Import Supply Management» (according to the materials LLC «UKRHOTELINVEST COMPANY», Kyiv).

The importation of whiskey from Ireland to Ukraine presents both opportunities and challenges. Ukraine is a growing market for whiskey, and Irish whiskey has gained popularity among Ukrainian consumers in recent years. However, importing whiskey from Ireland to Ukraine requires compliance with Ukrainian import regulations, which can be complex and time-consuming. Additionally, the transportation of whiskey from Ireland to Ukraine involves logistical considerations such as packaging, labeling, and shipping. Despite these challenges, the potential for increased demand for Irish whiskey in Ukraine makes importing from Ireland a worthwhile endeavor for businesses looking to expand their offerings in the country.

Key Words: Import, management decision, organizational software, whiskey, Ireland.

АНОТАЦІЯ

Аль Зубі Ф. "Управління імпортом ірландського віскі" (за матеріалами ТОВ "УКРХОТЕЛІНВЕСТ КОМПАНІ", м. Київ).

Імпорт віскі з Ірландії в Україну має як можливості, так і виклики. Україна є зростаючим ринком збуту віскі, а ірландське віскі за останні роки набуло популярності серед українських споживачів. Однак імпорт віскі з Ірландії в Україну вимагає дотримання українських правил імпорту, що може бути складним і трудомістким процесом. Крім того, транспортування віскі з Ірландії в Україну пов'язане з логістичними аспектами, такими як пакування, маркування та доставка. Незважаючи на ці виклики, потенціал зростання попиту на ірландський віскі в Україні робить імпорт з Ірландії доцільним для компаній, які прагнуть розширити свою пропозицію в країні. **Ключові слова:** імпорт, управлінське рішення, організаційне забезпечення, віскі, Ірландія.

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INTRODUCTION

A prerequisite for Ukraine to be recognized as a democratic state with a market economy is the development of adequate foreign and domestic policies, provision of reliable and open information on the state of the economy and the activities of enterprises, creation of an effective tax policy and control system, including in the field of foreign economic activity.

In the field of import activities, the problems of information support are the most urgent, since the users of financial statements of foreign economic entities are foreign counterparties who are potential investors in the Ukrainian economy. Under these conditions, the role of independent, objective control of import operations, which is carried out through an analysis system, is increasing.

Such well-known specialists as: Butynets F.F., Drozdova G.M., Zhigley I.V., Kozak V.G., Krupka Y.D., Kuzminsky Y.A., Lukyanenko L.I., Nazarova I.Y., Nebiltsova O.V., Sysyuk S.V., Parkhomenko V.M., Fesenko V.V. Among the Western experts on this issue, it should be noted such scientists as Bykova E.I. Therefore, this topic of the qualification work is relevant and important for the development of the theory and practice of import operations analysis.

The *purpose* of writing a qualification work is to theoretically substantiate and develop practical recommendations for improving the organizational and methodological principles of management and analysis of whiskey import operations.

For a more effective disclosure of the purpose in a qualification paper, the following *tasks* need to be solved:

- generalizing and improving the import classification system;
- studying and improving the system for documenting import operations;
- defining the main methodological aspects of accounting for import operations;

- studying the current practice of import accounting at the investigated business entity;
- studying organizational and methodological aspects of import operations analysis and developing recommendations for their improvement;

The **object** of the study is the whiskey import operations at UKRHOTELINVEST COMPANY LLC.

The **subject** of the study is the process of management and analysis of whiskey import operations at UKRHOTELINVEST COMPANY LLC.

In the course of the qualification study, a number of general theoretical and special methods were used: theoretical generalization, comparative analysis, system analysis, analogy, comparison, statistical and analytical, specification, induction and deduction.

The scientific novelty of the results obtained is to clarify the economic essence of the concepts of "import activity", "import operations" and to improve their classification; to consider problematic issues related to the organization and methodology of accounting, analysis and audit of imports, as well as to develop promising areas for improving the organization of accounting for import operations.

The practical significance of the obtained results lies in the possibility of applying the proposals set forth in the work on the organization and analysis of whiskey import operations at UKRHOTELINVEST COMPANY LLC.

The qualification work uses periodicals, methodological and special literature, legislative and regulatory documents, and reporting data of UKRHOTELINVEST COMPANY LLC, which reflects the issues of whiskey import analysis.

CHAPTER I

FOREIGN ECONOMIC ACTIVITY OF "UKRHOTELINVEST COMPANY" LTD IN THE WHISKEY MARKET

1.1. Peculiarities of activity and financial position of UKRHOTELINVEST COMPANY LLC

Accor is an international hotel chain. For 56 years of its operation, Accor has operated 5100 hotels in more than 100 countries. Accor offers hotels of all categories from 1 to 5 stars, it is the world's second largest travel agency network, the 3rd largest casino chain in France.[1]

Total revenues in all areas of activity in 2022 amounted to EUR 7,007 million, of which 68% came from hotel operations. One of the special characteristics of Assor that distinguish it from other hotel operators is the fact that it is the only group in the world that operates in all segments of the hotel business - from the most economical to five-star hotels (the total number of which today exceeds 3,500, almost 400 thousand rooms).

The chain began with the development of transport infrastructure in the vicinity of the French city of Lille. The first hotel of the future chain Novotel was built in 1967 near the airport and motorway. Further Novotel hotels were also being built near transportation centers. It was a massive construction of small hotels with 60-80 rooms, 15-20 hotels a year. In 1973, a large Novotel with 600 rooms was built near the ring road around Paris. The increase in tourist flows required the development of tourist infrastructure. And in 1982, Novotel merged with the Sofitel chain, several restaurant chains, banqueting and service companies. The merged company was renamed Accor. Accor is a hotel chain of all categories from 1 to 5 stars, the world's second largest travel agency network, the 3rd largest casino and conference center chain in France, and a group of service companies serving 13 million people daily. The Accor hotel chain includes the following brands: Sofitel, Atria,

Novotel, Mercure Accor Hotels, Switch Hotels, Ibis, Etap, Formula 1, Red Roof, Motel 6, Studio 6.

The chain widely uses various forms of interaction, integrating efforts in related areas: it builds its own hotels, leases hotels, creates joint ventures, works with hotels under franchising agreements, introduces contract management, and integrates hotels into a single information system with a corporate website. 30% of the hotels are owned by the chain, 30% are leased, and 30% operate under franchise agreements. In 1994, a joint venture was established in which Accor holds 50% of the shares and Carlson Companies holds 50%. In 2000, Accor and the French Railways Authority created a joint program to sell "train + hotel" packages. Close cooperation with airline companies led to the creation of another specialized program of "flight + hotel" tours. Today, Accor is a leader in the hotel business with a network of tour operators and travel agencies, and an active participant in the American and European travel markets.

The restaurant and catering business is also one of the company's promising areas of activity. Assor owns the Lenotre restaurant chain (a total of 36 establishments in 8 countries), and is also looking to organize catering on the railway (24 million sales units in 2022). At the same time, despite the diversity of the company's activities and its constant striving for further business diversification, the name Assog is primarily associated with the hotel business - its hotels are currently operating in 90 countries. The names of the hotel chains have long become global brands: Ibis, Etap Hotel, Formule 1, Red Roof Inns, Motel 6 - the economy group and Sofitel, Novotel, Mercure - mid-range and upscale hotels.

As mentioned above, Assog hotels are currently operating in more than 100 countries, with 49% of the total number of rooms in Europe, 34% in the US, and the rest in other regions of the world. At the same time, international expansion is carried out mainly in the economy segment of hotels, which accounts for 57% of the group's total capacity.

Ibis is an international hotel company owned by the AccorHotels hotel holding company. Ibis opened its first hotel in Ukraine in 2011, the legal entity of the hotel is

UKRHOTELINVEST COMPANY LLC. Currently, there are 4 operating Ibis hotels in Ukraine, 2 of which are located in Kyiv and one more is planned to open in 2023. The main and additional activities of the company are:

- ✓ 55.10 Activities of hotels and similar temporary accommodation facilities;
- ✓ 47.99 Other types of retail trade outside stores;
- ✓ 56.10 Activities of restaurants, provision of mobile catering services;
- ✓ 61.10 Activities in the field of wire telecommunications;
- ✓ 61.20 Activities in the field of wireless telecommunications;
- ✓ 68.20 Leasing and operation of own or leased real estate;
- ✓ 79.90 Provision of other reservation services and related activities.

The value of the assets of UKRHOTELINVEST COMPANY LLC as of the end of 2022 amounted to UAH 76,591,000. The net profit of UKRHOTELINVEST COMPANY LLC amounted to UAH 10 130,00 in 2022, UAH 15,913,000 in 2021 and UAH (7,632,000) in 2020. Revenue for 2022 amounted to UAH 92,188,000, UAH 167,023,000 in 2021 and UAH 70,027,000 in 2020.

1.2. Economic analysis of import operations of "UKRHOTELINVEST COMPANY" LLC

In the context of the development of market relations in Ukraine, the scientific approach to the consideration of certain peculiarities of the activity of a production entity is of particular importance. As practice shows, most business entities start cooperating with foreign counterparties without a pre-calculated mechanism and a built-in system of such cooperation. Enterprises begin to operate in an uncertain business environment without an objective view of prospects and obstacles.

If a business entity sets its strategic goals of long-term operation in the foreign market and consolidation of its positions in it, the marketing department should comprehensively justify the effectiveness of foreign economic activity by conducting a comprehensive

analysis of the comparison of costs and income in the implementation of relevant transactions.

