

State University of Trade and Economics
The Department of international management

GRADUATION QUALIFICATION WORK

on the topic:

**«ORGANIZATION OF IMPORT DELIVERIES OF AUTOMATION FOR
GATES AND SHUTTERS»**

(according to the materials of LLC “PRESTIGE”, Kyiv)

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**Task
for a final qualifying paper**

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1. Topic of a final qualifying paper:

Organization of import deliveries of automation for gates and shutters
(according to the materials of LLC "PRESTIGE", Kyiv)

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2. Term of submitting by a student his/her terminated paper 22/05/2023

3. Initial data of the final qualifying paper:

The purpose of the scientific work titled "Organization of Import Deliveries of Automation for Gates and Shutters in LLC 'PRESTIGE'" is to analyze and evaluate the process of importing automation products for gates and shutters in the context of the company's operations. The study aims to identify the key factors and challenges involved in organizing import deliveries and to provide recommendations for optimizing and improving the import process.

The object of scientific work is the organization of import deliveries, specifically focusing on the importation of automation products for gates and shutters. It involves examining the various aspects related to importing these products, such as sourcing suppliers, logistics, customs procedures, quality control, and documentation requirements.

The subject of scientific work is LLC "PRESTIGE" itself, as the study delves into the specific import operations of this company. The research focuses on understanding how the company manages and organizes the import process for automation products for gates and

shutters, including the strategies, procedures, and challenges encountered.

By investigating the organization of import deliveries in LLC "PRESTIGE," this scientific work aims to provide insights and recommendations that can contribute to the company's efficiency, cost-effectiveness, and overall success in importing automation products. It will help the company enhance its import procedures, establish effective supplier relationships, streamline logistics, and ensure compliance with relevant regulations, ultimately improving the company's competitiveness in the market.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task fulfilled
1-3	Demkiv Y.M.		
1-3	Serova L.P.		

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

6. Time schedule of the paper (project)

№	Stages of the final qualifying paper	Terms of the final qualifying paper	
		plan	fact
1	Approval of the content of the final paper	11/02/2023	11/02/2023
2	Collection of information	27/02/2023	27/02/2023
3	Writing and submitting for review the first chapter of the final paper	15/04/2023	15/04/2023
4	Writing and submitting for review the second chapter of the final paper	1/05/2023	1/05/2023
5	Writing and submitting for review the third chapter of the final paper	13/05/2023	13/05/2023
6	Check of the final paper	25/05/2023	25/05/2023
7	Completion of the final paper	3/06/2023	3/06/2023

7. Date of receiving the task 01/02/2022.

8. Scientific adviser of the final qualifying paper

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9. Head of the project team

(Manager of the educational program)

Serova L.P.

(last name, initials, signature)

10. The task received by the student

Pylypenko Y.K.

The organization of import supplies of automation equipment is a promising thematic direction in the conditions of modern integration of Ukraine and general development. The organization of the supply of automation equipment is an urgent problem for every country. Global automation in any industry is one of the most important components of international development. Effectively organized import-export operations, which characterize the adaptation of enterprises to the conditions of modern international competition, are of particular importance. Improving the organization of imports provides even greater efficiency.

The issues investigated by automation for gates and shutters regarding the organization of imports attract special attention from the point of view of market detailing, trend analysis, which are undoubtedly necessary and important for the creation of promising economic relations, competition assessment and give special interest to the project.

The work is practically meaningful and creative and is recommended for protection.

Scientific adviser of a final qualifying paper

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Note about preliminary paper defense

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12. Resume about a final qualifying paper

A final qualifying paper of the student

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ANNOTATION

Final qualifying paper in the specialty «Management», educational program «Management of foreign economic activity». State University of Trade and Economics. Kyiv, 2023. The topic of the qualifying work is «Organization of import deliveries of automation for gates and shutters» (according to the materials of LLC “PRESTIGE”).

In the graduation qualification work, the theoretical and methodological aspects concerning the way import activities are conducted at a company LLC “PRESTIGE” have been considered and summarized. The study discusses the fundamentals of import, import activity, its aims and objectives, as well as how import is interpreted and managed.

The current stage of LLC “PRESTIGE” development and the system of import management in foreign economic activity were identified in order to evaluate the viability of the suggested action.

Based on an analysis of the outcomes of LLC “PRESTIGE” international business operations, suggestions for implementation import deliveries to other Ukrainian regions were produced.

The calculations reveal that the suggested project is profitable and that it could one day be implemented at the company.

Key words: import, import activity, import of foreign economic activity, management.

АНОТАЦІЯ

Випускна кваліфікаційна робота за спеціальністю «Менеджмент» освітньої програми «Менеджмент зовнішньоекономічної діяльності». Державний торговельно-економічний університет. Київ, 2023 р. Тема кваліфікаційної роботи «Організація імпорتنих поставок автоматики для воріт та ролет» (за матеріалами ТОВ «ПРЕСТИЖ»).

У випускній кваліфікаційній роботі розглянуто та узагальнено теоретико-методологічні аспекти щодо організації імпортової діяльності на підприємстві ТОВ «ПРЕСТИЖ». У дослідженні розглядаються основи імпорту, імпортна діяльність, її цілі та завдання, а також те, як імпорт інтерпретується та управляється.

Визначено сучасний етап розвитку ТОВ «ПРЕСТИЖ» та систему управління імпортом у зовнішньоекономічній діяльності з метою оцінки перспективності запропонованого заходу.

За результатами аналізу результатів міжнародної діяльності ТОВ «ПРЕСТИЖ» розроблено пропозиції щодо реалізації імпорتنих поставок в інші регіони України.

Розрахунки показують, що запропонований проект рентабельний і колись він може бути реалізований на підприємстві.

Ключові слова: імпорт, імпортна діяльність, імпорт зовнішньоекономічної діяльності, менеджмент.

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INTRODUCTION

The organization of import deliveries of automation for gates and shutters plays a crucial role in ensuring efficient and reliable operation of these essential security systems. As the demand for automated gates and shutters continues to grow, the relevance of studying the organization of import deliveries becomes increasingly important. In this scientific work, we delve into the materials and findings of LLC "PRESTIGE," based in Kyiv, to explore the intricacies of this topic.

The purpose of this study is to examine the various aspects related to the organization of import deliveries of automation for gates and shutters. By analyzing the materials provided by LLC "PRESTIGE," we aim to identify the key factors that influence successful import deliveries, including the selection of suppliers, logistics considerations, and quality control measures. Additionally, we seek to understand the challenges and opportunities associated with these import processes.

The object of this study is the organization of import deliveries of automation for gates and shutters. We focus specifically on the practices and experiences of LLC "PRESTIGE" in Kyiv. By examining their operations and insights, we aim to gain a comprehensive understanding of the import processes involved in acquiring automation systems for gates and shutters.

The subject of this study includes:

- **Documentary analysis.** We carefully examined the documentation provided by LLC "PRESTIGE" regarding their import deliveries of automation for gates and shutters. This involved reviewing invoices, contracts, shipping documents, and any other relevant paperwork to gain insights into their import procedures, supplier selection, logistics..
- **Comparative market analysis.** To enrich our understanding of the subject, we also conducted a comparative analysis by studying the import practices of other companies in the automation industry. This involved researching

and analyzing publicly available information, industry reports, and case studies to identify common trends, best practices, and potential areas for improvement in import deliveries

- **Data research.** The study also involved quantitative analysis of relevant data provided by LLC "PRESTIGE." This data included information such as import volumes, supplier performance metrics, logistics costs, and quality control records. By analyzing this data, we aimed to identify patterns, correlations, and key indicators that contribute to the efficiency and effectiveness of import deliveries.

The tasks of this study encompasses several key areas. Firstly, we explore the selection and evaluation of suppliers, considering factors such as reliability, product quality, and pricing. Secondly, we investigate the logistical aspects of import deliveries, including transportation, customs clearance, and warehousing. Thirdly, we examine the quality control measures employed by LLC "PRESTIGE" to ensure that the imported automation systems meet the required standards. By examining these subjects, we aim to provide valuable insights into the organization of import deliveries for automation systems used in gates and shutters.

By employing these research methods, we aimed to gather comprehensive and reliable information about the organization of import deliveries of automation for gates and shutters. The combination of document analysis, interviews, comparative analysis, and data analysis allowed us to gain insights into the practices and experiences of LLC "PRESTIGE" and draw meaningful conclusions about the topic at hand.

CHAPTER 1. OVERVIEW OF THE SUBJECT FOREIGN ECONOMIC ACTIVITY OF LLC "PRESTIGE"

1.1. Assessment of production and economic activity, financial condition and total income of LLC "PRESTIGE"

"PRESTIGE" Limited Liability Company is one of the "ALUTECH-K" group of companies. "AIUTECH-K" company offers a full range of solutions for the protection of a home, office or industrial facility. In the assortment consumers may find gates, shutters, automation, accessories), garage doors, gates, and fencing systems. The enterprise is located in the city of Kyiv, Ukraine. [1]

There is the general information about the enterprise activity in Table 1.1, including main and additional activities.

Table 1.1

The general information about the LLC "PRESTIGE "

The name of enterprise	"PRESTIGE " Limited Liability Company
Main activity:	In accordance with the Civil Code of Ukraine, the Economic Code of Ukraine, the Laws of Ukraine – 46.90 «Non-specialized wholesale trade"
Additional activities:	In accordance with the Civil Code of Ukraine, the Economic Code of Ukraine, the Laws of Ukraine - 33.14 Repair and maintenance of electrical equipment 43.39 Other construction completion works 43.99 Other specialized construction works. 43.12 Preparatory work on the construction site 33.20 Installation and installation of machines and equipment 33.11 Repair and maintenance of finished metal products

Continuation of the table 1.1

Additional activities:	In accordance with the Civil Code of Ukraine, the Economic Code of Ukraine, the Laws of Ukraine - 71.12 Activities in the field of engineering, geology and geodesy, provision of technical services and consulting 63.99 Provision of other information services, n.e.c. 47.52 Retail sale of hardware, building materials and sanitary ware in specialized stores 43.33 Floor covering and wall cladding 43.29 Other construction and assembly works 25.12 Production of metal doors and windows 25.11 Production of building metal structures and parts of structures 46.19 Activities of intermediaries in the trade of a wide range of goods
Code:	43676299
Address:	Ukraine, 02230, Kyiv, HOGOLYA STREET, 20
Head:	Oleksandr Vasylyovych Drobotun
Date of establishment	23/06/2020
Contacts	380979271646

Source: structured by the author based on the data [2]

The enterprise specializes in the production and sale of a variety of products related to gates, shutters, automation, and accessories. These products include garage doors, gates, fencing systems, side doors, wickets, fence sections, and much more.

The company offers a wide range of gates, including sliding gates, swing gates, and industrial gates. These gates can be customized to fit the specific needs and preferences of each customer, with options for materials, colors, and styles.

In addition to gates, the enterprise also produces and sells shutters, automation systems, and various accessories such as side doors, wickets, and fence sections. These products are designed to complement the gates and fencing systems and provide additional security and convenience for customers.

The garage doors offered by the company are also highly customizable, with options for materials, colors, and styles. The doors can be made to fit various garage sizes and shapes, ensuring a perfect fit for each customer.

The enterprise's activities revolve around providing high-quality, customizable products related to gates, shutters, automation, and accessories. The company aims to provide excellent customer service, with a focus on meeting the specific needs and preferences of each customer.

The purpose of the company's activity is to carry out entrepreneurial activities in the production of products, trade, performance of works, provision of services with the aim of obtaining profit, the most complete satisfaction of the needs of citizens, enterprises, organizations.

The main consumers of services on the domestic market are retailing and construction companies, industrial productions such as petrol station “KLO”, “УМАНЬПИБО”, “NOVUS”, Kyiv metro, “АТБ” , “УЗ” other regions of Ukraine, and the general population. The structure of consumers of LLC “PRESIGE” products is presented in Figure 1.1.[1]

Now the company specializes in the following potential consumer branches.

1. Homeowners: The company's gates, shutters, and fencing systems may be of interest to homeowners who are interested in improving the security of their property while also boosting its aesthetic appeal.
2. Business owners: Industrial gates, shutters, and fencing systems may be of interest to business owners that would need secure access to their property or wish to improve the appearance of their commercial space.

3. Construction firms: Businesses that specialize in constructing homes, office buildings, and industrial facilities may need to include gates, shutters, and fencing systems in their projects.
4. Architects and designers: Architects and designers may need to include gates, shutters, and fencing systems in their projects if they are building or remodeling residences, commercial structures, or industrial facilities.
5. Government and public sector enterprises: Government and public sector enterprises could use gates, shutters, and fencing systems to secure their property. Samples include schools, hospitals, and public utilities.
6. Property management organizations: To improve the security of their facilities, property management firms that look after apartment complexes, commercial buildings, or gated communities may need gates, shutters, and fencing systems.
7. Retail establishments: To secure their storefronts and inventory after hours, retail establishments may need security gates or shutters.

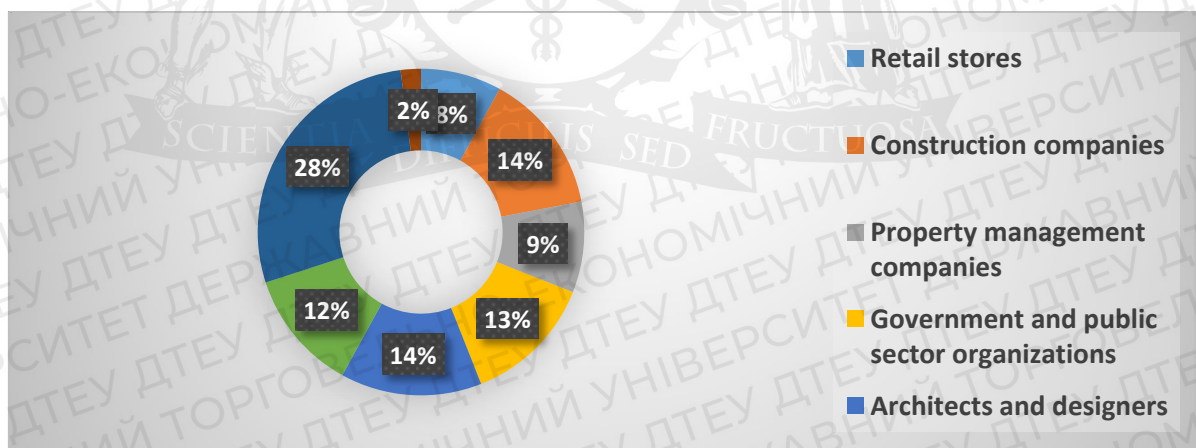


Fig 1.1. The main consumers of LLC "PRESIGE" on the domestic market in percentages.

Source: constructed by the author based on his own analysis. [2]

In order to get better acknowledgement about the financial statement of LLC "PRESTIGE", we will take into an account the general statement provided by the company. See Figure 1.2.

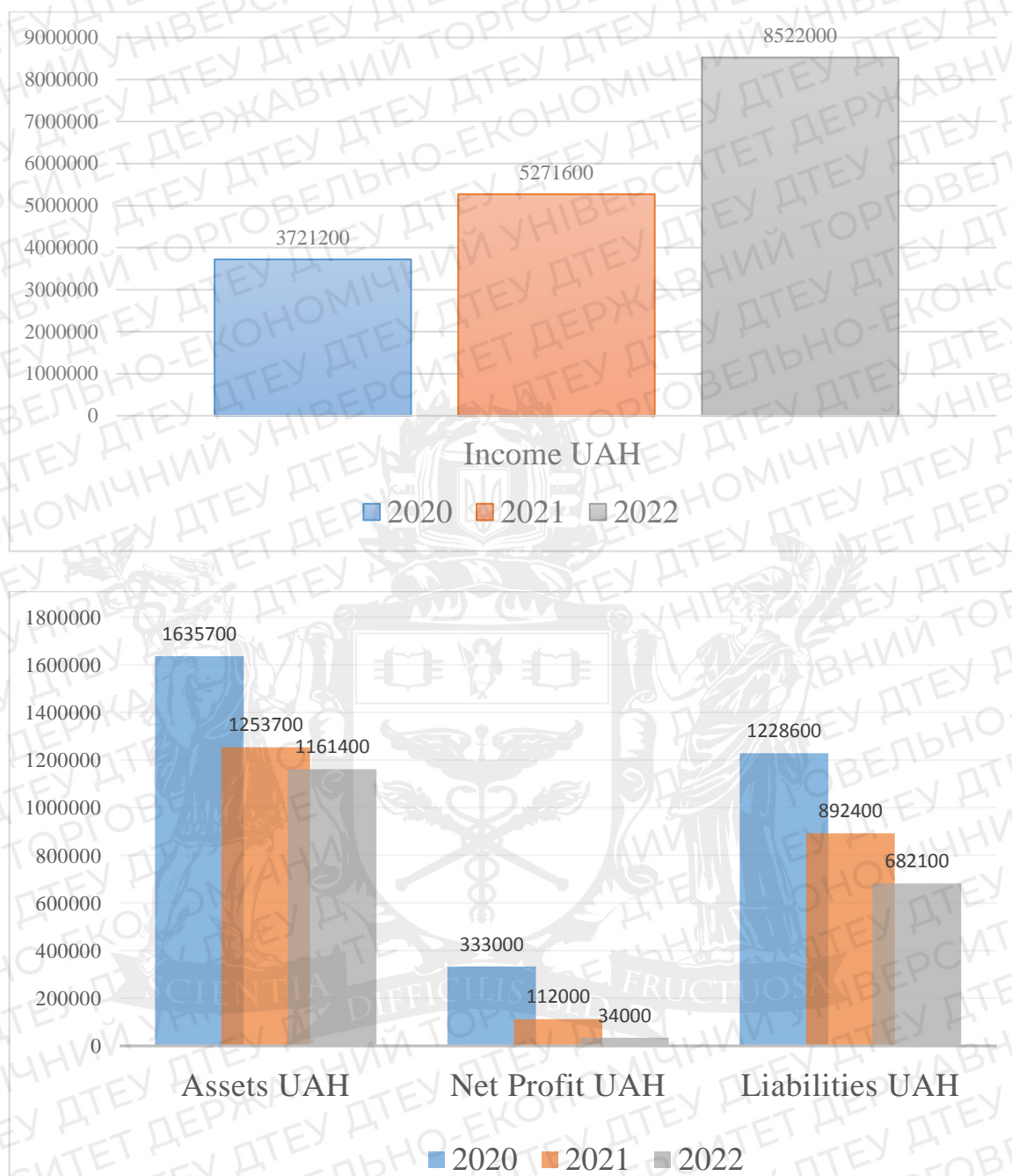


Figure 1.2 The analysis of financial statement indicators for 2020 – 2021- 2022 years.

Source: structured by the author based on data [2]

As LLC ‘PRESTIGE’ is one of “ALUTECH-K” group of companies, it’s a crucial to take in account the financial statements as s part of the whole conglomerate.

"ALUTECH-K" company strives not only to increase the quality of products, to expand the range and offer new systems, but also to improve quality of

service and training. A service center has been opened on the basis of the company shutter and gate automation, whose specialists provide a wide range of services from automation of objects. "ALUTECH-K" company provides professional consultations to clients.

Comparing 2021 and 2022, experts note that the market has fallen slightly slowed but still continued in 2020. First of all, it is related with the pandemic. Speaking of the construction market, directly related to production and use of windows made of polyvinyl chloride, translucent structures, sectional gates and shutter structures, you can even observe some progress, although not big. But if we talk about the market of polyvinyl chloride windows in general, translucent structures, sectional gates and shutter structures, that's it for now regression is observed.[26]

The main reason for this is the long-term unstable situation in the country and, as a result, decrease in economic indicators and solvency of the population. However, it is big part of the companies continues to develop their product, brand, service, etc., opportunities to expand their dealer networks. As before, it leads in sales standard-class products, as well as "energy efficiency" is the main trend.

56% of companies noted a decrease in the volume of the SPK market in 2022 compared to last year's indicators - up to 10% on average. 25% of companies in 2022 chose a cost optimization strategy, which is 11% higher than in 2020.

For the studied market, 2022 was not an easy year, and it continued the downward trend as in the previous year 2021. Despite this trend, many companies have fulfilled their intended goals and achieved their goals. Some did it thanks to the cost optimization strategy (25% of survey participants). For some, the sale of energy-efficient window structures, as well as products of the middle price segment, became a trend in 2022 and helped stabilize sales. For some, access to new world markets became the basis of stability.[14] But absolutely all companies agree that the market of transparent constructions, sectional doors and roller shutter constructions has long since lost clear seasonality, and 2022 was a confirmation of

that. And that the instability of the political situation in the country continues to seriously affect the state of the economy, both in the country as a whole and in the window industry. As a result, 2020 saw a decline in the share of primary construction.

Naturally, in such conditions, competition on the market intensified sharply and price dumping took place not only among manufacturers of sectional gates and roller shutter structures, but also among suppliers of components. And, as a result, 37% of manufacturing companies in 2022 carried out a complete replacement of components (29% introduced a new profile into the assortment, and 8% - new accessories), compared to 31% in 2021.

Such changes do not always lead to an increase in the quality of products, but the state of affairs in the market requires any decisions, and sometimes they are in favor of lowering the price, rather than increasing the quality. Nevertheless, the majority of manufacturing companies, sectional gates and roller structures continued to develop their business, paying attention to the development of product lines, strengthening the brand position, expanding the dealer network and optimizing costs. After all, it is known: in conditions of fierce competition, a bet on development is the most optimal solution for winning in the long term.

Financial statements provide a comprehensive view of the financial health of an enterprise. In this context, the financial statements of LLC "PRESTIGE " can provide valuable insights into the performance and financial position of the company. As a manufacturer of roller shutters, LLC "PRESTIGE " operates in a highly competitive industry, where profitability, liquidity, and solvency are critical factors for success.

The financial statements of LLC "PRESTIGE " contain a wealth of data, including the balance sheet, income statement, statement of cash flows, and notes to the financial statements. These documents provide a detailed overview of the company's assets, liabilities, revenue, expenses, and cash flows over a specified period.

The main financial and economic indicators of LLC “PRESTIGE” are below shown in the Table 1.2. So, from the Table 1.2. it can be seen that:

Income from the sale of products in 2022 increases, the cost of products sold decreases. There is an increase in net profit in 2022 by UAH 19,802 thousand. The return on costs in 2022 was 52.98%, compared to 2020 it increased by 51.77%.

Equity tends to increase. Loan capital, on the contrary, is decreasing. The company monitors the renewal of fixed assets, so the residual value of fixed assets in 2022 increased compared to 2020 by UAH 19,938.50 thousand, the average number of employees is decreasing. Output per 1 worker increases, which occurs due to an increase in income from sales.

The devoation of thr table shows the positive result of the economic growth mostly.

Table 1.2

The main financial and economic indicators of LLC “PRESTIGE” for 2020-2021-2022 years

№	Indicators	As of 31.12.2020	As of 31.12.2021	As of 31.12.2022	Deviation 2022/2020	
					Absolute, + , -	Relative, %
1	2	3	4	5	6	7
1	Realized cost products, thousand UAH	39988	22812	38292	-1696.00	-4.24
2	Gross profit, thousand UAH	3642	44972	27389	23747	652.03
3	Profitability (loss) sale, %	8.35	66.35	41.70	33.35	399.55

Continuation of the Table 1.2

1	2	3	4	5	6	7
4	Profitability (loss) expenses, %	1.21	203.63	52.98	51.77	4268.15
5	Equity, thousands of UAH	48798,5	72266,5	105635.5	56837.00	116.47

*Source: created by the author based on the data statements of LLC "PRESTIGE",
described in Appendix A*

The currency of the balance is hryvnas – UAH. The currency of the balance sheet grows annually, which is a positive trend for the company. According to the aggregated balance sheet, there is an increase in the residual value of fixed assets from UAH 19,530,000 on 12/31/2020 to UAH 41,936,000 on 12/31/2022, as well as an increase in current assets from UAH 31,088,000 on 12/31/2020 to UAH 77,309,000 on 12/31/2022, which indicates the investment of the company's assets in more liquid assets.

The next considered indicator is accounts receivable that refers to financial assets a firm's clients owe for products they have obtained but not paid for. Accounts receivable increased from UAH 3,444,000 to UAH 18,123,000, which indicates the accumulation of unpaid customer accounts. Equity increased from UAH 48,556,000 to UAH 115,779,000 as of December 31, 2022. There is also an increase in the balance currency from UAH 53,265,000 to UAH 120,841,000.

Talking about the indicator named the efficiency of use, we consider the balance of time spent on the project, the financial assets took to the operation and the general quality of performed task.

The efficiency of the use of production stocks in 2021 decreased compared to 2020. This is explained, first of all, by the increase in the cost of production stocks. See Table 1.3.

Table 1.3

**The analysis of balance of payment LLC “PRESTIGE” of 2020-2021-2022
years**

№	Indicators	As of 31.12.2020	As of 31.12.2022	As of 31.12.2022	Deviation 2022/2020	
					Absolute, + , -	Relative, %
1	2	3	4	5	6	7
1	Loan capital (average annual value), thousands of UAH	3452	1631	3064.5	-387.50	-11.23
2	Residual value of the main funds, thousands of UAH	20043	29291.5	39981.5	19938.50	99.48
3	Depreciation, thousands of UAH	11524	14157	17272.5	5748.50	49.88

*Source: created by the author based on the data statements of LLC “PRESTIGE”,
described in Appendix A*

The labor force is an essential component of any organization, serving as the driving force behind its operations and growth. In today's dynamic business landscape, understanding and managing expenditures related to the labor force is crucial for the success and sustainability of companies. This report presents an in-depth analysis of the expenses associated with the labor force of LLC "PRESIGE" for the years 2020, 2021, and 2022.

LLC "PRESIGE" operates in a highly competitive industry and places significant emphasis on its workforce. As a leading company in its sector, it

recognizes the importance of effectively managing labor-related costs while ensuring the productivity, well-being, and motivation of its employees.

The primary objective of this analysis is to provide a comprehensive overview of the expenditure patterns associated with the labor force at LLC "PRESIGE" over the three-year period. By examining various cost categories, we aim to identify areas of potential optimization and opportunities for strategic decision-making.

Table 1.4

The Analysis of Expenditures on the Labor Force of LLC "PRESIGE" for the Years 2020-2022

№	Indicators	2020	2021	2022	Deviation 2022/2020	
					Absolute, + , -	Relative, %
1	2	3	4	5	6	7
1	Armed Forces, thousands of UAH/person	313.17	464.94	655.43	342.26	109.29
2	Average registered number of the staff	64	63	61	-3	-4.69
3	Productivity, thousands of UAH	681.72	1075.94	1076.74	395.02	57.94
4	Average monthly salary fee, thousands of UAH	5002.6	6560	7863.38	2860.78	57.19

Continuation of Table 1.4

1	2	3	4	5	6	7
5	Balance currency (annual average value), thousands of UAH	52250.5	73897.5	108700	56449.50	108.04

*Source: created by the author based on the data statements of LLC "PRESTIGE",
described in Appendix A*

This scientific work aims to analyze the financial statements of LLC "PRESTIGE" to assess the company's financial performance and position. The analysis will focus on various financial ratios, including liquidity ratios, profitability ratios, and solvency ratios, to evaluate the company's financial health and identify potential areas for improvement. See Table 1.5.

Table 1.5

**The analysis of property condition indicators of LLC "PRESTIGE" for 2020-
2021-2022 years**

№	Indicators	Notations and calculation formula	31/12/ 2020	31/12/ 2021	31/12/ 2022	Deviation of 2022 from 2020, (±)	
						Absolute, thousand s of UAH	Relative, %
1	2	3	4	5	6	7	8
1	The amount of economic assets	Balance	51236	96559.0	120841.0	69605	135.85

Continuation of Table 1.5

1	2	3	4	5	6	7	8
2	Share of non-current assets in assets	Non-current assets/ balance sheet	0.45	0.41	0.36	-0.09	-20.00
3	Share of fixed assets in assets	Fixed assets/ balance sheet	0.40	0.39	0.35	-0.05	-12.50
4	Share of fixed assets in non-current assets	Fixed assets / Fixed assets	0.89	0.96	0.96	0.07	7.87
5	Depreciation rate of fixed assets	Depreciation of Fixed Assets / initial cost	0.39	0.29	0.31	-0.08	-20.51
6	Suitability factor	Residual value / initial value	0.61	0.71	0.69	0.08	13.11

Source: created by the author based on the data statements of LLC "PRESTIGE".

Considering told before, according to the Table. 1.5, the share of non-current assets in the company's assets is 45% at the end of 2020, and 36% at the end of 2022, with almost all of this amount falling on fixed assets.

The next step is to consider the indicators of financial stability of LLC "PRESTIGE", all necessary indexes are attached to the Table 1.6.LLC

"PRESTIGE" is increasing the coefficient of financial independence during 2020-2022. It is outside the recommended values. The concentration coefficient of the capital involved is quite low, therefore, the company is slightly dependent on external creditors.

The following coefficient shows the specific weight of own funds in the total amount of capital raised, it decreases during 2020-2022, its values go beyond the recommended values.

The coefficient of financial dependence shows the amount of funds involved per UAH 1 own funds. Yes, at the end of 2020, this indicator was UAH 1.04, for 2022 – UAH 1.04. By analyzing the financial statements of LLC "PRESTIGE" this study aims to contribute to the understanding of the financial performance of roller shutters manufacturers in the region and provide insights for potential investors, analysts, and other stakeholders interested in the company's financial health.

Table 1.6

The analysis of financial sustainability of LLC "PRESTIGE" of 2020-2022 years

Indexes	Normative values	Notations and calculation formula	As of 2020	As of 2021	As of 2022	Deviation 2020 from 2022, (±)	
						Abso-lute,	Relat-ive, %
1	2	3	4	5	6	7	8
Coefficient of financial independence (autonomy)	0.5-0.8	Equity / balance	0.96	0.99	0.96	0.00	0.00

Continuation of the Table 1.6

1	2	3	4	5	6	7	8
Concentration ratio of the capital involved	0.2-0.5	Raised capital /balance	0.04	0.01	0.04	0.00	0.00
Coefficient of independence	1.0-4.0	Own capital / borrowed capital	22.34	89.50	22.87	0.53	2.37
The coefficient of the ratio of borrowed and equity capital	0.25-1	Raised capital / equity capital	0.04	0.01	0.04	0.00	0.00
Coefficient of financial dependence	1.25-2.0	Balance sheet / equity	1.04	1.01	1.04	0.00	0.00
Equity maneuverability ratio	0.05-0.10	Own convertible capital / equity capital	0.53	0.58	0.62	0.09	16.98
Investment ratio	>1.0	Equity / non-current assets	2.11	2.40	2.66	0.55	26.07

Continuation of the Table 1.6

1	2	3	4	5	6	7	8
The coefficient of coverage of stocks and costs with own working capital	0.6-0.8	Equity non-current assets / stocks and costs	1.30	1.35	1.28	-0.02	-1.54
Coefficient of financial stability	1:1	Equity / current liabilities	26.59	89.50	22.87	-3.72	-13.9

Source: created by the author based on the data statements of LLC "PRESTIGE", described in Appendix A

The stability of the indicator in the dynamics indicates the stability of the financial stability of LLC "PRESTIGE".

The coefficient of maneuverability of equity fluctuates, on 12/31/2020 it was 0.53 and exceeded the limit values, on 12/31/2022 it increased to 0.62, which indicates the presence of significant equity working capital of the enterprise.

The investment ratio indicates the full financing of non-current assets at the expense of own funds. The coefficient of coverage of stocks and expenses with own working capital should be within 0.6-0.8, but it significantly exceeds these standards.

As part of the diagnosis of the internal marketing environment of LLC "PRESTIGE", we will conduct a thorough examination of various functional areas of the enterprise, in particular: production, finance, marketing, personnel, management. It's important to give the meaning to coefficient of financial stability - the general rule is 1:1. It proves the company can or cannot pay its current liabilities with current assets. The information regarding the financial stability and calculation about LLC 'PRESTIGE' are shown below in the Table 1.7.

In order to get the wider acknowledgement of company's ability to meet obligations to suppliers and creditors, employees and other parties, the scientific work also consists the liquidity ratios and solvency ratios of financial stability of LLC "PRESTIGE", See in Table 1.7.

The liquidity indexes indicate the ability for the firm to meet the current liabilities at the expense of the present assets. If current assets exceed current liabilities, it shows that the firm is considered to be liquid. The recommended value is above 1 and the index of current liquidity allows to conduct short-term credits.

The optimum current ratio for a company is between 1.2 and 2, which indicates that it has two times as many current assets as liabilities to service its debts. If the current ratio is less than 1, the company's liquid assets are insufficient to meet its current liabilities.

Profitability of sales is one of the indicators of the company's activity, which responds sensitively both to external influences, in particular, through the indicator of the volume of products sold, and to internal changes.