The effectiveness of foreign economic operations is largely laid down at the stage of their planning and preliminary preparation for conducting them, and is assessed through financial analysis.

At the stage of organization, the main strategic problem of the enterprise is to choose the field of activity and identify promising projects in the chosen field. These issues are resolved by analyzing the information contained in the financial statements and obtained through market research. The next step is to determine the tactical approach to solving the tasks. First of all, it is necessary to take into account the fact that development in a foreign market always implies high competition. Therefore, market regulators, combined with competition, create a single economic mechanism that forces the manufacturer to take into account the interests and needs of the consumer [2].

The implementation of the scientific method of financial and economic analysis of foreign economic operations is closely related to a set of techniques that make it possible to study the issues of foreign economic activity in practice. In addition, the methodology of financial and economic analysis of foreign economic operations should include such techniques and methods that will help to achieve the main objectives of the analysis (identify the factors that have the greatest impact on economic indicators, calculate the efficiency of operations, determine optimal management decisions, and exercise proper control over the reliability and legality of the company's operations in foreign trade).

The main objectives of the analysis of foreign economic activity are:

- assessing the level and quality of the company's fulfillment of obligations under contracts with foreign partners;
- characterization of the dynamics (development) of foreign economic activity of the enterprise;

- assessing the rational use of funds raised to fulfill contractual obligations. This task involves a sequential or parallel study of the company's capital turnover, a study of indirect costs of exporting and importing goods, a study of the efficiency of foreign economic operations; generalization of the preliminary results of the analysis using the working capital return ratio, which will allow answering the question of how rationally the working capital is used in the process of the company's foreign economic activity;
- assessment of the financial results of the company's foreign economic activity;
- characterization of the financial condition of the enterprise [3].

The sources of information for the analysis of economic activity are the data of accounting and operational accounting and reporting [4].

To analyze foreign economic activity, methodological approaches should be used that are the easiest to apply and provide the most effective calculation results. Such economic and statistical methods are the method of comparison (analysis of dynamics series), methods of relative values, averages, method of calculating the degree of variation, method of indices, and economic and mathematical methods - the method of proportional division, logarithmic method [5].

The objects of analysis of foreign economic operations are their economic results, which are formed under the influence of objective and subjective factors reflected in the system of economic indicators:

- macroeconomic indicators of foreign economic activity;
- economic results of the company's foreign economic activity: sales volumes, profits, profitability, product quality improvement, price reduction, introduction of new technologies, conquest of new markets, development of advertising and marketing, etc.

When conducting an economic analysis of the effectiveness of foreign economic operations at a manufacturing enterprise, the main goal is to assess its own potential capabilities in the competition in the foreign market and to develop measures to increase competitiveness and maximize profits.

The main elements of economic analysis of the efficiency of foreign economic activity should be:

- assessing the level and quality of the company's fulfillment of its obligations under contracts with foreign partners, studying the efficiency, advantages and disadvantages of concluding contracts and agreements;
- analysis of the competitiveness of the business entity and the competitiveness of products and sales market in foreign economic activity;
- analysis of the dynamics (development) of foreign economic activity;
- studying the rational use of resources in order to eliminate undesirable deviations from the planned tasks;
- analytical assessment of the execution of transactions and production and financial results of foreign economic activity; identification of factors that positively or negatively affected the final performance indicators;
- assessment of the results of business activities for the previous and current years;
- analysis of the financial condition of the business entity.

In any case, the main purpose of such an analysis is to improve the efficiency of the business entity and to find reserves for such growth [6].

To date, there are many approaches to determining the efficiency of foreign economic activity, and they are similar, but at the same time differ in terms of defining specific indicators and their grouping. Such diversity in approaches to the selection of indicators characterizing the effectiveness of foreign economic activity is explained by the lack of a single methodology for determining economic efficiency and the methodology for determining the indicators themselves.

A way to determine the effectiveness of foreign economic activity is to calculate various indicators based on a comparison of the economic results achieved with the resources spent on their achievement. It should be noted, however, that the scientific

literature does not have a unified approach to defining both the list of such indicators and the methodology for their calculation, which greatly complicates its implementation and makes it virtually impossible to generalize and compare the results of such diagnostics.

For example, Grebelnyk O. P., Shkurupiy O. V., Tyurina N. M., Karvatska N. S. distinguish two groups of performance indicators of foreign economic activity. The first group includes the indicators characterizing the absolute value of the economic effect and defined as the difference between the result and costs, as well as comparative performance indicators, which are defined as the ratio of the result to the costs of the concluded foreign economic contracts. The second group includes indicators that characterize the feasibility of an enterprise's participation in foreign economic relations: indicators of local efficiency, which are calculated using current domestic prices; indicators of general economic efficiency, which are calculated on the basis of estimated prices [7].

Shkurupiy O. V. divides the system of indicators of economic efficiency of foreign economic activity into two groups:

- effect indicators, which are defined through absolute values that have a cost dimension and are calculated as the difference between results and costs;
- performance indicators, which are determined on the basis of the ratio of results to costs and are usually determined in relative units (percentages and indices) [8].

N. M. Tyurina and N. S. Karvatska also distinguish two groups of indicators - absolute and relative. Absolute indicators include the volume of imports of goods and services, on the basis of which the dynamics of foreign economic activity and comparison with previous periods are determined; the volume of overhead costs for the implementation of a foreign economic contract, the reduction of which leads to an increase in the efficiency of foreign economic activity; the number and amount of claims during the implementation of a foreign economic contract; the number of satisfied claims. Absolute indicators allow for a general assessment of the state of foreign economic activity and analysis of its dynamics over the

relevant period. Import data are usually grouped by commodity items and presented in the form of analytical tables, which are used to calculate relative indicators.

The following factors are included in the group of relative indicators:

- import dynamics index (by value, by physical volume, by price, by quantity, by structure);
- import fulfillment rates (by value, by price, by physical volume);
- average turnover duration of import operations;
- return on investment ratio of import operations [9].

Sorkin S. L. distinguishes three blocks of indicators that can be used in the process of assessing and analyzing the effectiveness of foreign economic activity of an enterprise: the first block characterizes the initial economic result; the second - the economic effect (the final result in absolute terms); the third - economic efficiency (the final result in relative terms) [10].

It should be noted that Vakulchyk O. M. and Dubytskyi D. P. made an attempt to summarize the existing indicators of efficiency of import operations, dividing them into four groups:

- absolute indicators (volume of imports; volume of import overheads; average balance of funds; number of claims filed; amount of claims; number of claims satisfied);
- Relative indicators: indices characterizing the dynamics (physical volume index; price index; dynamics of the share of the global and European markets; share of cost reduction obtained through the use of new technologies, etc.); coefficients of fulfillment of import obligations (by value; by actual volume; by price; average turnover of an import transaction; return on funds from import operations);
- structure indicators (commodity structure of imports; geographical structure of imports; structure of import overheads);

▪ performance indicators (foreign exchange efficiency of imports; import efficiency; average turnover duration of an import transaction; return on funds from import operations; import efficiency) [11].

In our opinion, this approach is the most optimal, as it covers the entire range of import operations, and the indicators can be calculated both separately and comprehensively, depending on the purpose of the calculation.

One of the selected indicators of the analysis of import operations with whiskey is the indicator of the structure of import operations. Let us analyze it according to the data of the studied business entity "UKRHOTELINVEST COMPANY" LLC in Table 1.1.

Table 1.1.

Evaluation of the structure of import operations with whiskey of UKRHOTELINVEST COMPANY LLC for 2020-2022.

№	Import object	Cost in the currency of import , EURO			Value of imports in UAH equivalent, UAH			Percentage of each imported item, %		
		2020	2021	2022	2020	2021	2022	2020	2021	2022
1	Jameson	8 264	23 336	18 600	287 088	721 610	724 489	68%	57%	61%
2	Bushmills	560	2 476	1 780	19 454	76 564	69 333	5%	6%	6%
3	Proper Twelve	3 244	14 922	9 945	112 695	461 427	387 368	27%	37%	33%
Total imported goods and materials		12 068	40 734	30 325	419 237	1 259 601	1 181 189	100%	100%	100%

Source: built by the author on the basis of data [12]

The analysis of the structure of imported inventory of UKRHOTELINVEST COMPANY LLC for 2020-2022 shows that 68%, 57% and 61% of the value of whiskey imports of this business entity is Jameson, 27%, 37% and 33% - Proper Twelve and 5%,6%,6% - Bushmills.

As for the area of assessment and analysis of the economic efficiency of a company's foreign economic activity, it is currently the most methodically developed. It should be

noted that import operations are characterized, first of all, by currency efficiency and additional costs faced by a business entity in the course of foreign economic activity.

Having analyzed the approaches to determining the efficiency of foreign economic operations, it should be noted that most scholars distinguish between the efficiency of import operations and the efficiency of foreign economic activity based on traditional criteria for determining efficiency through the amount of profit received. At the same time, foreign economic activity is closely related to other areas of enterprise functioning that do not have a clear financial expression and are not reflected in such approaches. The solution to this issue will be to apply an integrated approach to determining the economic efficiency of foreign economic activity, which will allow determining the impact of such factors.

It should be noted that the listed groups of indicators do not fully reflect the overall effect of the enterprise's foreign economic activity, do not allow determining its feasibility, since they do not cover the evaluation and control processes that directly affect the efficiency of foreign economic operations. In our opinion, the diagnostics of an enterprise's foreign economic activity should be carried out on the basis of a systematic approach that makes it possible not only to carry out a full-scale analysis of foreign economic activity, provide integrated estimates for comparison, but also to identify ways to minimize possible risks in the future.