Table 1.7

The analysis of liquidity and solvency ratios of LLC "PRESTIGE" of 2020-2022 years

Liquidity ratios	As for 2020	As for 2021	As for 2022
1	2	3	4
Current liquidity ratio	0.38	0.36	0.44
Quick liquidity ratio	0.31	0.39	0.31
Absolute liquidity ratio	0.06	0.05	0.05

Continuation of Table 1.7

Solvency ratios	As for 2020	As for 2021	As for 2022
1	2	3	4
Current solvency ratios	0.79	0.72	0.63
Quick solvency ratios	0.64	0.49	0.46
Absolute solvency ratios	0.12	0.08	0.09
Indicators of financial stability	As for 2020	As for 2021	As for 2022
Absolute ratio	0.41	-0.04	0.07
Debt-to-equity ratio	3.12	16.8	14.7

Source: calculated by the author on the basis of the financial statement of the enterprise (Appendix A)

The main indicators of the efficiency of the enterprise are financial indicators - profitability, which are calculated as the ratio of the received profit to the spent funds or as the ratio of the profit to the volume of sold products. As foreign and domestic practice shows, indicators are widely used to analyze the efficiency of the company's activities: profitability on net profit (return on assets).

Analyzing the efficiency of the enterprise, one cannot limit oneself to financial indicators only. It is necessary to evaluate all parameters of the company's work. A company that focuses only on the financial side of its work can reduce the efficiency of its work in the long run.

Exporting enterprises certainly need monitoring of the effectiveness of foreign economic activity. The main reserves of efficiency are laid in the divisions of the enterprise, involved in foreign economic activity, significantly depend on relations with suppliers and customers.

The low indicators in the short-term period, in particular, profitability do not in all cases indicate work enterprises. We can be sure they will get lower if the company invests significant funds in the purchase of new technologies and equipment. Going this managerial way, nowadays no certain standardized method of assessing the foreign economic activity of an enterprise could be identified. The most common are calculation methods of assessment, which include a set of simple, in terms of calculations, indicators, which include: economic indicators of the effect and economic efficiency of foreign trade activities. Profitability indicators are broader in their application; they are an excellent addition to the above-mentioned indicators.

The dynamics of profitability ratio, turnover of realized costs products and equity is shown in Table 1.3. After considering the indicators of financial stability, liquidity and solvency, the author can suggest that the enterprise is rather profitable and liquid.

As for profitability indicators, they can be used to assess the efficiency of the enterprise. We have to consider profitability indicators for the first, see Table 1.9.

The profitability indicators of LLC "PPRESTIGE" are increasing, in 2020 the profitability of the activity was 3.92%, while in 2021 it was 4.56%. The increase in profitability was implemented as a result of an increase in the financial result, the profitability of the enterprise was provided by an increase in revenue from sales and decrease implementing in administrative and sales costs.

Following that way of managerial decisions, we can state that there is a need to improve the management of the enterprise's activities to improve the main production and look into the main concept of foreign economic affairs management.

Table 1.9

**The analysis of profitability indicators of LLC “PRESTIGE” in 2020-2021-
2023 years**

Indicator	Formula	As for 2020	As for 2021	As for 2022	Deviation, %
1	2	3	4	5	6
Profitability of property (assets)	Net profit/ Average value of balance*100	3.42	8.56	12.13	146.71
Return on equity	Net profit/ Average equity value* 100	14.8	24.17	23.8	86.7
Profitability of fixed assets	Net profit/Average cost of fixed assets*100	27.6	64.8	97.39	209.4
Product profitability	Net profit/Revenue from product sales* 100	4.1	7.8	9.27	138.8
Profitability of the main activity	Net profit/Cost of realization	3.92	4.56	8.64	-42.32

Source: calculated by the author on the basis of financial statements from [3]

The profitability indicators of LLC "PPRESTIGE" are increasing, in 2020 the profitability of the activity was 3.92%, while in 2021 it was 4.56%. The increase in profitability was implemented as a result of an increase in the financial result, the profitability of the enterprise was provided by an increase in revenue from sales and decrease implementing in administrative and sales costs.

Based on the analysis of the production and economic activity, financial condition, and total income of LLC "PRESTIGE," it can be concluded that the company has been performing well over the past three years. The company's total revenue has shown a steady increase, indicating that the company has been able to successfully expand its operations and increase its customer base.

The financial analysis of the company shows that it has a strong liquidity position, indicating that the company has sufficient current assets to meet its short-term obligations. In addition, the company's profitability ratios have also been positive, indicating that the company has been able to generate sufficient profits from its operations.

The analysis of the company's production activity shows that the company has been able to maintain a consistent level of production over the years, which has contributed to its overall growth and business success. The company's product mix has also been diversified, which has helped it to mitigate risks associated with fluctuations in demand for specific products.

Summarising all above, firstly, there is a growing demand for roller shutters and gate automation worldwide. This is primarily driven by factors such as increasing urbanization, rising disposable incomes, and the need for enhanced security and convenience. As more individuals and businesses recognize the benefits of these products, the market continues to expand.

Secondly, technological advancements play a pivotal role in shaping the industry. Innovations in automation systems, including the integration of smart technology, wireless controls, and energy-efficient solutions, are revolutionizing the way roller shutters and gates operate. These advancements not only enhance functionality but also contribute to the overall growth and competitiveness of the market.

Furthermore, sustainability and environmental considerations are gaining prominence in the industry. Consumers and regulatory bodies are placing greater

emphasis on energy efficiency, eco-friendly materials, and sustainable manufacturing practices. This shift towards greener solutions presents opportunities for companies to differentiate themselves and meet the evolving preferences of environmentally-conscious consumers.

Additionally, globalization and international trade significantly impact the roller shutters and gate automation market. The emergence of new markets, the expansion of distribution networks, and the establishment of strategic partnerships contribute to increased cross-border trade and market penetration. It is important for industry stakeholders to stay informed about global trade regulations, market dynamics, and emerging economies to effectively navigate this evolving landscape.

Overall, the chapter highlights the importance of staying abreast of the developing trends in the roller shutters and gate automation market. By recognizing and adapting to these trends, industry players can seize new opportunities, enhance competitiveness, and meet the evolving demands of consumers in an ever-changing global marketplace.

1.2. Analysis of the import activity of LLC "PRESTIGE"

In today's globalized world, the import-export business has become an essential part of many companies' operations. The ability to import goods from other countries provides companies with the access to a wider range of products and services, which they can offer to their customers, while also reducing their production costs.

This article presents an analysis of the import activity of LLC "PRESTIGE," a company that operates in the retail industry. The author is going to make an assortment group and analyse the dynamics of the volume of imported good,

analyse the efficiency of import operation for the compant and the level of development.

In table 1.10 the cost of imported automatisation indicated, in order to male an analysis the author decided to counth the growth rate and the indexof growth.

The growth rate is used to calculate the annual percentage change in each year expances on the imported automatisation.

Table 1.10

The dynamics of indicators of import activity of LLC 'PRESTIGE' in 2020-2021-2023 years

Year	Import of automatisation, UAH	Growth rate, %	Index of growth
1	2	3	4
2020	333850	-	-
2021	376820	112.8	1.12
2022	408750	108.5	1.08

Source: calculateded by the author on the basis of financial statements from [3]

A variable's growth rate can be positive or negative, indicating whether it is increasing or decreasing over time. In order to calculate, financial figure's beginning value is subtracted from its final value, and the result is divided by the beginning value.

Growth rate for 2021= $376820 \cdot 100\% / 333850 = 112.8\%$, the index of growth is 1.12 then.

Growth rate for 2022= $408750 \cdot 100\% / 376820 = 108.5\%$, the index of growth is 1.08 then.

To continue the analyzing of the import activity, the author is going to talk about the heagraphical structure of the company. The scientific investigation on the import relations of Ukrainian company "PRESTIGE" LLC highlights the significant disruption experienced in the year 2022.

This disruption can be attributed to two key factors: the implementation of a law prohibiting business dealings with sanctioned countries Russia and Belarus

due to their association with terrorism, and the company's commitment to corporate social responsibility (CSR). As the managerial decision of the company was to exclude all cooperation or partnership with these countries.

Table 1.11

The average volumes of product imports of LLC “PRESTIGE” in 2020-2021-2022 years

Classification of goods in FEA	Description	Income as for 2020, UAH	Income as for 2021, UAH	Income as for 2022, UAH	Deviation 2020/2022
1	2	3	4	5	6
7302	Metal constructions and their parts made of ferrous metals; sheets, rods, corners, shaped profiles, pipes and similar products, made of ferrous metals, intended for use in metal structures.	56800	48300	9640	-47160
8479	Machines and mechanical devices of special purpose	65720	14360	3200	-65520
3925 30	Plastic construction products (roller shutters)	47360	27610	6900	-40460

Source: created by the author on the basis of [25], Appendix A

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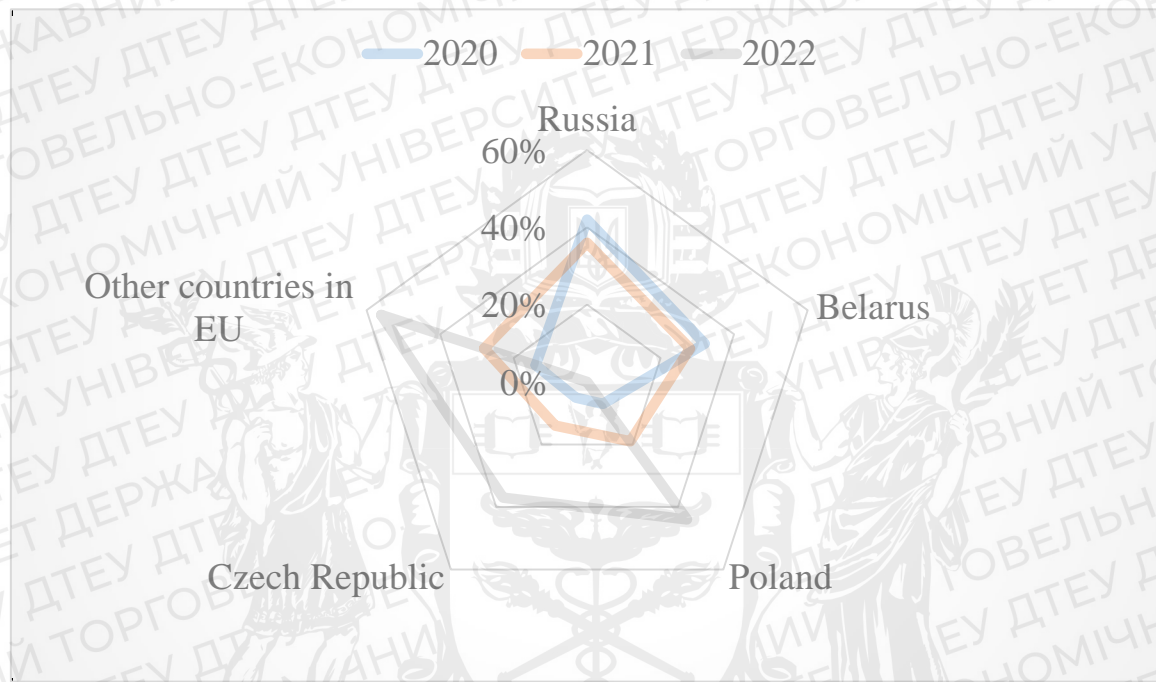


Fig 1.3. The geographic structure of import activity of LLC "PRESTIGE" in 2020-2021-2022 years

Source: structured by the author on the basis of Appendix A

On February 24, 2022, a law was enacted that forbade Ukrainian businesses from engaging in commercial activities with Russia and Belarus, citing concerns over their alleged involvement in terrorism. This legislation aimed to sever economic ties with these countries and exert pressure to address the geopolitical tensions and conflicts that Ukraine was facing. As a result, "PRESTIGE" LLC, like many other Ukrainian companies, was compelled to terminate its import relations with Russia and Belarus.

Furthermore, the administration of "PRESTIGE" LLC consciously decided not to continue business operations with Russia and Belarus, even prior to the implementation of the law you can see the outcome of this desision in Figure 1.3. The company's commitment to CSR played a significant role in this decision.

Recognizing the potential negative impact of associating with countries accused of terrorism, "PRESTIGE" LLC made a responsible choice aligned with its ethical values and social obligations.

Based on the Harmonized System (HS) codes, tariff restrictions on production equipment are normally categorized under the Ukrainian Customs Tariff. The specific equipment categorization will determine the applicable tariff rates.

Table 1.12

The HS codes of imported good by LLC “PRESTIGE” over last 3 years

№	Product	HS code	Tariffs
1	2	3	4
1	Data-processing machines, autssomatic, comprising in the same housing ... whether or not combined	847141	0% - according to market access conditions [21]
2	Aluminium, not reproproduced	760110	0% - according to market access conditions [22]
3	Data-processing machines, automatic, comprising in the same housing at least a central processing unit, and one input unit and one output unit, whether or not combined	847141	0% - according to market access conditions [23]
4	Unmanned aircraft, for remote-controlled flight only, with maximum take-off weight	880621	10% - according to market access conditions [24]

Source: created on the basis of [25]

All indicated countries in Figure 1.3 exported goods that are mentioned in Table 1.12 to Ukraine, the foreign economic operation was conducted according to Customs Code of Ukraine. [28]

This study sheds light on the complex interplay between political considerations, legal frameworks, and corporate values that influence import relations. The findings highlight the importance of adherence to legal requirements and the impact of ethical decision-making on business operations. "PRESTIGE" LLC's actions can serve as an example to other companies, showcasing the significance of responsible business conduct and the incorporation of CSR principles into decision-making processes. Further research could explore the consequences of the import restrictions on "PRESTIGE" LLC, including the identification of alternative sourcing strategies, evaluation of potential economic losses, and analysis of the company's efforts to diversify and adapt its import activities.

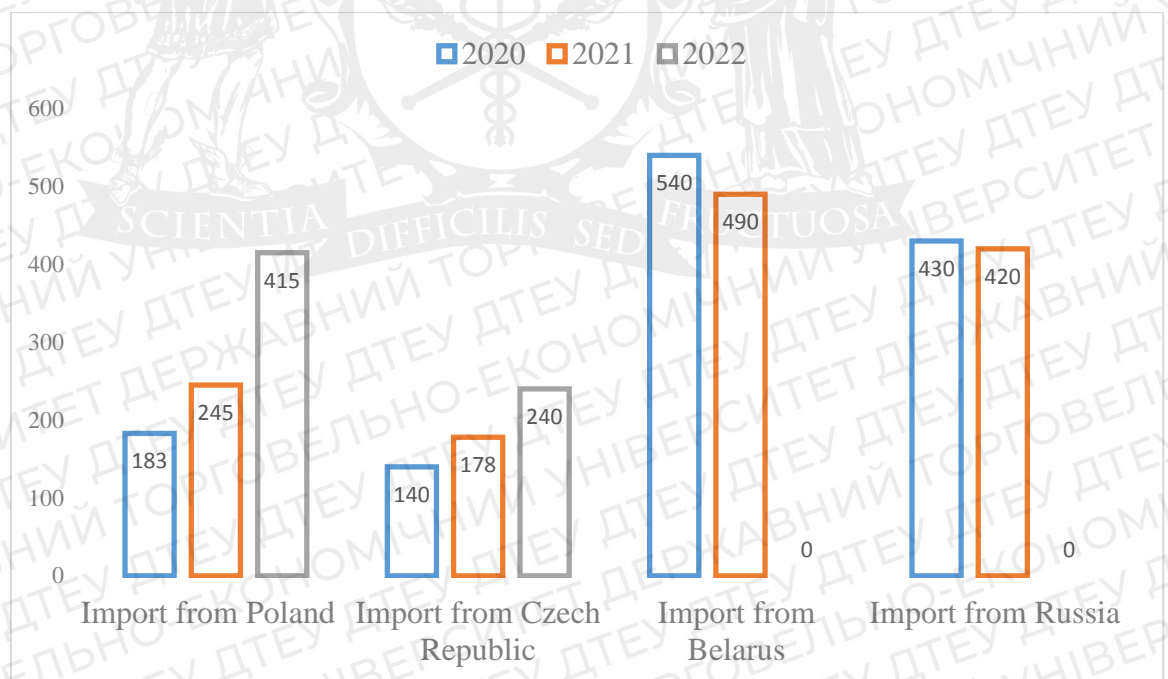


Fig 1.4. The value of imported products by LCC “PRESTIGE” from partner countries in the period 2020-2022 years, in thousands UAH

Source: structured by the author on the basis of [1]

Understanding the implications of these import disruptions contributes to the broader discourse on corporate behavior during politically sensitive times and the evolving dynamics of international trade relationships.

Conclusion to Chapter 1

The following conclusions can be made in the conclusion to the research paper on the import activity of the Ukrainian enterprise LLC "PRESTIGE". Despite the fact that the company lost the pace of development as a result of sharp changes in import activity, it remains profitable. Starting from 2022, "PRESTIGE" LLC reformatted its import activities, focusing its attention on the countries of the European Union, in particular, Poland and Czech Republic. Due to terrorist threats, the company stopped economic cooperation with Russia and Belarus.

The transition to imports from the countries of the European Union was the response of "PRESTIGE" LLC to new geopolitical realities and restrictions on imports from Russia and Belarus. This strategic move allowed the company to ensure stable supplies and maintain its position in the market. This shows the flexibility and adaptability of "PRESTIGE" LLC in response to changing trading conditions and political factors.

Despite the fact that the company has faced challenges and changes in import partnerships, it continues to maintain its profitability. This can be the result of effective management of resources, search for alternative suppliers and active search for new markets for selling their goods.

It is worth noting that the transition of "PRESTIGE" LLC to imports from the countries of the European Union may have a positive effect on the stability and sustainability of the company in the future. This step can contribute to the diversification of risks and the expansion of the geography of the business, which creates the potential for further growth and development of the company.

Summarizing all above, further research is needed to assess the specific implications and impact of the new import strategy on "PRESTIGE" LLC, including analysis of economic indicators, market competitiveness and risks. It is also worth exploring the possibilities of developing new business partnerships and cooperation in the context of corporate social responsibility, which can strengthen the position of "PRESTIGE" LLC in the market and contribute to its sustainable development in the future.



CHAPTER 2. JUSTIFICATION OF THE CHOICE OF THE CONTRACTING COUNTRY FOR ORGANIZATIONS THE IMPORT OF ROLLER SHUTTERS AND AUTOMATION FOR GATES

2.1. Determination of the main developing trends of roller shutters and automation for gates in the world market

Since technology improvements have increased usefulness, security, and convenience, roller shutters and gate automation have increased in demand. As a consequence, these goods are now commonplace in lots of households and commercial structures all over the planet. In order to keep ahead of the competition and offer consumers the most recent developments, it is crucial to identify the major developing trends for roller shutters and gate automation.

We are going to consider the market share of construction industry in some of the countries to estimate the prospects of doing business in that sector. See Figure 2.1.

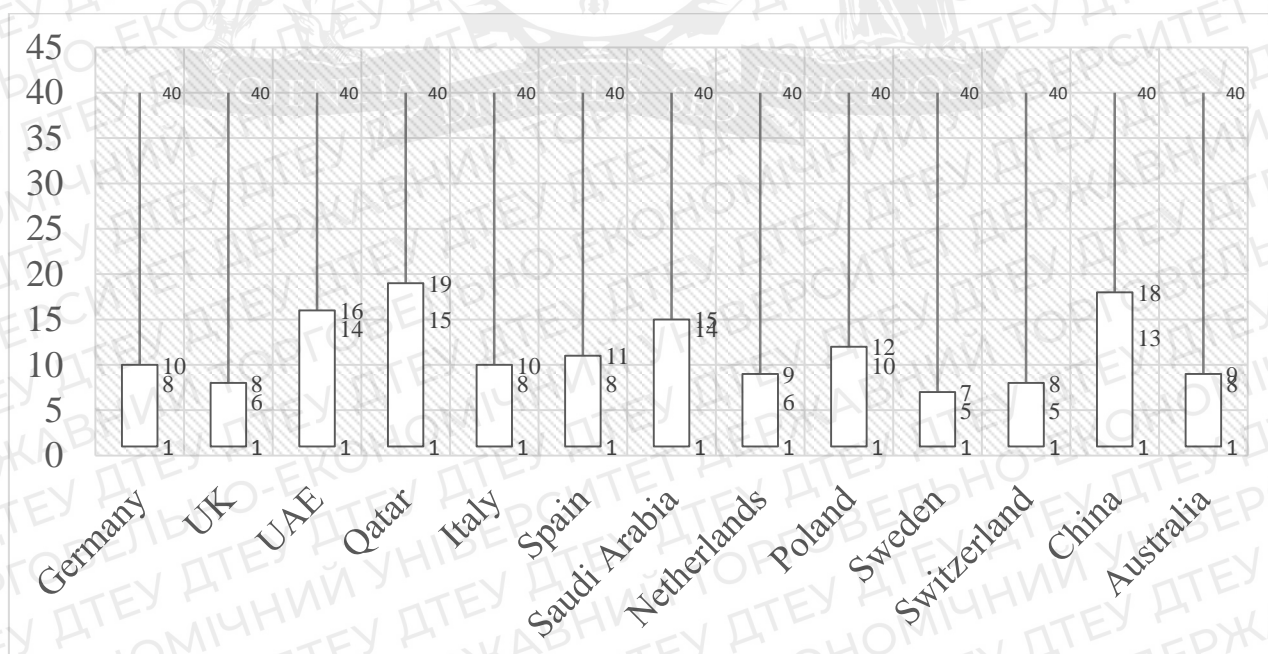


Fig 2.1. The value of construction industry of each country's markets, % of the market for the last 5 years

Source: structured by the author on the basis of [13]

By investigating current trends in the roller shutter and gate automation industries, we are seeking to shed light on how these products will develop in the not too distant future. We will identify the major elements that are influencing the market and determining its future by analyzing recent advancements in technology, design, and consumer demand.

The global roller shutter market witnessed a value of US\$ YY million in 2021 and is projected to experience substantial growth, reaching US\$ YY million by 2029. This growth is anticipated to occur at a compound annual growth rate (CAGR) of 7.50% during the forecast period from 2022 to 2029, see Figure 2.2 with the global expoer-import operation worldwide.

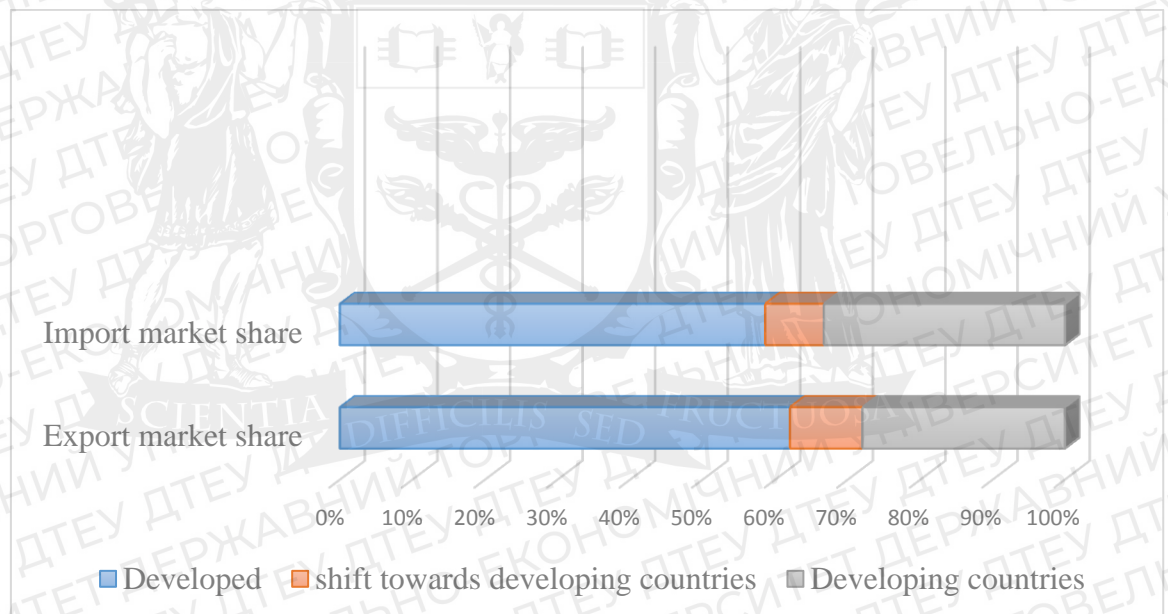


Fig 2.2. The ratio of trade value of countries by import and export of automatic gates and roller shutters as for 2021 year

Source: structured by the authoe on the basis of [27]

A roller shutter is a type of door or window composed of interlocking slats. It serves as a protective measure against theft and environmental factors and finds extensive usage worldwide. Governments in various regions have taken initiatives to promote the adoption of roller shutters, including offering subsidies for their installation. Consequently, there has been a significant increase in demand for roller shutters across industrial, residential, and commercial sectors.

Roller shutters have a diverse range of applications, such as van doors, kitchen doors, garage doors, school entrances, prison facilities, and warehouse entrances. Additionally, in several European countries like Germany and Spain, roller shutters are commonly utilized as window blinds. Besides providing insulation and safeguarding windows against severe damage, roller shutters can be engineered to withstand high winds in areas prone to inclement weather conditions.

To start with, we are going to make an analysis of roller shutters and automation for gates in Europe.

The roller shutters and gate automation market in Europe is a mature and established market, driven by factors such as increasing demand for security and safety, convenience, energy efficiency, and aesthetics. The market is highly competitive, with a large number of players ranging from small regional companies to large multinational corporations.

According to a report by ResearchAndMarkets, the European roller shutter market was valued at USD 4.8 billion in 2020 [9] and is projected to reach USD 6.3 billion by 2026, growing at a CAGR of 4.5% during the forecast period. The gate automation market is also growing, with an estimated CAGR of 6.4% between 2021 and 2028, according to a report by Transparency Market Research.

Table 2.1

The main competitors in the roller shutters and gate automation market in Europe.

№	Country	Name of company	Products Offered	Market Share
1	2	3	4	5
1	France	Somfy	Motorized roller shutters and gate automation systems	12.5%
2	Germany	Hörmann	Automated gates, sectional doors, roller shutters	8.5%

Continuation of Table 2.1

1	2	3	4	5
3	Italy	Nice Group	Gate automation systems, roller shutters	7.8%
4	Germany	Warema	Roller shutters, exterior blinds, awnings, pergolas	7.4%
5	Germany	Novoferm	Provides a range of door and gate solutions	7.2%
6	Italy	FAAC	Specializes in gate automation systems	7.1%
7	Italy	Bft Automation	Offers automation solutions for gates and barriers	6.7%
8	Italy	DEA System	Provides automation solutions for gates and shutters	6.5%
9	France	Simu	Known for their motors and control systems	6.4%
10	Germany	Marantec	Offers garage door automation solutions	4.6%
11	Poland	FIBARO	Provide smart home automation solutions with integration for shutters and gates	4.5%
12	Bandalux	Spain	Roller blinds, roller shutters, panel tracks, verticals	4,5%
13	Gibus	Italy	Pergolas, awnings, roller shutters, vertical sunshades	3%

Continuation of Table 2.1

1	2	3	4	5
14	Groke	Germany	Automated gates, garage doors, roller shutters	2,5%
15	Markilux	Germany	Awnings, roller shutters, vertical shades, parasols	2%
		other		≤8.8%

Source: structured by the author based on data [10]

Germany, France, and the UK are the largest markets for roller shutters and gate automation in Europe, with high levels of demand driven by the construction industry and residential and commercial building renovations. Other European countries such as Italy, Spain, and the Netherlands also have significant demand for these products. The main competitors in Europe are presented in a Table 2.1.

The author decided to analyse not only the same product line, but the producers of similar product line included.

In terms of technology trends, there is a growing demand for motorized and automated roller shutters and gates that can be controlled remotely through smartphones and other connected devices. There is also an increasing focus on energy efficiency and sustainability, with a shift towards using eco-friendly materials and designing products that consume less energy.

Considering the told above, the roller shutters and gate automation market in Europe is expected to continue to grow in the coming years, driven by increasing demand for security, convenience, and energy efficiency in both residential and commercial sectors.

In Ukraine, the demand for protection and security, accessibility, and visual appeal is rising, which is causing the market for roller shutters and gate automation to grow. The market is highly fragmented, with a large number of small and medium-sized local players.

In 2021, the market for overhead and garage doors was estimated to be worth USD 6.79 billion. The market is anticipated to increase by 5.2% year between 2022 and 2029, from USD 6.99 billion to USD 9.94 billion. The COVID-19 pandemic has had an unprecedented and shattering impact on the world, and demand for these doors has been lower than expected in all regions compared to pre-pandemic levels. According to our data, the global market showed a 1.6% reduction from 2019 to 2020. [17]

The demand for roller shutters and gate automation in Ukraine is mainly driven by the construction industry and the residential and commercial building renovations. The market is concentrated in major cities like Kyiv, Kharkiv, Odesa, Lviv, and Dnipro, where there is a high level of urbanization and demand for modern building solutions.

In terms of technology trends, there is a growing demand for motorized and automated roller shutters and gates that can be controlled remotely through smartphones and other connected devices.

Considering everything discussed above, the roller shutters and gate automation market in Ukraine is expected to grow in the coming years, driven by increasing demand for security, convenience, and energy efficiency in both residential and commercial sectors. The market is highly competitive, with a large number of local players, but there is also potential for international companies to enter the market and offer advanced products and solutions.

Below the author constructed the Table 2.3, that has got all information providing information about some of the main competitors in the roller shutters and gate automation market in Europe: The market for automation for roller shutters and gates has seen tremendous growth in recent years, and this trend is expected to continue in the future.

Automated roller shutters and gates offer a high level of convenience, allowing users to easily control access to their homes and businesses. This is especially important for those with limited mobility or those who want to avoid the

inconvenience of manually opening and closing their shutters and gates. Automation also allows for precise control over the level of light and ventilation in a space, which can contribute to energy efficiency and cost savings.

Table 2.2

The market trends of construction industry in 2015-2022t years

№	Name of the reason	Explanation
1	2	3
1	Market Growth and Demand:	Over the last five years, the Ukrainian market for roller shutters and gates has experienced steady growth, driven by several factors. Firstly, there has been an increase in construction activities, including residential, commercial, and industrial projects, leading to a rising demand for roller shutters and gates as essential components for building security and functionality. This trend indicates the potential profitability to roller shutters and gates.
2	Growing Urbanization and Modernization	Urbanization and the modernization of infrastructure have played a vital role in boosting the demand for roller shutters and gates. As cities in Ukraine continue to develop and expand, there is an increased focus on enhancing building security, energy efficiency, and convenience. Roller shutters and gates make them essential products for both new constructions and renovation projects. The growing urbanization trend further supports the profitability of the construction industry.
3	Restoration of infrastructure destroyed during the wartime	Ukraine is in the phase of full-scale war and the number of destroyed infrastructure tends to uncrease. The market needs construction producers for repairment.

Continuation of Table 2.2

1	2	3
4	Financial Performance and Profitability	<p>To provide concrete evidence of the profitability of the construction industry, we can analyze the financial performance of companies engaged in the production and installation of roller shutters and gates. By examining the financial statements, we can assess the revenue growth, profitability ratios, and overall financial stability of these companies.</p> <p>For example, we can analyze the annual reports of prominent roller shutter and gate manufacturers and automation for those, and installation companies in Ukraine. The financial data should demonstrate consistent revenue growth, increasing profit margins, and a healthy return on investment (ROI). This evidence confirms the profitability of the construction industry in relation to roller shutters and gates.</p>
5	Industry Outlook and Future Prospects:	<p>Considering the current market trends and the government's focus on infrastructure development, the future prospects for the roller shutters and gates industry in Ukraine are promising. The construction industry is expected to witness continued growth, leading to an ongoing demand for roller shutters and gates. This positive outlook reinforces the profitability of the construction industry within this sector.</p>

Source: developed by author on the basis of [7]

In addition to convenience and energy efficiency, automation also provides improved security. Automated shutters and gates can be programmed to open and close on a schedule, ensuring that a property is secure at all times. They can also be

equipped with sensors that detect intruders or unauthorized access attempts, triggering an alarm and alerting the property owner.

The aesthetic appeal of automated shutters and gates is also a key factor driving demand in this market. Automated systems can be designed to seamlessly integrate with a property's existing architecture and style, creating a cohesive and attractive appearance. There is also a growing trend towards using eco-friendly and sustainable materials in the production of roller shutters and gates, which can further enhance their aesthetic appeal.

Considering all above, the market for automation for roller shutters and gates is highly successful and promising. The demand for automated systems is expected to continue to grow as consumers become more aware of the benefits of automation, and as technology advances to offer even more features and capabilities. As such, companies that offer innovative and high-quality products in this market are likely to see continued success and growth in the years to come

Table 2.4

The global price level of gates with automation for the last 10 years

№	Gate Type	Approximate Price (USD) for the 2020-2023 years	Approximate Price (USD) for the 2016-2020 years	Approximate Price (USD) for the 2013-2016 years
1	2	3	4	5
1	Swing Gate	\$1,000 - \$5,000	\$700 - \$4,200	\$560 - \$3,800
2	Sliding Gate	\$2,000 - \$10,000	\$1,300 - \$8,800	\$950 - \$8,000
3	Folding Gate	\$1,500 - \$6,000	\$1,350 - \$5,050	\$850 - \$4,400
4	Barrier Gate	\$800 - \$3,500	\$550 - \$2,600	\$320 - \$1800
5	Overhead Gate	\$1,200 - \$7,000	\$950 - \$5,300	\$630 - \$2.400

Source: structured by the author on the basis of [26]

By analyzing market trends, growth indicators, and financial data, we can demonstrate the profitability and potential opportunities for LLC “PRESTIGE” and the construction industry itself, related to roller shutters and gates and their automation system, too. See Table 2.3. There are also included the possible ongoing trends in the whole construction industry.

The next step of identifying the market LLC “PRESTIGE” operates in, is investigating the price level.