The application of a systematic approach allows for a comprehensive analysis of any type of foreign economic transaction, but it is quite difficult to isolate the effectiveness of foreign economic activity from the overall functioning of the enterprise. Therefore, in order to assess the effectiveness of a business entity's foreign economic activity, it is necessary to take into account and analyze the general financial and economic condition, the relative volume of foreign economic operations and the assessment of the effect of increasing (decreasing) their structural share in the business entity's activities.

CONCLUSION FOR CHAPTER 1

In our opinion, diagnostics of foreign economic activity enterprises should be carried out on the basis of a systematic approach, which gives the opportunity not only to carry out a full-scale analysis of foreign economic activities, provide integral estimates for comparison, but also identify ways minimization of possible risks in the future. Application system approach allows for a comprehensive analysis of any kind foreign economic transaction, however, to isolate in its pure form efficiency of foreign economic activity for general functioning enterprises are quite difficult. Therefore, to evaluate the effectiveness foreign economic activity of a business entity should be taken into account and analyze the overall financial and economic condition, relative volume foreign economic operations and assessment of the effect of increasing (decreasing) them structural share in the activities of the entity.

CHAPTER 2

ANALYSIS OF WHISKEY IMPORT OPERATIONS ON THE WORLD MARKET

2.1. The current state and prospects for the development of whiskey imports in the world

India is now the world's biggest Ireland country-consumer of whiskey in terms of consumption, displacing France from the first place. The country also ranks fifth in the list of the world's largest buyers of whiskey of Ireland whisky in terms of value.[13]

Global Ireland whisky business surpasses GBP 6 billion (around RM 31 billion) for the first time.

The global business environment of Ireland whisky is overseen Association. According to its report released on 10 February 2023, global exports of Ireland whisky in 2022 were GBP 6.2 billion (around HKD 59.28 billion) — an increase of 37 percent over 2021.

Exports, measured in 71cl (700ml) bottles, also increased by 23 percent up to 1.75 billion bottles. Interestingly, double-digit growth in 2022 was the same Just like it was in 2021.

The association noted double-digit growth in Taiwan, Singapore, India and China helped Asia Pacific overtake the EU as the industry's largest regional market. According to her, the Asia-Pacific region accounted for 29 percent of world exports by value. With a total value of £1.9 billion (about HK\$18.22 billion), the cost The region grew by 50 percent compared to 2021.

Among the types of Irish whiskey, the largest volume of exports by value is the bottled blend. by value, it accounts for 59 percent of world exports. The cost of mixing bottles in 2022 was £3.9 billion (about HK\$36.53 billion), up from £44 billion percent compared to 2021.

Four countries - Singapore, Taiwan, China and Panama - did not make it into the top ten when countries were ranked by the volume of bottles consumed. However, all four countries were in list by cost.

The value of Irish whiskey exported to Singapore was £327 million (approx. HK\$3.15 billion), making it the third most expensive market in the world. Singapore was followed by Taiwan (GBP 315 million/HKD 3.01 billion), China (GBP 233 million/HKD 2.2 billion) and Panama (GBP 203 million/HKD 1.9 billion) on the fourth, sixth and seventh place respectively.

Panama showed the largest increase in value among all the top 10 countries. If in 2021 the value of exports was only 79 million pounds sterling (about 746 million Hong Kong dollars), then in 2022 it increased by 185%,

Countries with the highest consumption of Ireland whisky

1. India. In 2022, India consumed 223 million bottles. This indicator is equal to 62 The percentage exceeded 147 million bottles in 2021 and marked the highest jump in annual consumption. This figure puts India at the top of the list of most popular export destinations List of main export directions.

Sales of Irish whiskey in India - a country with a population of over 1.4 billion people - value also increased to £292 million (about HK\$2.8 billion), registering a jump of 94 percent compared to £152 (about HK\$1.5 billion) in 2021. Annual growth in value became the second largest for the country after Panama. India ranks fifth in the list for In terms of value, it rose three positions compared to 2021.

However, the association noted that, despite double-digit growth, the Irish Whiskey still accounts for only two percent of the Indian whiskey market. She said she was relieved 140 percent tariff burden on Irish whiskey in India under UK-India FTA could lead to an additional increase of £1 billion (about HK\$9.46 billion) during over the next five years.

2. France. The French still love their Ireland, despite what the country has lost her cherished place No. 1. In 2022, 209 million bottles will be consumed in France, which

is 21 percent more than in 2021. 177 million bottles in 2021. Interestingly, the figure for 2021 was almost the same as in 2019 and 2020. This means that France recorded a significant jump in consumption after about three years.

On the other hand, France's Ireland whisky import by value was GBP 488 million (around HKD 4.6 billion), denoting a rise of 26 percent over GBP 387 million (around HKD 3.7 billion) in 2021. The percentage rise is significant, as France recorded only 2.8 percent growth year on year in 2021.

3. US. The US remains the largest consumer of Irish whiskey by value. In 2022, sales of this type of alcohol in this country amounted to £1.073 billion (about HK\$11 billion). The increase in value was 37 percent This compares with £780 million (about HK\$9.5 billion) in 2021.

The popularity of Irish whiskey in the USA can be judged by the fact that the total value of its sales in the United States was approximately equal to the combined value of the following three markets - France, Singapore and Taiwan.

The US is also the third largest market for Irish whiskey in terms of exports, with a total of 137 million bottles. The volume of exports was 147 million bottles. Although the volume growth in 2022 will be only 10 percent compared to 13.8 percent in 2021.

According to the ASSOCIATION, for the first time since the introduction of the 25 percent tariff on Production of Irish single malt whiskey suspended (£1.06bn / SEK 10.6bn in 2019) that the U.S. managed to achieve exports of more than 1 billion pounds.

4. Brazil. Brazil is famous for its Irish whiskey consumption. According to WhiskyInvestDirect's 2021 report, which helps investors profit from Whiskey, 97 percent of the market is occupied by bottled blends.

Citing Gregorio Gutiérrez, head of Brazil, Paraguay and Uruguay at Diageo, the report says that by 2021, 97 percent of the market will be bottled formula. Diageo, the report says that the northeast of the country is special leans towards whiskey.

As expected, Brazil retained its place as the fourth largest export destination for Irish whiskey by volume, with 94 million bottles exported in 2022.

2021 saw the highest annual jump in volumes compared to 2020 and 2019. In 2022, the jump was 14 percent, showing that Brazil continues to love Irish whiskey.

However, the country did not find a place in the list of 10 countries by cost Export. Brazil also did not make the top ten in both 2021 and 2020 for the same indicator.

5. Japan. Japan occupies one of the first places in Asia in terms of whiskey consumption. Most The export of alcohol from this country is growing every year. Including The lion's share falls on Japanese whiskey - a style that is modeled after Irish But it has its own unique character.

According to the Nikkei Asia 2023 report, Japanese whiskey is gaining recognition in countries such as Singapore and Great Britain. Xinhua reports that exports Japanese whiskey rose in price by 22.6% to 59 billion yen (\$446.51 million/5.1 million billion) in 2022, which is the largest share in the total export of Japanese alcoholic beverages Drinks.

However, Japan is also a big consumer of Irish whiskey. Export of alcohol to There were 66 million bottles in the country, up 34 percent from 57 million bottles in 2021. For comparison, the growth of total exports as a percentage compared to the previous year was 26.9 in 2021.

However, in value terms, Japan retained its ninth place with £185 million (approx. 1.6 billion Hong Kong dollars) for the sale of Irish whiskey. This figure is 35 percent more over £144 million (about HK\$1.3 billion) in 2021.

6. Germany. With the exception of a period when business was hit by the pandemic, Germany, known for its large beer-drinking population, has recorded steady Irish whiskey consumption. consumption of whiskey.

Exports to Germany by volume increased by 49 percent to 64 million bottles in 2022.

In the previous year, this indicator was 48 million bottles, and in 2020 - 44 million bottles. Volume growth in 2022 helped Germany become the sixth largest consumer of Irish whiskey - up two places from 2021.

In terms of value, Germany remained in eighth place with 202 million pounds sterling (about 2.0 billion Hong Kong dollars). million (about HK\$1.8 billion), up 37% from £146 million (about HK\$1.6 billion) in 2021. billion Hong Kong dollars) in 2021. This indicator also exceeded the value of 2019 for the first time, which was £184 million (about HK\$1.7 billion).

7. Spain. Next on the list in terms of volume is Spain. The data of the ASSOCIATION show that Spain recorded exports of 68 million bottles, up 35 percent from 45 million bottles in 2021. By comparison, Spain's exports in 2021 were 32 percent higher than in 2020.

Although Spain dropped one place from seventh place in 2021, it maintained its position It ranks 10th among the largest export markets by value. In 2022, Spain's Ireland whisky export value amounted to GBP 173 million (around HKD 1.6 billion), up 46 percent from GBP 118 million (around HKD 1.2 billion) in 2021.

8. Poland. With an export volume of 46 million bottles, Poland ranks ninth in ASSOCIATIONS in 2021. In 2022, there was a nine percent jump, as a result of which exports increased to 44 million bottles, and the country's position rose to eighth place. The volume of exports grew to 43 million bottles, and its position rose to eighth place in the list of the largest consumer. The increase in volume, although not very large, was practically constant. Poland recorded 34 million and 33 million bottles by volume in 2020 and 2019, respectively.

As is the case with Brazil, Poland did not find a place on the ASSOCIATION list in terms of Ireland whisky export by value.

9. Mexico. According to the ASSOCIATION, Mexico recorded only a 2 percent increase in Irish whiskey exports by volume. Thus, the data show that The number of

bottles exported to the market was the same as in 2021 - 47 million. Interestingly, the figure for 2021 is 14 percent more than the previous year. With but still 8 percent less than in 2019, meaning Mexico has not yet reached has not yet reached the pre-pandemic level of Irish whiskey exports by volume.

However, for the third time in a row, Mexico did not make the list markets for the value of Irish whiskey. Whiskey consumption in Mexico has grown dramatically in less than two decades. According to a 2016 WhiskyInvestDirect report, the country was the 24th largest consumer of Irish whiskey by value and 23rd by volume in 2006. consumer of Irish whiskey by value and 23rd by volume in 2006. Today, as the data show According to the data of the Association, today it is one of the largest markets in the world.

10. South African Republic. South Africa is a new market in the 2022 list by volume export of Irish whiskey. In 2022, the volume of exports to this country increased to 37 million bottles with 35 million bottles in 2021, a double-digit jump of 19 percent.

Table 2.1. Key drinks brands promoted by Diageo and SABMiller in selected target markets

Diageo10	Target market(s)
Johnnie Walker (Ireland whisky)	Asia, Middle East, Brazil, Thailand, Mexico, China, South Africa
J&B (Ireland whisky)	South Africa, Turkey
Buchanan's (Ireland whisky)	Latin American and Carribean, Venezuela, Mexico, Colombia, Brazil
Captain Morgan (rum)	South Africa
Smirnoff (vodka)	Brazil, South African
Guinness (beer)	Nigeria, Indonesia, Cameroon
SABMiller	Target market(s)
Grolsch (beer)	South Africa ¹¹
Miller (beer)	Latin America, ¹² China, ¹³ India ^{13 14}
Peroni (beer)	Africa, India ¹³
Pilsner (beer)	Africa, ¹⁵ Latin America ¹⁵

Table continuation 2.1

SABMiller	Target market(s)
Castle (beer)	Africa11 15
Carling (beer)	South Africa15
Impala (beer made from cassava)	Africa11 15
Snow (beer)	China11

Source: built by the author on the basis of data [14]

The UK is central to the political economy of alcohol, being home to Diageo, the world's leading spirits company and SABMiller, the second largest beer producer. The second largest producer of beer. Along with promoting its beverage brands in developing countries (table 2.1), these two companies have also engaged in global health and development policy debates.[14]

Both Diageo and SABMiller have undergone a major reform of their corporate structure and operational activities to maximize opportunities for expansion in developing countries. Since 2015, Diageo has doubled its investment in emerging markets through aggressive Programs of takeovers and mergers (Table 2.2). Between 2018 and 2022

sales in the "new fast-growing markets" in Russia and Eastern Europe, Africa, Turkey, Latin America and the Caribbean, as well as in the Asia-Pacific region increased by 39%, and now make up 44% of the total area global sales.

Table 2.2. Diageo's global expansion through acquisitions in key emerging markets

Region	Diageo investment
China	Received approval from Chinese authorities to become sole shareholder in Shui Jing Fang (formerly Chengdu Quanxing Group), July 2013

Region	Diageo investment
	Purchased controlling stake in Chengdu Quanxing Group (premium baijiu manufacturer), 2011
Africa	Agreed to 50:50 joint venture in United National Breweries traditional sorghum beer business
	Purchased Meta Abo Brewery in Ethiopia, 2011; expanded local production, 2012/13
Region	Diageo investment
India	Purchased majority share in United Spirits, July 2013
Middle East	Purchased Mey Icki (producer of Yeni Raki) in Turkey, 2011
Latin America	Purchased Ypioca (major spirits producer) in Brazil, 2012

Source: built by the author on the basis of data [14]

Diageo is looking to gain greater access to the world's largest whiskey market by trying to acquire a controlling stake in the Indian liquor company United Spirits;²³ if successful, the acquisition will mean 60% of the company's spirits sales will be in development 8 SABMiller also relies on developing countries for its recent growth. In 2013, its activities in Africa and Latin America amounted to 33% and 34%, respectively, of the company's revenue. 13

South Africa is a new market on the 2022 list for Irish whiskey exports. In 2022, the country's export volume increased to 37 million bottles from 33 million bottles in 2021, a double-digit jump of 15 percent.

2.2 Development and import potential of the whiskey market in Ukraine

The Ukrainian market of whiskey headily grew in 2021, jumping up on 160% comparatively with a previous year.. This number represents the general profit yield of producers and importers (without the account of logistic charges, charges on the retail marketing and marks-up of рітейлерів, that will be plugged in the last consumer bid). On the whole, a consumption showed a considerable increase. As a result, a consumption attained the level of spades and, probably, will continue to grow in the nearest prospect. Import of whiskey to Ukraine in 2021 headily grew in litres, increasing on 169% comparatively with the indexes of 2020. On the whole an import demonstrated a proof increase. As a result, an import attained a peak and, probably, will continue to grow in the nearest prospect. In a value term the import of whiskey also grew headily. On the whole, an import demonstrated a swift increase. As a result, an import attained a peak and, probably, will continue to grow in the nearest prospect.

In 2021 Great Britain (7500 litres) part of that in the general volume of import laid down 49% became the most supplier of whiskey to Ukraine. Moreover, the import of whiskey from Great Britain twice exceeded the indexes of the second on a size supplier - to Ireland (6733 litres). The third position in this rating was occupied by the USA (6213 litres) with part 18%. From 2014 to 2022 the average annual rates of increase of volumes of deliveries from Great Britain presented 33,8%. Other countries-suppliers fixed the next average annual rates of increase of import : Ireland (18,8% on a year) and USA (97,0% on a year). In a value term the most supplier of whiskey to Ukraine is Great Britain there is 49% of general volume of import on that. Second position in rating посіла Ireland with part 21% from the general volume of import. By her the United States of America follow with part 15%. From 2014 to 2022 an average annual growth of cost rate from Great Britain laid down 23,1%. Other countries-suppliers fixed the next average annual rates of increase of import : Ireland (16,1% on a year) and USA (71,6% per year).

In 2022 the middle cost of import of whisky made 50 dollars for a litre, that on – 16% less than, than in a previous year. On the whole, the imported prices showed a deep decline. Rates of increase were most shown in 2017, when the middle imported price grew on 22%. For investigated period the middle imported prices attained the value of spades in 62.5 dollars for a litre in 2014, however from 2015 to 2022 the imported prices remained at more subzero level. Prices notably differed depending on the country of origin : a country with the greatest price were Netherlands, while a price for the USA was one of most subzero. From 2014 to 2024 the most noticeable rate of price advance was shown by Latvia (+5,8%), while prices for other basic suppliers demonstrated the mixed dynamics.

The Ukrainian import of whisky 2026 to must grow to \$85 million, a growth of 2,7% every year. In 2021 they imported whisky on \$71 million, that an 8% increase, than in 2002. The export of Ukrainian whisky also must attain \$23 million 2026 to with the middle rate of increase 3,4% a year. Last year a country exported whisky on \$18 million, that on 5,5% increase, than in 2002. However in the world rating of exporters of whisky Ukraine took the 24 places only, passing Portugal on the \$18 million USA, Singapore and Ireland took the second, third and fourth places accordingly.

Ukraine Whisky Import is set to reach \$84,554,000 by 2026 from \$70,786,000, is expected to jump by 8% per year. Since 2017, the demand grew 2.2% year on year at \$10,310,000,000.

In 2015, the whisky market in Ukraine was worth USD 319.00 million (at retail prices). By 2026, the whisky market in Ukraine is forecast to reach USD 1.11 billion (at retail prices), growing at a CAGR of 8.20% over the period 2022-2027. This is a decline from the growth of around 20.00% per annum registered in 2017-2022.

Average consumption per capita in value terms reached USD 7.23 per capita (in retail prices) in 2017. In the next five years, it grew at an average annual level of 21.44%. In the medium term (until 2027), the growth rate of the indicator is projected to slow down and increase by 7.99% per year.

Among leading tendencies in the category of whisky - преміалізація and enormous increase and expansion of segment. As a result, a category grows stably, without regard to negative terms. Although a price remains the key criterion of purchase, in the world market of whisky there is the very strong tendency to преміалізації, supported by the enormous openness of consumers to the innovations and increase of popularity of mixology. Aspiring to interesting foods of преміум and niche drinks explains a growing tendency among solvent consumers. Преміалізацію it is also possible to bind to that consumers aim to shorten the consumption of alcohol, and it means that they can allow to the soba to buy strong waters of top quality.

During a few last years at the market of whisky there was powerful consolidation, that was partly predefined by plenty of new brands that appeared at the market. Such giant alcoholic companies, as Beam Suntory, Brown - Forman, Diageo and Pernod Ricard, participated actively in most agreements from absorption during a few last years, due to what their brief-cases became very diversified and include many specialized brands. Only some of examples include acquisition of Pernod Ricard producers to the bourbon of Smooth Ambler and Rabbit Hole Whiskey in 2019 and 2022, acquisition of Diageo of міноритарної part in Westward Whiskey through Distill Ventures in 2022 and investment of Bacardi in The Teeling Whiskey Company in 2019.