The analysis of the Ukrainian market for roller shutters and gates over the past five years provides strong evidence of the profitability of the construction industry. Market growth, increasing demand, urbanization, and financial performance of relevant companies all point to a lucrative market for roller shutters and gates in the construction sector.

The future prospects for the industry remain positive, creating opportunities for businesses and stakeholders in the construction industry to capitalize on this profitability and drive further growth.

As we analysed the price level really varies because of the factors indicated in Table 2.2.

2.2. Research of Ukrainian market of roller shutters and automation for gates

The market for roller shutters and gate automation is a rapidly growing sector in Ukraine, driven by increasing consumer demand for convenience, security, and energy efficiency. The market has seen significant growth in recent years, with a number of local and international players entering the market to meet the rising demand for these products. Despite this growth, there remains a lack of comprehensive research on the Ukrainian market for roller shutters and gate automation, making it difficult for businesses to make informed decisions and for policymakers to develop effective regulations.

This analysis aims to examine the Ukrainian market for roller shutters and gates during this period and provide evidence of the profitability of the construction industry within this sector. See the Figure 2.3.

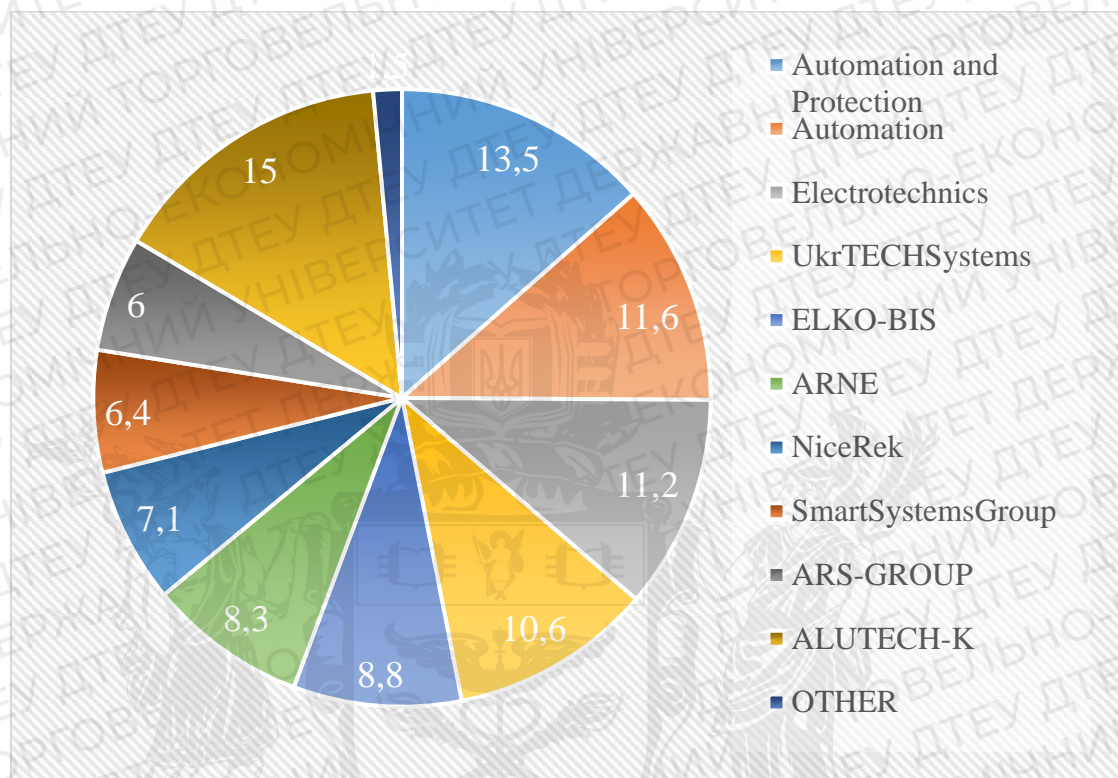


Fig 2.3. The domestic competitors that manufacture automation for roller shutters in Ukraine with aprox. market share in %

Source: structured by the author on the basis of [27]

According to a report by PMR, the Ukrainian roller shutter market was valued at USD 25 million in 2019 and is projected to reach USD 31 million by 2024, growing at a Compound annual growth rate (CAGR) of 4.3% during the forecast period. The gate automation market is also growing, with an estimated CAGR of 6.3% between 2021 and 2028, according to a report by Transparency Market Research.

Following the analysis, the first part of this paragraph includes the information of the Ukrainian market for roller shutters and gate automation, including market size, growth trends, key players, and consumer behavior. This report will utilize a mixed-methods approach, incorporating both qualitative and quantitative data to provide a comprehensive analysis of the market, the study

collects all necessary data through primary research such as surveys, as well as secondary research such as academic articles, reports, and market data.

This report aims to fill a gap in the existing research on the Ukrainian market for roller shutters and gate automation, providing valuable insights for businesses and policymakers looking to understand this rapidly growing industry.

The market for roller shutters and gate automation in Ukraine has seen significant growth in recent years, driven by increasing demand for convenience, security, and energy efficiency. The market has evolved from simple manually operated roller shutters and gates to automated systems that offer increased safety and security, as well as enhanced energy efficiency.

The history of roller shutters and gate automation in Ukraine can be traced back to the late 1990s, when the first locally produced products were introduced to the market. Since then, the market has seen a steady growth, with a number of local and international players entering the market to meet the rising demand for these products.

The major players in the market for roller shutters and gate automation in Ukraine include both domestic and foreign companies. Domestic players include companies such as ALUTECH GROUP, Vostok-1, and DUSON, while international players include Somfy, Nice, and FAAC. See Table 2.5.

These companies offer a wide range of products, from basic manually operated roller shutters and gates to highly advanced automated systems that offer a range of features such as remote control, timer programming, and smartphone app integration.

The market for roller shutters and gate automation and automation for them in Ukraine is highly competitive, with players competing on factors such as price, product quality, and service. The market is expected to continue to grow in the coming years, driven by rising demand for these products as well as increasing awareness of the benefits of automation, security, and energy efficiency.

Summarising the provided information above, the market for roller shutters and gate automation in Ukraine is a dynamic and rapidly growing sector, driven by

technological advancements and changing consumer preferences. The industry is expected to continue to grow, driven by rising demand for convenience, security, and energy efficiency, as well as the continued development of new and innovative products by major players in the market.

The demand for roller shutters and gate automation in Ukraine is primarily driven by a number of factors, including security concerns, energy efficiency, and convenience.

Table 2.5

The major producers in Ukrainian market for roller shutters and gates and an automation for them for the last 3 years

№	Company Name	Market Share – out of 100%		
		2020	2021	2022
1	Alutech Group	22%	22.5%	18%
2	Vostok-1	8%	13%	14%
3	Somfy	13%	12.4%	12.6%
4	Nice	14%	11%	10.8%
5	Btf Automation	6%	6.3%	8.4%
6	FAAC	5.6%	6.2%	8%
7	Duson	9%	8.8%	7.5%
8	Other	≤22%	≤19%	≤21%

Source: structured by the autor on the basis of [13], [14]

Security concerns are a major driver of demand for roller shutters and gate automation in Ukraine. With the increasing rate of crime in the country, homeowners and businesses are increasingly looking for ways to enhance their security. Roller shutters and automated gates offer an effective way to deter burglars and other intruders, providing an additional layer of protection to homes and businesses.

Energy efficiency is another key driver of demand for roller shutters and gate automation in Ukraine. With rising energy costs and concerns about the

environment, many people are looking for ways to reduce their energy consumption. Roller shutters and automated gates can help to improve energy efficiency by reducing heat loss in the winter and heat gain in the summer, thereby reducing the need for heating and air conditioning.

The third factor for the demand of the production is convenience that is a major driver of it for roller shutters and gate automation in Ukraine. Automated systems allow users to easily open and close shutters and gates with the touch of a button, eliminating the need to manually operate these systems. This can be particularly beneficial for older individuals or those with mobility issues, as well as busy homeowners who are looking to save time.

After providing these three factors I am ready to summarise that the drivers of demand for roller shutters and gate automation in Ukraine are varied and complex, with security concerns, energy efficiency, and convenience all playing important roles in shaping consumer preferences and driving growth in the market.

The pricing and distribution channels for roller shutters, gates, and gate automation in Ukraine vary depending on the specific product and manufacturer. However, generally speaking, the market is highly competitive, with a number of different players vying for market share.

In terms of pricing, there is a wide range of options available, with prices varying depending on the quality, features, and level of automation of the product. Generally, more advanced and sophisticated systems tend to be priced higher, while simpler systems with fewer features and manual operation tend to be priced lower.

In terms of distribution, there are a number of different channels available, including direct sales from manufacturers, online retailers, and physical retail stores. Some manufacturers also work with distributors and resellers to reach a wider audience.

The competitive landscape of the market is also highly varied, with a number of different players competing for market share. Major players in the market include Alutech Group, Vostok-1, Somfy, Duson, Nice, and FAAC (Table

2.3), among others. These companies all offer a range of products and services, from simple manual shutters to highly sophisticated automated systems.

To succeed in this market, manufacturers must have a strong understanding of their target customers and their specific needs, as well as a keen awareness of market trends and emerging technologies. They must also be able to offer competitive pricing and effective distribution strategies in order to remain competitive in a crowded and rapidly-evolving market.

Summarising the said above, the market for roller shutters, gates, and gate automation in Ukraine is highly competitive, with a diverse range of players and pricing and distribution strategies to suit a variety of needs and budgets.

As we are exploring the consumption-production market in Ukraine, we have to identify the key factors how this market actually operates. Despite the fact that economic trends can change over time, the author has managed to distinguish the main trends:

1. **Shift towards Domestic Production:** Ukraine has been making efforts to reduce its dependence on imported goods and stimulate domestic production. The government has implemented various policies and incentives to support local industries, leading to a gradual increase in domestic production across different sectors.
2. **Growth in Consumer Demand:** With improving economic conditions and rising disposable incomes, there has been a steady growth in consumer demand in Ukraine. This trend has contributed to increased consumption of both domestically produced and imported goods.
3. **Focus on Export-oriented Industries:** Ukraine has been working on expanding its presence in global markets by promoting export-oriented industries. Key sectors such as agriculture, IT services, metallurgy, and machinery have experienced growth in production and export volumes.
4. **Import Substitution:** In recent years, Ukraine has been actively pursuing import substitution strategies to reduce reliance on foreign imports. This approach aims to encourage local production to meet domestic demand,

leading to increased production and consumption of domestically manufactured goods.

5. **Industrial Modernization:** The Ukrainian government has been focusing on modernizing industries and improving production technologies. This drive for industrial modernization aims to enhance productivity, efficiency, and competitiveness in both domestic and international markets.
6. **Increasing Role of E-commerce:** The growth of e-commerce has had a significant impact on consumption patterns in Ukraine. Online retail platforms and marketplaces have gained popularity, providing consumers with a wider range of choices and convenience in purchasing goods, including both domestically produced and imported products.

It's important to note that these trends can be influenced by various factors, including economic conditions, government policies, market dynamics, and global trends. That's why it's important to note that the purchasing ability of Ukrainians decreased significantly because of economic crisis and Russian full-scale invasion on 24th of February. The following data contains an explanation of how the conflict has contributed to a decrease in Ukrainians' purchasing ability:

- **Economic Disruption:** The Russian invasion and subsequent conflict have led to a disruption in Ukraine's economy. The conflict has resulted in damage to infrastructure, loss of production capacity, and disruptions in supply chains. This has caused a decline in economic activity and weakened the overall purchasing power of individuals and households.
- **Currency Depreciation:** The conflict and geopolitical uncertainty have put pressure on Ukraine's currency, the hryvnia. Currency depreciation can result in increased prices for imported goods, as it becomes more expensive to purchase foreign currency to pay for imports. This, in turn, reduces the purchasing power of Ukrainians, as their income may not keep up with the rising prices.
- **Inflationary Pressure:** The conflict and its impact on the economy can contribute to inflationary pressures. Inflation erodes the value of money,

reducing the purchasing power of individuals. Rising prices for essential goods and services can strain household budgets and limit the ability of Ukrainians to purchase non-essential items.

- **Displacement and Humanitarian Crisis:** The conflict has led to internal displacement of people within Ukraine and created a humanitarian crisis. Displaced individuals often face difficulties in accessing stable employment and income-generating opportunities. This can further hamper their purchasing ability and result in increased financial strain.
- **Uncertainty and Consumer Confidence:** The conflict has created an atmosphere of uncertainty and instability, which can impact consumer confidence. When people are uncertain about the future and concerned about their safety and well-being, they tend to reduce discretionary spending and prioritize essential needs. This cautious approach to spending contributes to a decrease in overall purchasing ability.

It's important to note that the impact of the conflict on purchasing ability can vary across different regions and socio-economic groups within Ukraine.

Additionally, the extent of the decrease in purchasing ability may also depend on other factors such as government policies, social support programs, and access to employment opportunities.

It is important to note that specific tariff and non-tariff regulations may vary between countries and regions. Th duties also can get the differences worldwide.

Below the main representatives of the domestic market of Ukraine are included, their market shares and the sphere they specialize in. In the domestic market of gates and shutter systems in Ukraine, there are several main representatives who manufacture and supply these products.

- **ALUTECH** is one of the leading manufacturers of roller shutter systems and sectional gates in Ukraine. The company offers a wide range of products, including roller shutters, garage doors, industrial doors and automation systems.

- DASS is a well-known manufacturer of roller shutter systems, garage doors and automation in Ukraine. The company offers a variety of roller shutter models, including aluminum, steel and plastic options.
- ZIKOM is a manufacturer of sectional gates, shutters, roller shutter systems and automatic barriers of Ukrainian origin. The company specializes in high-quality products using innovative technologies.
- Avanta is a manufacturer of roller shutter systems, sectional gates and automation. The company offers different models of roller shutters, including aluminum, steel and plastic options, as well as a wide selection of garage doors.
- Protek: Protek is one of the leading manufacturers of roller shutters, roller shutter systems and garage doors in Ukraine. The company offers a wide range of products with different materials, design and functionality.

The tariff and non-tariff rules that apply to the import of automation for gates and roller shutters into Ukraine might change depending on the individual equipment and how it is categorized.

Based on the Harmonized System (HS) codes, tariff restrictions on production equipment are normally categorized under the Ukrainian Customs Tariff. The specific equipment categorization will determine the applicable tariff rates.

Considering all above, we can conclude that running business of automation for roller shutters and gates by LLC “PRESTIGE” is profitable because of high demand and healthy competitiveness on Ukrainian market.

Conclusion to Chapter 2

In conclusion, Chapter 2 has provided a comprehensive analysis of the automation market for roller shutters and gates. Through this analysis, we have examined the market's current state, investigated the price levels, and identified the main trends shaping the industry.

The research conducted indicates that the market for automation in roller shutters and gates is a developing and highly profitable sector. The demand for

automated solutions in this area is steadily increasing due to factors such as convenience, security, and energy efficiency.

Furthermore, the investigation into price levels has revealed that there is a wide range of options available to consumers, catering to various budgetary requirements. This suggests that the market is accessible to a broad customer base, further contributing to its growth potential.

Moreover, the identification of key trends within the market, such as the integration of smart technologies, remote control functionalities, and energy-saving features, indicates that the industry is adapting to meet the evolving needs and preferences of consumers.

In summary, the analysis of the automation market for roller shutters and gates demonstrates that this sector is dynamic, profitable, and ripe with opportunities for both businesses and consumers alike. The potential for growth, combined with the ongoing advancements and emerging trends, make it an attractive area for investment and further development.

CHAPTER 3. IMPLEMENTATION OF THE ORGANIZATION OF THE IMPORT LLC "PRESTIGE" IMPORTS OF AUTOMATION FOR GATES AND SHUTTERS

3.1. Organizational support for the import of roller shutters and automation for gates by LLC "PRESTIGE" to Ukraine

The import of automation for gates and shutters plays a crucial role in the operations and success of businesses in the modern era. This scientific work aims to explore and analyze the implementation of the organization of import activities in LLC "PRESTIGE" specifically focused on imports of automation for gates and shutters.

LLC "PRESTIGE" operates in a dynamic market where the demand for advanced and efficient automation solutions is increasing. As a result, the company recognizes the significance of importing high-quality automation products to meet the evolving needs of its customers. The effective organization of import activities becomes vital to ensure the timely and reliable supply of automation for gates and shutters.

By studying and evaluating the import activities of automation for gates and shutters in LLC "PRESTIGE," this scientific work seeks to offer valuable insights and recommendations that can enhance the efficiency, effectiveness, and competitiveness of the company's import operations. The findings of this research will not only contribute to the academic understanding of import management but also provide practical implications for similar businesses in the industry.