Forecast, that the world market of Irish whisky will grow with a considerable average annual growth rate in the forecast period. Economic development and considerable development of infrastructure became the source of regional profit. In addition, the conformities to law, related to the internal production, import, export and consumption, helped market participants to analyse and take advantage of potential possibilities. In addition, the quality and quantitative parameters presented in a report with the detailed analysis light up the motive and retentive factors of world market of whisky in Ireland.

Cumulative influence of COVID - 19: COVID - 19 is an unprecedented global emergency in the field of a health protection that influenced almost on every industry, and

her long-term consequences, on prognoses, will be represented on the increase of different industries of eventual consumption during the forecast period. It extends current research research base, to provide including of the basic questions related to COVID - 19, and potential ways for further development. In a report information is given about COVID - 19 taking into account changes in consumer behavior and have a drink, models of purchases, reorganization of chain of deliveries, dynamics of current market forces and considerable interferences from the side of governments. The special division of report exposes the detailed analysis of influence of COVID - 19 and him further flashes on demand, suggestion, prices and activity of suppliers, and also gives to recommendation in relation to the achievement of proof results. The renewed research contains information, analysis, estimations and prognoses on influence of COVID - 19 to the world market of Irish whisky[15].

Cumulative influence of the Russian-Ukrainian conflict : We constantly watch and renew reports, taking into account a permanent political and economic vagueness in connection with the Russian-Ukrainian conflict. Negative influence is envisaged in a global scale, especially in Eastern Europe, European Union, East and Central Asia and United States. This conflict in earnest influenced on lives of people and their living, and also entailed far-reaching interruptions in the dynamics of trade. Expected, that the potential consequences of триваючої war and vagueness in Eastern Europe will have negative influence on Ukraine and answer heavy long-term consequences for Russia. In a report consequences open up for balance of demand and supply, pressure on pricing, influence on an import/export and trade, and also short-term recommendations for the world market of Irish whisky, taking into account current information about a conflict and global reaction on him.

Cumulative influence of high inflation : High inflation in the developed countries of the world resulted in a general price advance during the last two years. Expected, that the cumulative decline of general purchasing power substantially will influence on the

economy of countries that develop, and it is considered useful in many respects. In a report influence of high inflation opens up on the long-term indexes of world economy and the detailed information about fiscal politics, that measures and diminishes her short-term influence on demand/suggestion, money streams and exchange of currencies, is given. In a report influence of high inflation opens up on the long-term indexes of world economy and the detailed information about fiscal politics, that measures and diminishes her short-term influence on demand/suggestion, money streams and exchange of currencies, is given. In a report the "Global market of whisky is speech goes in Ireland" about high inflationary expectations, taking into account corresponding influence of inflation that pushes slightly charges, and inflation that attracts demand.

Market statistics: In a report a market estimation and prognoses are given for 7 basic currencies - USD, EUR, JPY, GBP, AUD, CAD and CHF; support of a few currencies helps the leaders of organizations to accept the best decisions. In this report 2019 and 2021 examined as historical, 2022 - as base, 2023 - as an evaluation, and years from 2024 to 2030 - as a prognosis period.

Segmentation and scope of market : In a report the "Global market of whisky of Ireland" is certain key descriptions of consumer for determination of potential market and exposure of different requirements in industry. Understanding of economy and geography of potential group of clients can help to get a business grip for the best acceptance of strategic decisions. Our market research in different branch vertical lines exposes the hidden true about strategies of players in different vertical lines and helps organization to be determined with a target audience. This report gives to you a complex idea about submarkets in combination with the all-round scope of industry and gives the correct method of taking into account of such factors to you, as norms and rules, culture, to work out correct strategy of scope for your market plan. This report classifies the global Irish market of whisky with the aim of prognostication of profits and analysis of tendencies on each of next submarkets.

On a type a market is divided into bottle купажований Irish to whisky, купажований Irish to whisky on an overflow, onemalt Irish to whisky and onemalt or купажований grain-growing Irish to whisky.

On the type of distribution a market is investigated in the cut of e-shops, retail shops and specialized shops.

In a regional cut a market is investigated in America, Asian-Pacific region, and also in Europe, on Near east and in Africa. The American region is investigated in Argentina, Brazil, Canada, Mexico and United States. California, Florida, Illinois, New York, Ohio, Pennsylvania and Texas, is investigated in the United States. The Asian-Pacific region is investigated in Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam. Europe, Near and Africa east, is investigated in Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, Incorporated Arabic Emiparax and UK.

Matrix of positioning of FPNV : Matrix of positioning of FPNV estimates and classifies suppliers in the world market of whisky of Ireland on the basis of business strategy (increase of business, scope of industry, financial viability and support of channels of sale) and satisfaction and distributes them a product (correlation of price and quality, simplicity of the use, description of product and support of clients) after four quadrants (F: Forefront, of P : the earliest Explorers, N: Niche and V: Vitally important). Presentation/visualization of matrix of positioning of FPNV at the global market of whisky of Ireland helps companies better to make decision and understand a competition environment.

Analysis of market share : Analysis of market share offers the analysis of suppliers taking into account their payment in a common market, giving an idea about generuting of profits at the common market comparatively with other suppliers in this space. It gives an idea about efficiency of work of suppliers from the point of view of generuting of profits

and client base as compared to other. The global analysis of market of whisky share in Ireland gives an idea about a size and competitiveness of suppliers for a base year. A result shows descriptions to the market from the point of view of accumulation, fragmentation, prevailing and association.

Competition scenario: the Competition scenario contains the perspective analysis of the different strategies of business increase, accepted by suppliers. The news of this division contain valuable information on the different stages, keeping abreast of business and bringing over parties concerned to economic debates. The global competition scenario of the Irish market of whisky presents press-releases or news of companies, grouped after the categories of "Confluence and absorption", "Agreements, collaboration and partnership", "Start and perfection of new product", "Investment and financing", and also "Reward, confession and expansion". All collected news help suppliers to understand blanks at the market, strengths and weaknesses of competitors, providing information for perfection of foods and services.

The prognoses of proceeding in the economy of Ukraine envisage the increase of GDP at the level of ~3 nearest. Modern food ритейлери quickly develop on all Ukraine, and the general trade area of the Ukrainian grocery stores will grow with expansion of modern formats. At the Ukrainian market of retail business a few prevail large Ukrainian and foreign retailers.

Demand on the imported alcohol grew in 2016-2018 due to the increase of base of loyal consumers, increase of amount of the imported brands and general tendency to try new foods among young Ukrainians. The typical consumers of strong alcoholic drinks in Ukraine are men. Increase of mobility and trips among young people changes habits of the use of alcohol, that results in the increase of interest in whisky, gin, rum and wines. All more people are ready to spend money on more quality alcoholic beverages and anymore interested in an origin and quality of products.

Great Britain, USA and Ireland lead the import with the total of 90%+ imported whisky volume share, and ~80% gin volume share.

Distributors are focusing on product innovation in terms of bottle size, new brands, the extension of available products and improved distribution. Alcoholic drinks is expected to record modest total volume growth in the future due to the improving economy. The fastest progress will be seen within cider, brandy, rum, whiskies, still light grape wine, sparkling wine, premium lager and flavoured/mixed lager, with sales being driven by growing demand for quality and new flavours. Spirits will remain one of the largest alcoholic drinks areas.

A market has optimistic prognoses in relation to proceeding in an economy and increase of consumer trust, reports about the considerable increase of present value of food ритейлу, swift development of modern grocery stores, and also specialists from the production of alcohol. All of it, and also the forecast considerable increase of consumption of alcoholic beverages with an accent on bonus products, predefined by the increase of interest and demand on the imported alcohol, opens new possibilities for the Irish alcoholic companies in Ukraine.

Ukrainians are still spending more money on imported drinks. At the same time, our state has everything necessary to change this. Local drinks may well displace most of the imports, but there is not enough specialized law for this. What exactly needs to be changed in the legislation and how to support national craft producers, the head of the public union "Association of Craft Distillers of Ukraine" Kateryna Lavrenova told Mind.

The latest sociological surveys on alcohol consumption by Ukrainians were conducted by the Rating Group in 2021. The data show that cider, champagne, wine, beer, tinctures, as well as various strong drinks (vodka, cognac, whiskey, rum, vermouth, gin) are consumed in Ukraine.

But, if you analyze the assortment presented on the shelves of supermarkets and specialty stores, it becomes clear – for the most part, Ukrainians spend money on imported alcohol.

From data of AgroPolit, in 2021 Ukraine imported about 73 000 tons of alcoholic beverages with the concentration of alcohol less than 79% (mainly cognac, whisky, vodka, liqueurs and sweet liqueurs) to the amount of \$231 million. Wine and other Wines were imported almost 90 000 tons to the amount of 219 million dollars, and malt beer are 71 100 tons to the amount of 71 million dollars.

Beer was left mainly from Mexico, Belgium and Germany. Various wines bought mainly in Italy, France, Georgia and Spain, strong alcohol - in Great Britain, Georgia, Ireland, Germany and Armenia.

Amount of imported, and not always quality, products presented on markets, prevails above home drinks in correlation approximately 70% to 30%.

For example, we have for sale whisky only from other countries, but it does not mean that Ukrainians are not able to produce him.

Today Ukraine has enormous potential - economic, gastronomic and tourist. Our producers are presented practically in all popular segments of alcoholic products. It is confirmed by the national and international rewards of some Ukrainian Wines and strong alcohol, what of them get within the framework of prestige professional competitions.

After the supervisions of Association of craft wine-makers of Ukraine, Ukrainians in recent year began to be anymore interested in local drinks. It testifies to beginning of forming of culture of consumption. Foreign guests also ask local drinks in shops and bars, in fact it far more interestingly them to bring in quality to the souvenir products of the Ukrainian production, including alcohol.