Through a comprehensive examination of the implementation of the import organization in LLC "PRESTIGE," this scientific work aims to shed light on the strategies, practices, and challenges associated with the import of automation for gates and shutters. The research will utilize a combination of qualitative and

quantitative methodologies, including interviews, surveys, and data analysis, to provide a comprehensive and well-rounded analysis.

The subsequent chapters will delve into the specific areas of the import organization process, highlighting key findings and recommendations. It is anticipated that the outcomes of this research will contribute to the continuous improvement and optimization of LLC "PRESTIGE's" import operations, ultimately strengthening its position in the market and ensuring the satisfaction of its customers.

Tariff and non-tariff regulations play a crucial role in governing the trade of gated automation and roller shutters. Here's an overview of these regulatory measures, presented in Table 3.1. All these tools required to import operation to the product analyzed.

Table 3.1

Tariff and non-tariff regulations of import deliveries for gate automation, roller shutters and gate systems

№	Tariff Regulations:	Non-Tariff Regulations:
	Tariffs are taxes or duties imposed on imported goods at the border. They are a common form of trade regulation and can affect the import and export of gated automation and roller shutters.:	Non-tariff regulations refer to various measures implemented by governments to regulate trade, other than tariffs. These regulations can be diverse and encompass several areas.
1	2	3
1	Tariff Rates: Ukraine imposes specific tariff rates on gate automation, roller shutters, and gate systems	Customs Valuation: The valuation of imported gate automation, roller shutters, and gate systems in Ukraine follows the rules established by the World Trade


imported into the country.	Organization's Agreement on Customs Valuation (ACV).
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Continuation of Table 3.1

1	2	3
	<p>These rates are determined based on the Harmonized System (HS) codes that classify the products. Importers need to refer to the official tariff schedule or consult with customs authorities to determine the applicable rates.</p>	<p>Importers must provide relevant documentation, including commercial invoices and shipping documents, to determine the customs value accurately.</p> <p>The key non-tariff regulations are below.</p>
2		<p>Labeling and Packaging: Imported gate automation, roller shutters, and gate systems to Ukraine must comply with labeling and packaging requirements. These regulations may include labeling the products with necessary information, warnings, and instructions in the Ukrainian language. Importers should ensure that the labeling and packaging meet the specified standards.</p>
3		<p>Technical Standards: Compliance with Ukrainian technical regulations and standards is essential for import deliveries of gate automation, roller shutters, and gate systems. Importers should verify the applicable technical requirements and obtain the necessary documentation or certifications to</p>

	ensure the products' safety, quality, and performance.
--	--

Continuation of Table 3.1

1	2	3
4		Import Documentation: Importers need to complete various import documents when importing gate automation, roller shutters, and gate systems to Ukraine. These documents may include a commercial invoice, bill of lading or airway bill, packing list, import declaration, and any additional documents required by Ukrainian customs. Proper completion and submission of these documents are crucial for customs clearance.
5		Import Restrictions: Ukraine may impose import restrictions or prohibitions on certain types of gate automation, roller shutters, and gate systems due to safety, security, or environmental concerns. Importers should review the Ukrainian import regulations to ensure compliance with any restrictions, such as licensing requirements or product-specific bans.
6		Intellectual Property: Intellectual property regulations protect trademarks, patents, copyrights, and other forms of intellectual property rights in Ukraine. Importers should ensure that the imported gate automation, roller shutters, and gate systems do not infringe upon any intellectual property rights

	held by others. counterfeit or pirated products can lead to legal consequences.
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Continuation of Table 3.1

1	2	3
7		Sanitary and Phytosanitary Regulations: Sanitary and phytosanitary regulations in Ukraine aim to protect human health, animal welfare, and plant life. Certain gate automation, roller shutters, and gate systems may require compliance with specific sanitary and phytosanitary measures to ensure they do not pose health risks or harm the environment.
8		Product Certification: Gate automation, roller shutters, and gate systems imported into Ukraine may require product certification to ensure compliance with safety, quality, and technical standards. The check-up of certification requirements, which may involve conformity assessment, and compliance with Ukrainian standards or recognized international standards.

Source: structured by the author on the basis of [7], [6], [9]

It is important to note that specific tariff and non-tariff regulations may vary between countries and regions. The duties also can get the differences worldwide.

There are many options for possible ways to improve the efficiency of the organization of export-import operations. Let's consider some of them.

1. LCC "PRESTIGE" works with suppliers using such a form of settlement as a letter of credit, which is an obligation of the bank, given at the request of the client, to pay a third party when the recipient of the payment provides the bank,

which executes the letter of credit, with the documents stipulated by the terms letter of credit. The use of this form of calculation is due to the ease of filling out bank forms, the small size of the commission for small transactions.

An alternative to using a letter of credit form of payments can be a collection form of payments. This measure is also likely to help reduce costs, which will lead to increased profits and therefore increase the effectiveness of export deals.

2. LCC "PRESTIGE" company has significant logistics and transport costs. Given the fact that product deliveries are carried out quite regularly and in large batches, it will be possible to significantly reduce costs and, accordingly, significantly to increase the efficiency of export operations by opening a transport department within the company itself, but this measure is very costly and it turns out to be cheaper to contact the company "ALUTECH", since it is the main one among mining groups and already has its own logistics department, due to extensive experience in working with by transporting gates, roller blinds and automation for them, the company ensures absolute safety and control of the shipment. Therefore, given the already existing transport department, the creation of its own department, this method will not lead to an increase in profit.

3. The LCC "PRESTIGE" can expand the range of imported products. Considering this problem, the company cannot fully compete on the international market due to an insufficiently wide assortment. It is necessary to create a balanced assortment profile for import and select the assortment for each target market segment.

4. The high price of raw materials affects the cost of production, which reduces the competitiveness of products on the international market. Currently, the company imports automation for gates and roller shutters from the LLC «ALUPROF», so it is possible to consider changing the supplier for a domestic one. But during wartime, it's unreasonable to develop this plan, because the major aluminum assets are located in occupied regions of Ukraine.

5. When we develop an algorithm of implementation the cooperative, relationship-oriented strategy, reduction number of suppliers to create long-term partnerships with a few key ones. Active searches for new suppliers are not conducted within the framework of this strategy. When making a purchase decision, price and quality are not decisive factors. In this case, stable relations allow you to count on uninterrupted deliveries.

Table 3.1

Factor	Nice	BFT	FAAC	Dea system	Came
Partnership with LLC “ALUTECH” (existing logistics technuques)	5/5	0/5	5/5	0/5	2/5
Location of the company	Italy	All over Europe	Italy	Italy	Turkey
Level of constant product developing	4/5	5/5	4/5	2/5	3/5
Price on the goods	3/5	3/5	4/5	5/5	5/5
Appropriate company policy	3/5	5/5	5/5		

Source: developed by the author

Investigating the idea of all said above, the managerial decision was to find another company to cooperate with to expand the diversification of imported goods.

There are a few reasons that help us to find the supplier that fit all our needs, they all are included to Table 3.1, there are also the level of efficiency added.

As LLC “ALUTECH” is a parent company of group companies, it’s essential factor to because it has already got logistics bonds and cooperation business history with the company.

Selecting Nice [29] as a prospective counterparty is advised after considering the variables in Table 3.1. Given LCC "PRESTIGE"'s extensive relationship with this nation and the high level of automation, it is advisable to keep raising the proportion of items imported from Italy.

Italy adheres to the regulatory standards set forth by the EU for the export of industrial equipment as an EU member. Here are some important regulations that apply to the import of automation for gates from Italy.

- **Customs Code of Ukraine:** The importation of goods, including automation for roller shutters and gates, is governed by the Customs Code of Ukraine. This code outlines the procedures, requirements, and obligations related to customs clearance, classification, valuation, and documentation.
- **Harmonized System (HS) Codes:** HS codes are used to classify goods for customs purposes. The correct HS code for automation products should be determined to ensure proper classification and accurate assessment of import duties and taxes.
- **Import Duties and Taxes:** The importation of automation for roller shutters and gates may be subject to import duties, value-added tax (VAT), and other taxes. The applicable rates and exemptions should be considered in accordance with Ukrainian customs regulations.
- **Technical Regulations:** Ukrainian technical regulations and standards may apply to imported automation products to ensure compliance with safety, quality, and performance requirements. It is essential to ensure that the imported goods conform to these regulations and obtain any necessary certifications or declarations of conformity.

- **Certification and Conformity Assessment:** Depending on the specific type of automation for roller shutters and gates, it may be required to undergo certification or undergo conformity assessment procedures to demonstrate compliance with Ukrainian standards and regulations.
- **Licensing and Permits:** Certain activities related to the importation and installation of automation for roller shutters and gates may require licenses or permits from relevant Ukrainian authorities. It is important to research and comply with any licensing or permitting requirements.
- **Contractual Agreements:** Importing goods from Italy to Ukraine involves establishing contractual agreements between the parties involved, such as the importer, supplier, and any intermediaries. These agreements should clearly define the terms and conditions, including delivery terms, payment terms, liability, and dispute resolution mechanisms.

When we are trying to choose better regulation standards among Incoterms, as buyer the buyer prefers EXW above others. The next step is to determine the algorithm of actions.

The algorithm of organization of import operations of automation for roller shutters and gates from LLC “Nice” (Italy) to LLC “PRESIGE” (Ukraine)

1. **Identify the Product:** Determine the specific automation products for gates and roller shutters that Prestige intends to import from Nice. This includes understanding the technical specifications, quantities, and any additional requirements.
2. **Research Import Regulations:** Thoroughly research and familiarize yourself with the import regulations and requirements of Ukraine for automation products. This includes customs duties, taxes, documentation, and any specific technical or certification requirements.

3. Contact LLC “Nice” [29] : Get in touch with the company Nice in Italy to confirm the availability of the desired automation products and inquire about their willingness to sell under EXW. Discuss the details of the transaction, including the agreed-upon price, packaging, and any additional services required.
4. Arrange Shipping and Logistics: Take responsibility for arranging transportation, insurance, and logistics from LCC “Nice” 's premises in Italy to Prestige's location in Ukraine. Engage a reliable freight forwarder or shipping agent to handle the transportation process and ensure the necessary documentation, such as a bill of lading or airway bill, is obtained.
5. Prepare Export Documentation: Work with LCC “Nice” to ensure that all necessary export documentation is prepared. This may include a commercial invoice, packing list, certificate of origin, and any applicable certificates or conformity declarations.
6. Customs Clearance in Ukraine: Arrange for a licensed customs broker in Ukraine to handle the customs clearance process. Provide them with the required documentation, including the commercial invoice, packing list, and other relevant paperwork. Cover customs duties.
7. Arrange Delivery to “PRESTIGE”: Coordinate with the logistics provider to ensure a smooth delivery of the automation products to Prestige's location in Ukraine. Monitor the shipment's progress and maintain communication with the logistics provider to address any potential issues or delays.
8. Receiving and Inspection: Upon delivery, “PRESTIGE” should inspect the received automation products for any damages or discrepancies. Verify that the delivered goods match the order and specifications. Notify Nice promptly if any issues are discovered.
9. Payment Settlement: Arrange for the payment of the agreed-upon price to LCC “Nice” in accordance with the terms of the EXW Incoterms. Ensure that the payment is made in compliance.

10. Follow-Up and After-Sales Support: Maintain communication with LLC “Nice” after the transaction is complete to address any post-import issues, warranty claims, or after-sales support requirements. Keep records of all documentation, invoices, and correspondences related to the import for future reference.

Following the suggested strategy, the next considered spot should be determined to create Gantt chart of import of automation for roller shutters and gates. This Gantt chart assumes a linear sequence of tasks, but in practice, some tasks may overlap or be dependent on others.

Task	Duration (in weeks)	Time periods									
Contacting the supplier – LLC “Nice”	1										
Obtain quotes	1										
Select the product to import	2										
Place an order	1										
Arrange transportation	2										
Customs clearance in Italy	2										
Delivery to Ukraine	1										
Testing and documentation	2										
Advertising the product	3										
Finalize the cost	1										

Fig 3.1. Gantt chart of import of automation for gates and roller shutters form LLC “Nice” to LLC “PRESTIGE”

Source: developed by the author

It's also important to consider the benefits of this import operation:

1. **Access to Advanced Technology:** Importing automation for roller shutters from Italian LLC "Nice" would provide LLC "PRESTIGE" with access to advanced and innovative technology, allowing them to offer cutting-edge solutions to the Ukrainian market. This can give LLC "PRESTIGE" a competitive edge over local competitors and position them as a leader in the industry.
2. **High-Quality Products:** Italian companies are renowned for their craftsmanship and attention to detail. By importing from LLC "Nice," LLC "PRESTIGE" can ensure they are delivering high-quality roller shutters to their customers in Ukraine. This can enhance their reputation and build trust among customers who value superior products.
3. **Increased Product Range:** Importing automation for roller shutters from LLC "Nice" can expand LLC "PRESTIGE"'s product range, offering a wider variety of options to customers in Ukraine. This allows them to cater to different needs and preferences, attracting a larger customer base and increasing sales potential.
4. **Enhanced Security Infrastructure:** The imported automation for roller shutters from LLC "Nice" is likely to provide advanced security features and mechanisms. By offering these solutions in Ukraine, LLC "PRESTIGE" can contribute to improving the security infrastructure of residential, commercial, and industrial premises. This can be particularly appealing to customers who prioritize safety and protection.
5. **Improved Convenience and Functionality:** Automation for roller shutters can greatly enhance the convenience and functionality of these systems. By importing from LLC "Nice," LLC "PRESTIGE" can introduce automated controls, remote access, and smart integration capabilities, enabling users to operate their roller shutters with ease. This convenience factor can be a strong selling point in the Ukrainian market.

6. Potential Cost Savings: Depending on the production and labor costs, importing automation for roller shutters from LLC "Nice" may provide cost advantages for LLC 'PRESTIGE' compared to developing similar technology in-house or sourcing from local manufacturers. These cost savings can be passed on to customers, making LLC 'PRESTIGE' products more competitive in terms of pricing.
7. Collaboration and Knowledge Sharing: Importing from LLC "Nice" can create opportunities for collaboration and knowledge sharing between LLC 'PRESTIGE' and the Italian company. This can foster mutual growth, allowing both companies to exchange expertise, industry best practices, and technological advancements, which can further enhance the quality of products and services offered by LLC 'PRESTIGE.'
8. Strengthened Business Relationships: Engaging in international trade and importing from LLC "Nice" can establish and strengthen business relationships between LLC 'PRESTIGE' and Italian partners. This can lead to potential future collaborations, joint ventures, or partnerships, expanding business networks and opening doors to new opportunities.
9. Positive Economic Impact: The import operation can contribute to the economic growth of both LLC 'PRESTIGE' and Ukraine. It can create employment opportunities, generate revenue through sales and distribution, and potentially attract foreign investment. This can have a positive ripple effect on the local economy.
10. Customer Satisfaction and Loyalty: By offering high-quality imported products with advanced features, LLC 'PRESTIGE' can enhance customer satisfaction and loyalty. Satisfied customers are more likely to recommend the company to others and become repeat buyers, contributing to the long-term success and sustainability of the business.

Summarizing all above, the possible outcome of the following strategy is the effective shipment of the demanded industrial equipment from Germany to

Ukraine, as well as the assurance of contractual obligations, financial obligations, customs procedures, insurance coverage, and timely delivery to the designated location.

3.2. Predictive assessment of the effectiveness of the import of roller shutters and automation for gates LLC "PRESTIGE" to Ukraine

Businesses continuously look for new chances to grow their operations and explore unexplored markets in modern times. One such chance presents itself in the importation of roller shutters and gate automation, where businesses can introduce cutting-edge technologies and creative ways to improve security and convenience. A recognized business with a focus on high-quality roller shutters and gate automation systems, LLC "PRESTIGE," plans to enter the Ukrainian market and offer its goods and services.

This analysis will assist LLC "PRESTIGE" in formulating effective marketing strategies, understanding the market dynamics, and identifying key areas for improvement or adjustment.

An economic and comparative examination of the implementation of import operations is required for LLC "PRESTIGE" in order to propose innovations and enhance the accounting of imported items.

Regarding the import operations several laws should be guided - The Law of Ukraine "On Currency and Currency Transactions" dated June 21, 2018, must not be the only source of guidance for the audit of the purchase and sale of "Steiner-Ukraine" currency. No. 2473-VIII [24], Resolution No. 1 - Regulations on the structure of the foreign exchange market of Ukraine, terms, and conditions for trading foreign currency and bank metals there, Resolution No. 2 - Regulations on transactions with currency values, Resolution No. 3 - Regulations on cross-border movement of currency of values, and Resolution No. 4 - Regulations on the list of protection measures, the process, and criteria.

[11]

By comparing the economic result (effect) that was accomplished with the resources used to produce it, economic efficiency is calculated.

The degree of growth in revenue from these operations serves as an indicator for the economic effectiveness of international trade operations at the organizational level. Profit is the primary measurement for determining economic efficiency.