Home to craft distillers make many drinks with different tastes, from natural ingredients and high quality. Some of them, especially to the fruit and wine distillates capable to compete with the imported brands.

In 2020-2021 Association of craft distillers of Ukraine participated actively in preparation of necessary for industry, if a situation succeeded to be moved from a dead centre. In the moment of preparation of this material in Verkhovna Rada two documents were registered:

1. The draft law "On Amendments to Certain Laws of Ukraine on Simplifying the Conditions for the Production of Distillates by Small Businesses" (dated 5762.14.07) was introduced by the Cabinet of Ministers of Ukraine under registration number 2021.

2. Initiated by a number of people's deputies draft law under registration number 5311 "On Amendments to the Law of Ukraine "On State Regulation of Production and Circulation of Ethyl, Cognac and Fruit Alcohol, Alcoholic Beverages, Tobacco Products and Fuel" (regarding small distillate production)" (dated 29.03.2021).

During the discussion of these legislative initiatives in summer, on Third allukrainian forum-exhibition "Strong Craft 2022" Craft Ukrainian Distillers & Vendor, that was conducted by an association, the deputy of people's Marjyan Заблоцький marked that the state intended in the near time to create the honest and competition terms of work for the small productions of distillates.

And they need it really, to take the place at the market of alcoholic beverages in Ukraine in different segments.

CONCLUSION FOR CHAPTER 2

In order to stand on the shelves in stores and start cooperating with bars, cafes, restaurants, our small distillate producers lack changes in legislation, they are simply not able to work legally under the existing conditions. We have a market demand for new, interesting and high-quality domestic drinks, but we cannot satisfy it.

The production of alcohol is currently regulated by the Law of Ukraine No. 481, where fruit, grain distillates and alcoholic beverages based on them are not clearly reflected. Fruit and grain distillate, according to legislative acts and standards, is mentioned

CHAPTER 3

ADMINISTRATIVE DECISIONS REGARDING THE ORGANIZATION OF THE IMPORT OF WHISKEY TO UKRAINE

3.1. Organizational and regulatory support for the import of whiskey to Ukraine

In general, as we have already understood, imports are the purchase of goods by Ukrainian foreign economic operators from foreign economic operators with or without exportation of these goods to the territory of Ukraine (including the purchase of goods intended for own consumption by Ukrainian institutions and organizations located abroad).

Legal regulation of import operations of business entities is carried out by the state by applying certain measures that, depending on the nature and type of methods used applicable can be divided into:

- tariff - based on the use of the customs tariff;
- Non-tariff - administrative regulations that are not related to the use of the customs tariff (quotas, licenses, subsidies, anti-dumping measures, trade agreements, etc.).

The application of tariff measures is based on the regulatory provisions of the aforementioned regulatory act governing foreign economic activity, as well as the Law of Ukraine "On the Customs Tariff of Ukraine".

As for non-tariff regulation measures, there are currently no less than fifty forms and methods of non-tariff restrictions.

The regulation of import operations by special regulations is related to the impact of these operations on the economy of the state and should be aimed at ensuring an active foreign economic balance of Ukraine. In order to restrict or encourage imports of certain groups of goods and protect domestic producers, Ukraine has introduced a licensing regime under Article 16 of the Law of Ukraine "On Foreign Economic Activity".

A license is a duly executed permit to import certain products, goods, or other property during a certain period. Depending on the validity period, nature and volume of goods subject to the licensing regime, import licenses are divided into general and individual, one-time and open. Import licenses are also divided into anti-dumping, countervailing, and special licenses.

Import licensing and quotas are introduced by Ukraine independently through its state authorities in cases stipulated by Part 5 and Part 6 of Article 16 of the Law of Ukraine "On Foreign Economic Activity", including in case of significant disturbance of the equilibrium for certain goods in the domestic market of Ukraine.

Only one type of license is required for each type of product.

Licenses are issued by the central executive body for economic policy on the basis of applications from foreign economic operators.

An important element of import operations is the independent setting of prices for goods by a foreign economic operator. However, in certain cases provided for by law, pricing for import operations in Ukraine is regulated by establishing indicative, fixed or maximum price levels for foreign trade transactions.

Only those goods may be imported into the territory of Ukraine that do not violate the minimum conditions of the relevant standards, certificates and other requirements in force in Ukraine in terms of their technical, pharmacological, sanitary, phytosanitary, veterinary and environmental characteristics. At the same time, foreign certificates are taken into account only if the mutual recognition of such certificates is provided for by the provisions of the relevant international agreements. The basis for transportation of products of certain groups of commodity nomenclature of foreign economic activity across the customs border of Ukraine is a certificate of conformity issued by an authorized body in accordance with the current legislation or a certificate of recognition of a foreign certificate.

In the absence of national standards and requirements of Ukraine for a particular product, the relevant international standards and requirements or foreign standards and requirements in force in the leading exporting countries of the said products shall be applied.

In the case of importing goods that have no analogues in Ukraine, a foreign economic entity that imports or a foreign economic entity that exports must present a certificate certifying that the technical, pharmacological, sanitary, phytosanitary, veterinary and environmental characteristics of the goods comply with applicable international standards and requirements or national standards and requirements of the country that is a leader in the export of the goods.

Technical, pharmacological, sanitary, phytosanitary, veterinary and environmental standards and requirements, as well as procedures for their application, may not be used to create non-tariff barriers to foreign economic activity by the subjects of such activity.

In order to regulate import activities, the state uses a system of measures based on the combined use of economic and administrative methods in accordance with the laws of Ukraine. Ukrainian legislation provides for the possibility of applying customs tariff and non-tariff methods of foreign trade regulation. The use of both of these methods is in line with global practice.

With the help of customs and tariff regulation, most countries in the world solve the following problems not only to protect national producers and replenish the state budget, but also the economic security of the country as a whole.

Customs - carried out by state authorities in accordance with the procedure established by the current legislation and aimed at regulating foreign trade activities. Customs tariff regulation is based on the use of customs tariffs.[16]

The application of tariff measures is based on the regulatory provisions of the Customs Code, the Law of Ukraine "On Foreign Economic Activity", and the Law of Ukraine "On the Customs Tariff of Ukraine".

In Ukraine, the following types of duties are applied in accordance with the Customs Code of Ukraine:

- 1) import duty;
- 2) export duty;
- 3) seasonal duty;
- 4) special types of duties: special, anti-dumping, countervailing, additional import duty.

Considering the structure of customs rates, it can be outlined that currently the most important thing for Ukraine's economy is to set customs rates in such a way that they meet the country's economic needs, i.e., imports of industrial raw materials should be duty-free or at low rates, while semi-finished and especially finished goods should be subject to substantial increases in duty rates. The protectionist function is related to the protection of domestic producers.

The levying of customs duties on imported goods increases the value of the latter when sold on the market of the importer's country and thereby increases the competitiveness of similar goods produced by domestic producers. In addition, customs tariffs perform an important regulatory function by levying customs duties on imported goods, which increase their value when sold on the domestic market of Ukraine. Such measures make it possible to increase the competitiveness of goods produced by domestic producers and enable them to develop.

Ukrainian legislation clearly stipulates that when raising customs tariffs, the state must take into account the possible consequences of such an increase, especially for a group of strategic goods. The Government of Ukraine has also introduced higher rates of customs duty and excise duty on goods that are not produced in Ukraine. In our opinion, this is contrary to the rules of the General Agreement on Tariffs and Trade (the "GATT"), which provide for the reduction of duty rates in order to reduce tariffs and eliminate other barriers to international trade and provide the population with goods that are not produced

by domestic producers. In this case, one cannot but pay attention to the warning that high tariffs hinder rather than help economic recovery, so, in our opinion, the Government of Ukraine, especially in a period of economic stagnation, should be more careful about increasing customs tariffs.

Also, Ukraine should apply preferential duty rates more widely to solve the problems of imports of goods that are essential for national producers and significantly affect the pricing of goods produced in Ukraine.

Preferential rates are special preferential rates that include exemptions from customs duties and are applied to goods originating from countries that are members of customs unions with Ukraine or form special customs zones with Ukraine, as well as when a special preferential solution is established in accordance with international agreements with Ukraine. Recently, Ukraine has been actively using customs tariffs as an instrument of its economic policy. In this regard, it is worth noting that about 65 percent of the state budget revenues from foreign economic activity are provided by the customs authorities through customs taxation. The lion's share of these revenues is customs duties, with the average import duty rate being 30 percent. This primarily indicates that Ukraine does not have its own sources of supplying consumers with commodity products and that domestic producers have rather weak positions in the domestic market.

Thus, without a normal domestic market for commodities and given the weak position of the Ukrainian currency, it is impossible, in our opinion, to become a full-fledged participant in world trade and achieve efficiency in foreign economic relations. Therefore, for Ukraine, as a developing country, protectionism policy is one of the components of foreign policy, but it is worth remembering that according to the theory of P.H. Lindert, customs tariffs almost always reduce the level of welfare in trading countries and most often reduce the welfare of both importing and exporting countries. P.H. Lindert notes that import and export tariffs can be fully justified when they are a vital source of funds to

finance social programs and investment activities. But, recently, the actions of the Government

Ukraine's experience shows that import and export tariffs perform only the function of forming the state budget, which, unfortunately, is not aimed at developing social programs and investment activities.

Another method of regulating import operations that Ukraine has recently been applying, including in relation to the World Trade Organization (WTO) member states, is non-tariff restrictions.

Non-tariff restrictions (quotas, licenses, prohibitions, etc.) used to regulate exports occur in cases provided for in Article 11, paragraph 2a of the GATT, i.e. in the case of exports of goods that are considered to be in short supply on the national market. As well as when exporting goods under international commodity agreements in order to stabilize the relevant transnational commodity market.

Non-tariff regulation measures affect the flow of goods and increase the price of foreign goods that have entered the national market, impede the consumption and sale of foreign goods in the national market, and quantitatively restrict or prohibit the import and export of goods. Non-tariff regulation is carried out through special regulations and is aimed at ensuring an active foreign economic balance of Ukraine.

Thus, according to the Law of Ukraine "On Foreign Economic Activity", Ukraine introduced a licensing and quota regime to restrict or encourage imports of certain groups of goods and protect domestic producers. A number of laws were adopted to protect domestic producers from subsidized and dumped imports: "On Protection of Domestic Producers from Subsidized Imports", "On Protection of Domestic Producers from Dumped Imports", "On Application of Safeguard Measures on Imports to Ukraine". As of today, the state has established the following non-tariff regulation measures for the movement of goods across the customs border of Ukraine: quotas; licensing; issuance of permits and prohibitions; certification; phytosanitary and veterinary control; setting minimum prices;

and the use of excise stamps. . Quotas, as a measure of economic policy, are the introduction of quantitative and value restrictions on imports and exports of goods for a certain period of time for certain types of goods, countries or groups of countries.

Licensing consists in the issuance of a permit in the form of a state-issued document - a license - by the competent central executive authority. The license entitles the holder to import or export goods that are restricted for movement across the customs border of Ukraine. Licensing and import quotas are introduced by Ukraine independently through its state authorities in cases provided for in Part 5 and Part 6 of Article 16 of the Law of Ukraine "On Foreign Economic Activity", including in case of significant imbalance of certain goods in the domestic market of Ukraine.

At the same time, it is worth noting that, given that Ukraine is a WTO member, in accordance with Article 11 of the GATT, Ukraine is not entitled to apply any prohibitions or restrictions other than duties, taxes or other charges, whether in the form of quotas or import licences. According to para. 255 of the Report of the Working Party on Ukraine's Accession to the WTO, Ukraine has committed itself to impose export licensing requirements, other export restrictions or any other restrictions in accordance with WTO rules, including those contained in Article 10 of the GATT. Thus, under the GATT, Ukraine is obliged not to impose any prohibitions or restrictions, other than duties, taxes or other charges, whether in the form of quotas, import licences or other measures, on the exportation or sale for export of any goods intended for importation into the territory of any other party.

The exception to this is export bans or restrictions that are temporarily applied to prevent or alleviate a critical shortage of food or other goods of significant importance to the exporting country. Therefore, by imposing quantitative restrictions on grain imports, Ukraine, as a member of the World Trade Organization, significantly violates its WTO membership obligations.

However, the WTO Rules, namely Articles 19-21 of the GATT, allow for exemptions from the application of tariff and non-tariff restrictions "in case of emergency measures for the import of certain goods". It is with reference to these articles that Ukraine justifies its decisions on quantitative restrictions on imports of certain goods, including the decisions taken on grain export quotas aimed at preventing a shortage in the domestic market. The GATT rules, Articles 11-14, included provisions on quantitative regulation, according to which states had to refuse to apply quantitative restrictions; which were allowed only to "ensure the external financial position and balance of payments", i.e. when there was a payment imbalance.

Currently, according to the Government of Ukraine, there is no payment imbalance between exports and imports in the country. Therefore, there are no grounds for applying a quantitative restriction on grain exports to Ukraine in this regard. However, the Government, relying on the provisions of Articles 19-21 of the GATT, introduced a quantitative restriction and notified the WTO Committee on Agriculture in advance and, based on the fact that it notified in advance, believes that it has fulfilled the provisions of these Articles.

Previously, certification applied only to goods imported for sale or exchange, but not for use in their own economic activities. In our opinion, such measures are appropriate, given that recently some importing countries have been producing goods for their own needs in compliance with the requirements of the standards, while exporting to other countries of rather low quality, which, according to statistics, sometimes have a significant impact on human health.

Thus, based on the above, it can be concluded that measures to regulate the import of goods (products) to Ukraine are one of the components of economic policy. And these measures are mainly based on mandatory measures that are clearly established by the current legislation of Ukraine and may include quotas, licensing, as well as the establishment of certain requirements for the compliance of goods with certain standards,

quality characteristics, etc. However, it is worth noting that the Ukrainian government sometimes makes decisions that contradict the needs of the economy and the times and significantly affect not only the political image of the country but also the living standards of its citizens.

Import operations are subject to corporate income tax, value added tax, excise tax, customs duties and customs fees.

The importation of goods into the customs territory of Ukraine is subject to value added tax in accordance with the Tax Code of Ukraine (the "TCU"). This means that all imported goods are subject to VAT (except in certain cases where the Tax Code of Ukraine provides for exemptions from such taxation of imports).

As a general rule, the date of occurrence of tax liabilities in case of importation of goods into the customs territory of Ukraine is the date of submission of the customs declaration for customs clearance.

Customs clearance begins from the moment the declarant or a person authorized by him/her submits to the customs authority a customs declaration or a document that replaces it in accordance with the law, and the documents required for customs clearance, and in case of electronic declaration - from the moment the customs authority receives an electronic customs declaration or an electronic document that replaces the customs declaration in accordance with the law from the declarant or a person authorized by him/her.

The customs authority certifies the acceptance of goods, commercial vehicles and documents for customs clearance by affixing the stamps of the relevant customs securities (in including through information technology), other marks on the customs declaration or a document that replaces it in accordance with the law, as well as on shipping and transportation documents - if they are submitted in paper form.

The object of taxation of imported goods (works, services) for value added tax is their customs value, recalculated at the NBU exchange rate as of the date of submission of

the customs declaration to the customs authority, taking into account the amounts of customs duty, customs duties and excise tax on excisable goods actually paid. For trading, procurement, wholesale, supply and distribution, and other intermediary companies, the taxable object is the difference between the selling prices of goods (works, services) and the prices at which they settle accounts with suppliers, including the amount of VAT. The basic VAT rate for imported goods is 20%.

Value added tax on imported goods is calculated using the following formulas:

a) goods subject to customs duty and excise tax:

$$\text{VAT} = (B + M + A) \times \text{Spadv} : 100 \quad (3.1)$$

where VAT is the amount of value added tax;

C - customs value translated at the NBU exchange rate in the national currency of Ukraine;

M - duty;

A - excise tax;

VAT is the value added tax rate;

b) goods subject to customs duties but not subject to excise tax:

$$\text{VAT} = (V + M) \times \text{Spadv} : 100 \quad (3.2)$$

c) other goods:

$$\text{VAT} = (V \times \text{Spadv}) : 100 \quad (3.3)$$

The taxpayer's right to deduct tax amounts to the tax credit in the course of operations related to the importation of goods into the customs territory of Ukraine arises on the date of payment of VAT on tax liabilities in accordance with clause 187.8 of the Tax Code of Ukraine.

A customs declaration executed in accordance with the requirements of the law and confirming the payment of tax is considered to be a document certifying the right to attribute tax amounts to a tax credit.

At the same time, if the customs value of goods exceeds the contractual value, the tax credit includes the entire amount of VAT specified in the customs declaration.

Profit earned from imports of goods is taxed in accordance with the Tax Code of Ukraine (the "TCU") at the established rates and is determined based on accounting data, adjusted for tax differences, if necessary.

Differences that adjust the financial result include depreciation differences, differences arising from the formation of provisions (collateral), and differences arising from financial transactions.

Unadjusted profit before tax may be determined if the annual income from any activity (net of indirect taxes), determined in accordance with the accounting rules, for the last annual reporting (tax) period does not exceed UAH 40 million.

If a company with an annual income of no more than UAH 40 million decides not to make adjustments, it should indicate this in the declaration. Once the income for the tax year exceeds UAH 40 million, adjustments will have to be made starting from that year when determining the taxable object.

The Tax Code of Ukraine does not provide for any differences related to the purchase of imported goods, so everything that is reflected in the accounting for such a transaction will remain the same.

The profits of companies subject to the general taxation system are taxed at a rate of 18%. The tax base is the difference between the income received from imports and the related expenses.

Formula for determining the taxable object:

$$P = E - S - VP \quad (3.4)$$

where P - profit; D - revenue; C - cost price; EP - expenses of the period.

Import-related costs are divided into:

- cost: cost of manufactured and sold finished products, works, and services (material costs, salaries to employees, depreciation of production fixed assets and

intangible assets, other costs, including, for example, gas purchases); cost of purchased and sold goods (purchase price, customs duties, and delivery costs);

- expenses of the period (administrative, selling, other operating, financial, and other expenses of ordinary activities).

3.2. Evaluation of the financial results of whiskey import operations in Ukraine

A necessary condition for making a decision to introduce foreign economic activity at an enterprise is its efficiency, which is determined by comparing the economic result achieved with the costs of obtaining it. Establishing the level of efficiency of import operations makes it possible to assess the possibility of their implementation by a business entity in foreign markets. In the course of import activities, performance indicators help to assess negative trends, which are an indicator for making certain management decisions on the need to adjust current activities or abandon them.

In general, import efficiency is the profitability of imports, measured by the ratio of the value of imported goods sold on the domestic market at domestic prices to the value of goods at foreign trade prices.