LLC “PRESTIGE” (Kyiv, Ukraine) and supplier LLC “Nice” (Oderzo, Italy) are negotiating the acquisition of replacement components for industrial machinery.

Delivery is structured according to Table 3.2. and 3.3

Table 3.2

Cost structure for calculating the efficiency of the import operation of automation for gates and roller shutters from LLC “Nice” by LLC “PRESTIGE”

1.	Name of goods	Automation for roller shutters and gates
2.	Custom Code	847141
3.	Exporting country	Italy
4.	Price per unit, EXW	1600 EURO
5.	Units	4
6.	Delivery terms	EXW from Oderzo, Germany
7.	The date of customs clearance	22/05/2023
8.	Value added tax (VAT)	20%
9.	Duty rate	0%
10.	Exchange rate	40 UAH per 1 EURO
11.	Load on the vehicle	0.7%
12.	Transportation to the importer storage	7%
13.	Insurance	2.2%
14.	Selling price	140 000UAH per unit
15.	Broker fee	3%

Source: developed by the author on basis of Appendix E

The author is going to rely on EXW Incoterms regulation. The first thing that should be estimated is the import contract price.

Following the formula in accordance to EXW Incoterms,

$$\text{The import contract price} = \text{Price per 1 UNIT} * \text{Quantity} = 1600\text{EURO} * 4 = 6400\text{EURO} = (6400 * 40) \text{UAH} = 256000\text{UAH}$$

Then we refer to [25] general regulation of foreign economic activity requirements and check details about shipping of the product regarding the import duty, provided in Table 3.4.

Import duty is a tax on the movement of goods across the customs border of Ukraine. It's mentioned in the chapter "Classifier of exemptions from payment of customs payments when importing goods into the customs territory of Ukraine", approved by order of the Ministry of Finance dated 09/20/2012 No. 1011. In the action is from 07/03/2020

Table 3.4

The import duty details for the automation for the roller shutters and gates

1	Discount rate	0 %
2	Full rate	0%
3	Basis:	Law of Ukraine / Verkhovna Rada N° 674-IX dated 04.06.2020. About the Customs Tariff of Ukraine

Source: created on the basis of [25]

So analyzing the information given, we have 0% import duty tax. We skip calculating the customs fee, because we are not obligated to cover it.

$$\text{VAT} = 20\% \text{ of the contract price} = 0.2 * 256000\text{UAH} = 51200\text{UAH}$$

The next step is to calculate the expenses. For this we have to know income from the sales of the product on Ukrainian market and income from the sales.

$$\text{The expenses} = \text{The import contract price} (2.2\% + 0.7\% + 3\% + 7\%) = 256000\text{UAH} * 12.9\% = 256000\text{UAH} * 0.129 = 33034\text{UAH}$$

$$\text{Income from the sales} = \text{Cost for selling} * \text{Quantity of units} = 140000 \text{UAH} * 4 = 560000 \text{UAH}$$

The further step is to calculate the importer costs,

$$\text{Importer costs} = \text{Total expenses} + \text{Import contract price} + \text{Customs fee} = 33034 \text{UAH} + 256000 \text{UAH} = 289024 \text{UAH}$$

Finally, we can calculate the import efficiency, for that we have to divide the income from the sales on the importer costs.

$$\text{Import efficiency} = \text{Income from the sales} / \text{Importer costs} = 560000 \text{UAH} / 289024 \text{UAH} = 1.9$$

$$\text{Net profit} = \text{Income from the sales} - \text{Importer costs} = 270976 \text{UAH}$$

Analyzing the received calculation, we can summarize the result: the income from the import operation of the automation for gates and roller shutters is approximately 560000,0 UAH. The importer costs are approximately 289024UAH, and the import efficiency is about 1.9, while net profit is 270976UAH. It can be concluded that the import operation for LLC “PRESTIGE” could be is effective and profitable, because for every 1 UAH of expenses there is 1.9 UAH of income.

Comparing the price, we understand that it's in the average market price on Ukrainian market for the gates and automation to it.

The next step we have to provide the justification that LCC ‘PRESTIGE’ is managed enough to implement this import operation.

Table 3.5

The justification of possibility of implementing the suggested operation for LLC “PRESTIGE”

№	Factor	Opportunity
1	2	3
1	Personnel capacity	The company has sufficient staff, including a logistics manager, accountant, and other necessary roles, to handle import operations effectively. This ensures smooth coordination and

		efficient management of the import process.
--	--	---

Continuation of Table 3.5

2	Sufficient Assets	The company possesses the necessary assets[Appendix A], such as financial resources, storage facilities, and transportation infrastructure, to support the import operation. These assets enable the timely and secure delivery of the imported goods to the desired location.
3	Commercial Presence	The company has a strong commercial presence, including a well-established website [1] and active engagement on social media platforms. This online presence allows for effective marketing and communication with potential customers, facilitating the promotion and sale of the imported products
4	Supplier Partnership	A reliable and profitable partnership has been established with the Italian LLC "Nice," that company used to cooperate with. This partnership ensures a consistent supply of high-quality products at competitive prices, contributing to the success of the import operation.
5	Financial Viability	he financial analysis conducted demonstrates the viability and profitability of the suggested import operation. Cost-benefit analysis, sales projections, and return on investment calculations indicate that the operation is financially feasible and has the potential for long-term success.
6	Technological Integration	The company has invested in integrating advanced technology into its import operations. This includes implementing an efficient inventory management system, automated tracking and monitoring of shipments, and other

	digital solutions to streamline processes and enhance operational efficiency
--	--

Source: developed by the author on the basis of Appendix C

Nevertheless, the unstable situation in Ukraine, which increases import risks, and the significance of growing and expanding the business, LLX "PRESTIGE" should, however, look into the possibility of looking into new markets for the import of industrial equipment because of the close proximity and advanced production techniques. Making wise selections requires a thorough analysis of possible new markets, including their economic stability, policy, and legal framework.

Conclusion to Chapter 3

In conclusion, the predictive assessment of the effectiveness of importing roller shutters and automation for gates from LLC "PRESTIGE" to Ukraine highlights several key findings. Firstly, the identification of a new importing company, LLC "Nice" in Italy, proves to be a promising partner for LLC "PRESTIGE." Italy's membership in the European Union ensures a favorable business environment governed by EU customs laws, facilitating smoother import operations. Additionally, the geographic proximity between Italy and Ukraine contributes to reduced transportation costs and logistics complexities.

The suggested collaboration with LLC "Nice" offers multiple advantages for LLC "PRESTIGE." The advanced technology, high-quality products, and expanded product range provided by LLC "Nice" can position LLC "PRESTIGE" as a leader in the Ukrainian market for roller shutters and gate automation systems. By capitalizing on the partnership, LLC "PRESTIGE" can offer customers access to innovative solutions, improved security infrastructure, and enhanced convenience, thereby satisfying market demand and gaining a competitive edge.

Moreover, the predictive assessment underscores the profitability and reliability of the automation for gates market in Ukraine. The potential benefits,

such as cost savings, customer satisfaction, and strengthened business relationships, contribute to the overall success of LLC "PRESTIGE" in the import operation. The assessment also highlights the positive economic impact of the import, including employment generation, revenue growth, and potential foreign investment.

To ensure a successful import operation, LLC "PRESTIGE" must navigate the regulatory landscape effectively. Compliance with Ukrainian customs laws, import tariffs, product certification requirements, and intellectual property rights is crucial. By working closely with legal professionals and trade experts, LLC "PRESTIGE" can mitigate risks and ensure full compliance with all relevant laws and regulations.

In conclusion, the predictive assessment demonstrates that importing roller shutters and automation for gates from LLC "Nice" to Ukraine offers significant potential for LLC "PRESTIGE." The collaboration with a reputable partner, favorable customs laws, a profitable market, and the anticipated benefits in terms of technology, quality, convenience, and profitability pave the way for a successful market entry. By leveraging these insights and implementing effective strategies, LLC "PRESTIGE" can establish a strong foothold in the Ukrainian market and achieve long-term growth and success.

CONCLUSIONS AND PROPOSALS

Summarasing all above, this scientific work has presented a comprehensive analysis and predictive assessment of the effectiveness of importing roller shutters and automation for gates from LLC "PRESTIGE" to Ukraine. Through extensive research of the global construction market and the specific market for roller shutters and gate automation systems, the author has provided valuable insights into the potential benefits and challenges of such an import operation.

The research conducted reveals that the market for roller shutters and automation for gates is a growing and dynamic sector. As security and convenience become increasingly important for residential, commercial, and industrial properties, the demand for advanced solutions in Ukraine is on the rise. This presents a favorable opportunity for LLC "PRESTIGE" to enter the market and establish a strong presence.

The identification of a suitable partner, LLC "Nice" in Italy, has proven to be a significant finding. Italy's membership in the European Union ensures compliance with favorable customs laws, facilitating the import process and reducing potential barriers. Moreover, the geographic proximity between Italy and Ukraine enables efficient transportation and logistics, contributing to cost savings.

The suggested partnership between LLC "PRESTIGE" and LLC "Nice" offers numerous advantages. The advanced technology and high-quality products provided by LLC "Nice" align with the evolving needs and preferences of the Ukrainian market. This collaboration can position LLC "PRESTIGE" as a leader in offering innovative, secure, and convenient solutions, leading to profitability and long-term success.

Furthermore, the research findings highlight the positive economic impact of the import operation. The construction market in Ukraine is actively seeking reliable and high-quality roller shutters and automation for gates, creating a favorable environment for market entry. By capitalizing on this opportunity, LLC

"PRESTIGE" can tap into the growing demand and establish a strong foothold in the Ukrainian market.

In conclusion, this scientific work demonstrates that importing roller shutters and automation for gates from LLC "Nice" to Ukraine holds significant potential for LLC "PRESTIGE." Through meticulous research, the author has provided a comprehensive understanding of the construction market, the specific market for roller shutters and gate automation systems, and the dynamics of the Ukrainian market. The proposed partnership with LLC "Nice" offers a profitable avenue for market entry and positions LLC "PRESTIGE" to cater to the evolving needs and demands of Ukrainian customers.

It is recommended that LLC "PRESTIGE" leverages the insights gained from this scientific work to formulate effective marketing strategies, ensure compliance with relevant laws and regulations, and prioritize customer satisfaction. By capitalizing on the opportunities identified and addressing potential challenges, LLC "PRESTIGE" can establish itself as a leading provider of roller shutters and gate automation systems in Ukraine and achieve sustainable growth in the long run.

RESOURCES

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7. International Business: Competing in the Global Marketplace" by Charles W. L. Hill and G. Tomas M. Hult. URL:
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APPENDIXES

Appendix A

Financial statements of LLC "PRESTIGE" for 2020-2022

Assets

№	Indicators	As of 31.12.2020	As of 31.12.2021	As of 31.12.2022	Deviation 2022/2020	
					Absolute, + , -	Relative, %
1	Income from the sale of products, thousands, UAH	3721.2	5271.6	8522	22051.00	50.54
2	Realized cost products, thousand UAH	39988	22812	38292	-1696.00	-4.24
3	Gross profit, thousand UAH	3642	44972	27389	23747	652.03
4	Net profit	485	46451	20287	19802	4082.89
5	Profitability (loss) sale, %	8.35	66.35	41.70	33.35	399.55
6	Profitability (loss) expenses, %	1.21	203.63	52.98	51.77	4268.15
7	Equity, thousands of UAH	48798,5	72266,5	105635.5	56837.00	116.47

Continuation of Appendix A

№	Indicators	As of 31.12.2020	As of 31.12.2022	As of 31.12.2022	Deviation 2022/2020	
					Absolute, + , -	Relative, %
8	Loan capital (average annual value), thousands of UAH	3452	1631	3064.5	-387.50	-11.23
9	Residual value of the main funds, thousands of UAH	20043	29291.5	39981.5	19938.50	99.48
10	Depreciation, thousands of UAH	11524	14157	17272.5	5748.50	49.88
11	Armed Forces, thousands of UAH/person	313.17	464.94	655.43	342.26	109.29
12	Average registered number of staff	64	63	61	-3	-4.69
13	Productivity, thousands of UAH	681.72	1075.94	1076.74	395.02	57.94

Continuation of Appendix A

№	Indicators	As of 31.12.2020	As of 31.12.2022	As of 31.12.2022	Deviation 2022/2020	
					Absolute, + , -	Relative, %
14	Balance currency (annual average value), thousands of UAH	52250.5	73897.5	108700	56449.50	108.04

Appendix B

		LLC "PRESTIGE", UKRAINE, KYIV 176 #JINXIU ROAD,ECONOMY AND TECHNOLOGICAL DEVELOPMENT AREA HEFEI, ANHUI, 230601 CHINA	
Customer		PACKING LIST	
Messrs:	CONSUMER ELECTRONICS EQUIPMENTDISTRIBUTION LTD	Invoice No.:	MDRHZBOL2314249
Address:	483 Green Lanes, Palmers Green London N13 4BS, UK	PO NO.:	PI-CEE-20230412-6-UK
		Date:	02/Jun/2023

Mark & Container No.	Description of Goods	Quantity	N.W. (KGS)	G.W. (KGS)	Measurement (CBM)
Ardesto	CHEST FREEZER PI-CEE-20230412-6-UK				
1.MRKU2666685/40HQ	FRM-362MCH	77 UNITS 77 CTNS	3,670.59	4,144.14	68.34
	TOTAL N.W. (KGS)	3,670.59			
	TOTAL G.W. (KGS)	4,144.14			
	THE NO. OF PACKAGES (CTNS):	77			
	TOTAL:	77 UNITS 77 CTNS	3,670.59 KGS	4,144.14 KGS	68.34 CBM
	TOTAL PACKED IN SEVENTY SEVEN (77) CARTONS ONLY.				

The internal environment of LLC “PRESTIGE”.

№	Functional sphere of enterprise	Factors
1	Marketing	<ul style="list-style-type: none"> • Insufficient marketing activity • Experience in the development and implementation of new products. • Competitive prices
2	Personnel	<ul style="list-style-type: none"> • Desire of employees to learn • Availability of qualified workers • Lack of qualified managers
3	Production	<ul style="list-style-type: none"> • High quality of manufactured products • Production of products from natural raw materials • Availability of free production areas • Reducing the shortage
4	Finances	Availability of the necessary free funds for reinvestment in the development of production
5	Management	<ul style="list-style-type: none"> • Social significance of the enterprise • Good reputation of the company on the river

BILL OF LADING

COMBINED TRANSPORT AND PORT TO PORT SHIPMENT

SHIPPER HEFEI HUAILING CO.,LTD. 176 # JINXIU ROAD,ECONOMY AND TECHNOLOGICAL DEVELOPMENT AREA HEFEI, ANHUI, 230601 CHINA		S/O NO.		B/L NO. GSZS0106652	
CONSIGNEE FOREIGN COMPANY "LOGIN", PEREMOHY AV. 62B KIEV, 03113 UKRAINE		CIMC GLOBE SUCCESS CIMC Globe Success Logistics Co., Ltd.			
					