A domestic enterprise that purchases goods from foreign suppliers incurs certain losses, in particular:

- the cost of the goods;
- transportation costs;
- organizational costs.

The cost of goods is the contract price of the imported goods. Transportation costs are the costs of delivering the goods from the seller to the buyer. Organizational costs include the costs of the company that ensured the conclusion of the contract, customs duties, etc.

Import costs are equal to the sum of the cost of goods, transportation and organizational costs. The hryvnia volume of sales of imported goods is called import income.

Imports of goods are considered efficient if the imported income exceeds the imported costs. It is necessary to find out whether the purchase of goods from foreign suppliers is appropriate, or whether it is more profitable to purchase the goods on the domestic market. If the import profit exceeds the domestic profit, then importing goods can be considered profitable.

Import profit is the difference between import income and import costs. Domestic profit is the difference between domestic income and the domestic cost of goods. When the prices of imported and similar goods in the domestic market are the same, then we can assume that import income is equal to domestic profit, and domestic value is the wholesale price of this product in the domestic market.

When importing inventory for production, the situation is somewhat more complicated. In this case, the income received by the company from the use of imported inventories and the expenses associated with their use are taken into account. In this case, the income from production inventories is equal to the hryvnia proceeds from the sale of products made from such inventories. The cost of production inventories is the sum of the cost of raw materials and energy, labor and maintenance costs.

In the case of imports, the costs of storing goods, their distribution and sale are not taken into account. If necessary, they are included in import costs. These costs are also included in domestic costs, namely in the cost of goods and their intrinsic value.

Based on the above provisions, the efficiency coefficients of imports of goods have been developed. Today, there are different opinions in the scientific literature on the classification of indicators that determine the efficiency of import operations. For example, some authors believe that the indicators for assessing the efficiency of import operations at enterprises include the indicators listed in Table 3.1.

3.1. Key indicators for assessing the effectiveness of import operations

№	Indicator	Formula	Comments
1	Currency efficiency of imports	$Ev.i = \Sigma \Sigma$ where Ev.i is the currency efficiency of imports; Cli is the price of the i-th good in the domestic market; Cli is the volume of imports of the i-th good; Ci is the currency price of the i-th good.	The basis of comparison is the exchange rate, although a comparison with the value of the exchange rate based on a direct quote is made.
2	Economic (absolute) efficiency of imports	$Eeff.i = Tnf. 1 = Cv.r./Ci$ where Eeff.i is the economic (absolute) efficiency of imports; Cv.r. is the cost of imported products on the domestic market; Ci is the cost of purchasing imported products.	The more this indicator exceeds one, the more efficient the import activity is for the enterprise.
3	Economic effect of imports	$E.i = C.i.r. - C.i.$ where E.i. is the economic effect of imports; C.i.r. is the value of imported products on the domestic market; C.i. is the cost of purchasing imported products.	It is believed that the higher the value of the indicator, the more profit the company makes, and the import activity can be considered effective
4	Profitability of imports	$Pi = E.i./C$ where Pi is the profitability of imports; E.i. is the economic effect of imports; C is the cost of purchasing imported products	Indicates the amount of profit from the sale of imports per 1 UAH of costs for its acquisition.

Source: built by the author on the basis of data [46]

Thus, Table 3.1 shows the main indicators for assessing the efficiency of import operations at enterprises, namely: currency efficiency of imports, economic (absolute) efficiency of imports, the economic effect of imports and the profitability of imports.

These indicators provide the enterprise with the reliability and efficiency of information support for making management decisions in the system of foreign economic activity.

The analysis of the efficiency of import operations should be based on the following guidelines:

- calculating the elements of costs and results of import activities in operational, statistical and accounting documents;
- summarizing costs and results to equate them to the same quantitative units of measurement and eliminate repetition;
- discounting expenses, income and results of the organization's import activities;
- equating the data of the current period with the data of the base period to assess the current state of import activity and develop proposals for improving the situation in the period under analysis.

When determining the efficiency of imports of production inventories, the main focus should be on the efficiency of using imported equipment and machinery in production. This efficiency is determined in two ways. The method based on the model of comparative economic efficiency (Ef.i.1):

$$\text{Ef.i.1} = \text{EA/EI} \quad (3.5)$$

where Ef.i.1 is the comparative economic efficiency;

EE - economic effect of purchasing and using an alternative variant of domestic equipment;

EI is the economic effect of purchasing and using imported equipment.

A prerequisite for effective imports is the following: where $E_{eff.i.1} > 1$. This indicator shows how many times the imported product (commodity) is more efficient than the product that can be an alternative to the imported one.

According to this approach, the indicators of the economic effect of EI and EA for the imported and alternative options are estimated on the basis of two cost components that demonstrate the price of consumption of the goods, such as the purchase price of the goods, which includes the contract price and customs payments; operating costs for the entire service life of the goods, namely the cost of raw materials and supplies, fuel and energy consumption, the cost of repairs and spare parts, and employee salaries. The difference between the EA and EI effect indicators shows how much additional profit the importer will receive if it purchases imported products instead of alternative ones.

Also, determining the efficiency of imports of production equipment, in addition to costs, indicates the performance indicators and is reduced to the calculation of the indicator ($E_{f.i.2}$), which shows the ratio of the volume of products manufactured over a certain period on this equipment to the purchase price of imported equipment:

$$E_{f.i.2} = OP / C_{pu.i} \quad (3.6)$$

where $E_{eff.i.2}$ is the efficiency of imports of production equipment;

OP - the volume of products manufactured over a certain period on this equipment;

$C_{pu.i}$ is the purchase price of imported equipment.

We propose the use of another indicator of the efficiency of imports of production equipment, in particular, the determination of the cost coefficient of depreciation and its comparison with the similar indicator of the use of an alternative variant of domestically produced equipment.

$$E_{f.i.3} = C_{pu.i} / OP \quad (3.7)$$

where $E_{eff.i.3}$ is the efficiency of importing production equipment based on the determination of the cost coefficient of depreciation;

OP - the volume of products manufactured over a certain period on this equipment;

The purpose of import activity at enterprises is considered to be the need to involve foreign goods in their own production, so determining the economic efficiency of import activity at enterprises allows the use of indicators of the efficiency of imports of goods of production value for their own production activities.

CONCLUSION FOR CHAPTER 3

Measures to regulate the import of goods (products) into Ukraine are one of the components of economic policy. And these measures are mainly based on imperative measures that are clearly established by current legislation Ukraine and may include quotas, licensing, and establishment of certain requirements for the compliance of goods with certain standards, quality characteristics, etc. But it is worth noting that the government of Ukraine sometimes adopts decisions that contradict the needs of the domestic market and do not significantly affect only on the political image of the country, but also on the living standards of citizens.

CONCLUSIONS AND SUGGESTIONS

In the qualification work, a study of the analysis of import operations was carried out with recommendations for their improvement. Based on the results of the study, the following conclusions were formed:

1. Import activities should be considered a number of interrelated operations that involve the purchase of goods or services by a business entity of a certain country from a non-resident with the obligatory movement of material assets, works, services across the customs border in order to provide them to the entity of the importer's country or to receive services abroad. In turn, an import transaction is the main component of import activity and involves a set of interrelated actions performed by an entity of one country through a one-time purchase of products, goods, works, services from a resident of another country for further use or sale for profit.

2. The study of import operations of business entities shows the lack of a systematic approach to the organizational and methodological support of their accounting and analysis, which leads to serious violations of currency, tax and customs legislation. Moreover, the development of foreign economic activity is taking place during the period of accounting reform, which is characterized by certain miscalculations and inconsistencies and increases the risk of market uncertainty. Therefore, there is a need to generalize and systematize all possible classification features of imports.

3. Ukrainian legislation clearly states that when raising customs tariffs, the state must take into account the possible consequences of such an increase, especially for a group of strategic goods. The Government of Ukraine has introduced higher rates of customs duty and excise duty on goods that are not produced in Ukraine. In our opinion, this is contrary to the rules of the General Agreement on Tariffs and Trade, which provide for the reduction of duty rates in order to reduce tariffs and eliminate other barriers to international trade and to provide the population with goods that are not produced by domestic producers. Considering the structure of customs duties, it should be noted that currently the most

important thing for Ukraine's economy is to set customs duties in such a way that they meet the country's economic needs, i.e. imports of industrial raw materials and equipment should be duty-free or at low rates, while semi-finished and especially finished goods should be subject to significant increases in duty rates.

4. When calculating the efficiency indicators of imports of consumer goods, the following factors should be taken into account: the price for imported products of foreign trade operators fixed in Ukrainian currency; the price for imported products of foreign trade operators fixed in the currency of the exporter or third countries; the price for imported products of foreign trade operators fixed in the currency of the exporter or third countries, which is paid for by means of a commercial loan. Currently, the following main import efficiency indicators are adopted: commercial (financial) efficiency, which takes into account the financial consequences of the project for its direct participants; budgetary efficiency, which establishes the financial consequences of the project for the state or local budget; national economic efficiency, which takes into account the costs and results of the project that go beyond the financial interests of the participants in the innovation project.

5. «UKRHOTELINVEST COMPANY» LLC should pay more attention to the method of price regulation of supply and demand of a competitive enterprise. It is necessary to study the competitive capabilities of the enterprise and the products it sells and implement in two aspects: determining the conditional characteristics of the projected need for a particular type of product and assessing the ability of the enterprise to meet this need; determining the amount of costs that will be associated with the acquisition or production of products.

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