NOTIFY PARTY (COMPLETE NAME AND ADDRESS) DUKE ACTIVE LTD. UKRAINE, 65082 ODESSA, VOENNYI SPUSK 13A, OFFICE 25 CONTACT: VALERII MOROZ TEL/FAX: +38 048 737-4000 (EXT.305) MOB: +38 0676700610		COPY NON NEGOTIABLE			
PLACE OF RECEIPT					
VESEL DA XIN 69		PORT OF LOADING NANJING			
PORT OF DISCHARGE GDANSK		VOYAGE B2323E			
		PLACE OF DELIVERY GDANSK		FINAL DESTINATION GDANSK	
				FREIGHT PAYABLE AT DESTINATION	
PARTICULARS FURNISHED BY SHIPPER					
CONTAINER NO. AND SEAL NO. -MARKS & NOS.-		QUANTITY AND KIND OF PACKAGE		DESCRIPTION OF GOODS	
N/M		368 CARTONS		SHIPPER'S LOAD,COUNT & SEAL (3*40'HQ)CONTAINERS S.T.C.	
		CY-CY		GROSS WEIGHT (KGS)	
				MEASUREMENT (CBM)	
				13614.000KGS 215.740CBM	
				CHEST FREEZER GOODS WILL BE TRANSITED TO UKRAINE BY TRUCK AT CNEE'S RISK AND RESPONSIBILITY	
CONTAINERS/SEAL NO.: HASU4433216/40'HQ/CN3220282/101CARTONS/4383.400KGS/72.270CBM MRKU2674398/40'HQ/CN3220298/101CARTONS/4383.400KGS/72.270CBM SUDU6952194/40'HQ/CN3263149/166CARTONS/4847.200KGS/71.200CBM					
TOTAL NUMBER OF CONTAINER OR PACKAGES (IN WORDS) SAY THREE(3*40'HQ) CONTAINERS ONLY					
FREIGHT & CHARGE		REVENUE TONS		RATE	
PREPAID		COLLECT		EXCESS VALUE DECLARATION: Refer to Clause 8 (3) (B) *(C) on reverse side	
FREIGHT COLLECT				RECEIVED by the Carrier the Goods as specified above in apparent good order and condition, unless otherwise stated, to be transported to such place as agreed, authorized or permitted herein and subject to all the terms and conditions appearing on the front and reverse of this bill of lading to which the Merchant agrees by accepting this Bill of Lading, any local privileges and customs notwithstanding. The particulars given above are as stated by the shipper and the weight, measure, quantity, condition, contents and value of the goods are unknown to the carrier in WTNESSE whereof one (1) original Bill of Lading has been signed if not otherwise stated above, the same being accompanied the other(s), if any, to be void. One (1) original Bill of Lading must be surrendered duly endorsed in exchange for the Goods or delivery order.	
FREIGHT AMOUNT		N O. OF ORIGINAL B/L(S) THREE(3)		PLACE OF ISSUE SHENZHEN,CHINA	
FOR DELIVERY OF GOODS PLEASE APPLY TO: DUKE ACTIVE LTD. VOENNYI SPUSK 13 A, OFFICE 25 65082, ODESSA, UKRAINE TEL: +38 048 737-4000 FAX: +38 048 737-4000					
Place and date of issue Signed on behalf of (Full name of Member-the carrier: by _____ AS AGENT FOR THE CARRIER					

CONTRACT № 32

Kyiv, Ukraine

«22» «April» 2023

Limited liability company “Nice”, Oderzo, Italy, represented by the director Corella Gullermo who acts on the basis of head manager (hereinafter referred to as the Supplier), on the one hand, and Limited liability company “PRESTIGE” (abbreviated name - LLC “PRESTIGE”), Kyiv, Ukraine, in the person of the director Drobotun Olexandr, acting on the basis of the Charter (hereinafter - the Buyer), on the other hand, and jointly - the Parties, and separately - the Party, concluded this Supply Agreement No. 32 of 22 April 2023 (hereinafter referred to as the Agreement) is about the following:

1. Subject of the Agreement

1.1. The Supplier undertakes to deliver and transfer to the ownership of the Buyer LLC “PRESTIGE (hereinafter referred to as the Goods), and the Buyer undertakes to accept and pay for the Goods, in the manner and under the conditions specified in this Agreement.

1.2. The Supplier guarantees to the Buyer that the Goods belong to the Supplier by right of ownership, are not subject to the prohibition of alienation in Italy, arrest in EU countries, are not the subject of a pledge or other means of ensuring the fulfillment of obligations to any natural or legal persons in EU countries, state bodies and EU countries, and is also not subject to any other encumbrance or restriction in Italy provided by the legislation in force in Italy.

1.3. The assortment of the Goods, the nomenclature of the Goods, the code of the Goods according to the UCT of the ZED, the unit of the Goods, the quantity of the Goods, the price of the Goods, and other data necessary for the organization of the supply of the Goods are defined in the specifications, which are signed by the Parties for each supply of the Goods and are integral parts of this Agreement.

2.1. The term of delivery of the Goods by the Supplier is within 90 (nine) calendar days from the moment the Parties sign the specification for this Agreement.

2.2. The Supplier supplies the Goods under EXW (Incoterms 2010) conditions – from Italy to Ukraine.

2.3. The goods are delivered by the Supplier in an export container (packaging), which must meet the standards or technical conditions and ensure its preservation in proper condition during transportation and storage. The product must be accompanied by a packing list.

2.4. The Supplier shall be liable to the Buyer, in EUROs, for any damage to the Product caused by improper packaging, corrosion, additional shipping and storage costs caused by shipping the Product to the wrong address due to improper labeling.

2.5. Marking is clearly applied in English on each cargo space.

2.6. For each delivery of the Goods, the Supplier provides the Buyer with the following documents: invoice; CMR (waybill); packing list; certificate of origin; quality certificate.

3. The price of the Goods, the price of the Agreement, the order and term of payments

3.1. The price of the Goods is determined in the specifications, which are signed by the Parties for each delivery of the Goods and are integral parts of this Agreement.

3.2. The price of the Goods includes the cost of export containers (packaging), marking and customs duties in the Supplier's country.

3.3. The price of the Contract is 6400 EURO.

3.4. The price of the Contract is determined by the total amount of the delivered and paid Goods in accordance with the specifications signed by the Parties and invoices issued by the Supplier for this Contract during the term of this Contract.

3.5. Payment by the Buyer for the Goods is carried out in US dollars, in a non-cash manner, by transferring funds from the Buyer to the Supplier's account, on the basis of the invoice issued by the Supplier to this Agreement.

3.6. All bank charges related to the Supplier's bank shall be borne by the Supplier. All bank charges related to the Buyer's bank are borne by the Buyer. All expenses for the commission of correspondent transit banks are borne by the Buyer.

3.7. Payment by the Buyer for the Goods is carried out as follows - 100 (one hundred) % of the amount of the Goods - within 31 (thirty-one) banking days from the moment of actual receipt of the Goods by the Buyer.

5. Liability of the Parties

5.1. In the event of a breach by the Parties of their obligations under this Agreement, the Parties bear the responsibility determined by this Agreement and the current legislation of Ukraine.

5.2. In case of delay by the Supplier in terms of delivery or non-delivery of the Goods, the Supplier shall pay to the Buyer a fine in EUROS in the amount of 35 (thirty-five) % of the amount of undelivered or under-delivered Goods for each day of delay in delivery or under-delivery of the Goods, including the day of payment, based on the written claim of the Buyer, as well as compensates the Buyer for documented losses incurred by the Buyer in accordance with the requirements of clause 5.6. of this Agreement, based on the written claim of the Buyer.

5.3. If the Buyer is late in paying for the Goods, the Buyer shall pay the Supplier a penalty in EUROS in the amount of 60 (sixty)% of the debt amount for each day of delay in payment of the Goods, including the day of payment, based on the written claim of the Supplier.

5.4. The supplier is responsible for the quality of the goods delivered by him. If the quality of the Product does not meet the established quality standards or defects or hidden defects are discovered during its warranty period, the Supplier is obliged to replace the low-quality Product.

The Supplier must replace the poor-quality Goods with Goods of proper quality within 10 (ten) days from the moment of receiving the relevant written notification from the Buyer. All costs caused by the replacement of poor-quality Goods with Goods of proper quality, or the delivery of undelivered Goods, including transport and customs costs, shall be borne by the Supplier. If it is not possible to carry out such a replacement of the Goods, the Supplier shall return the money to the Buyer in the amount of the defective Goods and pay the Buyer a fine in US dollars in the amount of 20 (twenty)% of the amount of the defective Goods, based on the written claim of the Buyer.

5.5. The Buyer has the right to unilaterally refuse to perform this Agreement in case of delivery of Goods of inadequate quality, with written notification of the Supplier. In this case, the Supplier is obliged to compensate the Buyer for the documented losses incurred by the Buyer, related to the early termination of this Agreement, based on the written claim of the Buyer.

5.6. Regardless of the payment of a fine in US dollars, the Party that violated the terms of this Agreement shall compensate the other Party for the actually caused (that is, actually accounted for) as a result of this, documented damages in the part not covered by the fine in US dollars, based on the written claim of the corresponding Party.

5.7. Payment by the Party of a fine in US dollars and/or compensation for documented damages caused by violation of the terms of this Agreement to the other Party does not release it from the obligation to perform this Agreement in kind, unless otherwise expressly provided by the legislation in force in Ukraine.

6. Dispute resolution procedure

6.1. In the event of disputes and/or disagreements under this Agreement or in connection with it, the Parties will take all necessary measures to reach an agreement through negotiations and/or through written correspondence (sending written claims), with appropriate written responses to the written letter (written claim) no later than 14 (fourteen) calendar days from the moment of receipt, and in case of non-receipt (for any reason) 14 (fourteen) calendar days from the moment of sending such a written letter (written claim) by the interested Party.

6.2. If the Parties have not reached an agreement through negotiations and/or through written correspondence (sending written claims), disputes and/or disagreements under this Agreement or in connection with it shall be resolved in the Commercial Court of Kyiv, Kyiv, Ukraine, in accordance with current legislation of Ukraine. The language of commercial proceedings is Ukrainian.

7. Force majeure circumstances

7.1. In the event of force majeure (threat of war, armed conflict or serious threat of such conflict, including but not limited to enemy attacks, blockades, military embargoes, acts of a foreign enemy, general military mobilization, hostilities, declared and undeclared war, acts of a public enemy, disturbance, acts of terrorism, sabotage, piracy, disorder, invasion, blockade, revolution, mutiny, insurrection, riot, curfew, expropriation, seizure of enterprises, requisition, public demonstration, blockade, strike, accident, illegal action of third parties, fire, explosion, long interruptions in the operation of transport, regulated by the terms of relevant decisions and acts of state authorities, closure of sea straits, embargoes, prohibition (restriction) of export/import, etc., as well as caused by exceptional weather conditions and natural disasters, namely: epidemic, severe storm, cyclone, hurricane, tornado, storm, flood, accumulation of snow, ice, hail, frost, freezing of the sea, straits, ports, passes, earthquake, lightning, fire, drought, subsidence and landslide, other natural disasters etc.), provided that the affected Party notifies the other Party in writing within 10 (ten) working days of the occurrence of such force majeure circumstances (while providing evidence of their existence, confirmed by the Chamber of Commerce and Industry of the country of the Supplier or the Buyer or regional authorities authorized by it chambers of commerce and industry of the country of the Supplier or the Buyer), and provided that such force majeure circumstances continue for no more than 14 (fourteen) calendar days, the other Party agrees that the term of performance of obligations by the affected Party will be extended for the period that is equal to the term of this delay. In the event that the force majeure circumstances last longer than the specified period, this Agreement becomes invalid (which is executed by the Parties signing an additional agreement to this Agreement), unless the other Party agrees in writing to extend it. At the same time, fines imposed by any of the Parties on the other Party shall not be applied.

8. Confidentiality

8.1. The Parties have agreed that the text of this Agreement, any materials, information and information related to this Agreement are confidential and may not be transferred to third parties without the prior written consent of the other Party, except when such transfer is related to obtaining official permits, documents for the execution of this Agreement or the payment of taxes, other mandatory payments, as well as in cases provided for by the current legislation of the Supplier's or Buyer's country.

8.2. Confidentiality obligations remain valid during the term of this Agreement and 10 (ten) years after the expiration of this Agreement or early termination of this Agreement.

9. Term of validity of the Agreement and other conditions

9.1. This Agreement enters into force from the moment of its signing by the Parties and is valid until 22 April 2024, but in any case until the Parties fulfill their obligations under this Agreement.

9.2. This Agreement may be prematurely terminated by any of the Parties prior to the expiration of this Agreement, provided that the Party notifies the other Party in writing 1 (one) calendar month in advance and the Parties duly fulfill all the terms of this Agreement, and is executed by the Parties signing an additional agreement to of this Agreement.

9.3. Expiry of this Agreement or early termination of this Agreement does not release the Parties from its full implementation and responsibility for its violation that occurred during the validity period of this Agreement, as well as from warranty obligations under this Agreement.

9.4. Changes and/or additions to this Agreement can be made only by agreement of the Parties and are made by the Parties signing an additional agreement to this Agreement.

9.5. Annexes and/or additional agreements to this Agreement are an integral part of this Agreement and have legal force if they are set out in writing and signed by the Parties.

9.6. This Agreement is concluded in Ukrainian and English languages, in 2 (two) original copies, which have the same legal force, 1 (one) original copy for the Supplier and the Buyer. In the event of a discrepancy in the texts of this Agreement, the text in the Ukrainian language shall prevail.

9.7. This Agreement, annexes to this Agreement, additional agreements to this Agreement, as well as other documents drawn up for the implementation of this Agreement, signed and sent by means of e-mail or facsimile communication, have the same legal force as the original, provided that the originals are subsequently exchanged.

9.8. The parties, in compliance with the Law of Ukraine "On the Protection of Personal Data", give each other permission to receive, process and use personal data for the purpose of properly fulfilling the terms of this Agreement.

9.9. By signing this Agreement, the Buyer guarantees to the Supplier that it has a sufficient level of legal capacity to sign it, within the meaning of Article 44 of the Law of Ukraine "On Limited and Additional Liability Companies".

9.5. Annexes and/or additional agreements to this Agreement are an integral part of this Agreement and have legal force if they are set out in writing and signed by the Parties.

9.6. This Agreement is concluded in Ukrainian and English languages, in 2 (two) original copies, which have the same legal force, 1 (one) original copy for the Supplier and the Buyer. In the event of a discrepancy in the texts of this Agreement, the text in the Ukrainian language shall prevail.

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9.9. By signing this Agreement, the Buyer guarantees to the Supplier that it has a sufficient level of legal capacity to sign it, within the meaning of Article 44 of the Law of Ukraine "On Limited and Additional Liability Companies".

In the event that the price of the Agreement, which is equivalent to the national currency of Ukraine - hryvnia, according to the official exchange rate of the national currency of Ukraine - hryvnia to the US dollar established by the National Bank of Ukraine, will be more than 50 (fifty) % of the Buyer's net assets as of the end of the previous quarter (significant transaction), then the Buyer, who has such an excess, is obliged to obtain consent to commit a significant transaction from the members of the limited liability company and provide the Supplier with a certified copy with a translation into English language (paragraph 9.6 of this Agreement) of such consent on committing a significant deed. The decision to grant consent to the execution of a significant transaction is made exclusively by the general meeting of the members of the limited liability company.

9.10. The relations of the Parties, which are not regulated by this Agreement, are regulated by the current legislation of Ukraine.

10. DETAILS AND SIGNATURES OF THE PARTIES

PROVIDER

Limited Liability Company "Nice"
Head Manager Corella Guillermo
Tel.: 554584887484
E-mail: _nice.gates@niceco.it

Director

Corella_Guillermo_ 22.05.2023


BUYER

LLC "PRESTIGE"
CEO Drobotun Olexandr
EDRPOU code 436762926523
Tel.: +38011151578
E-mail: prestigevorota@gmail.com

Director

Drobotun_Olexandr_ 22.05.2023

Appendix F

 <p>PRESTIGE</p> <p>Sanderson Road UXBRIDGE, MIDDLESEX UB8 1DH UNITED KINGDOM</p>		<p>Customs Invoice</p> <p>When contacting us, please always state:</p> <p>Document No./Date 0040258892/25.05.2023 Your Order No./Date UA0188/27.04.2023 Our Order No./Date 3796370/27.04.2023 Customer No. 209500 Our VAT No. SK4020123305 Your VAT No. GB232364682 Contact Tomas Kubis E-mail tomas.kubis@mondigroup.com</p>											
<p>Sold-to address XEROX LTD Building 4 Uxbridge Business Park Sanderson Road UXBRIDGE, MIDDLESEX UB8 1DH UNITED KINGDOM</p>		<p>Ship-to address FOREIGN COMPANY ERC Vovchok, 18A 04073 KIEV UKRAINE</p>											
<p>You can find this and all your company's invoices in myMondi https://mymondi.mondigroup.com/pl/cashmanagement/billingdocumentsearch</p>													
<p>Consignee FOREIGN COMPANY ERC, MARKA VOVCHKA STR., 18-A, KYIV, 04073, UKRAINE</p>													
<p>Terms of payment: within 30 days from invoice date net Terms of delivery: FCA Michalovce Gross weight: 21.377 KG Net weight: 20.669 KG No. of packages: 41 Shipment No.: 0065080722 Shipping type: Truck Container-ID: AO8601CK/AO5464XP Sales Agent Order No: Mrs. Elena Domashenko</p>													
<table border="1"> <thead> <tr> <th>Item</th> <th>Material</th> <th>Qty</th> <th>Price/Unit</th> <th>NET Amount EUR</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>180058721</td> <td>4.000 PAC</td> <td>2,51 EUR/F</td> <td>10.040,00</td> </tr> </tbody> </table>			Item	Material	Qty	Price/Unit	NET Amount EUR	1	180058721	4.000 PAC	2,51 EUR/F	10.040,00	
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1	180058721	4.000 PAC	2,51 EUR/F	10.040,00									
<p>LLC "PRESTIGE", UKRAINE, KYIV</p>													
<p>Mond Paper Sales GmbH, Marxergasse 4A, 1030 Vienna, Austria Tel: +431796015 0, Fax: +431796013 951, Internet: www.mondigroup.com, Commercial Court Vienna, FN 250921b, EU EORI: ATE051000000764, UK EORI: GB845753595000 VAT Numbers: ATU51113767, BE0873286353, BG3076013127, CY99300112P, CZ680808473, DE240478980, DK12203527, EE101540867, EL997807994, ESN03812340, FI19480811, FR42480915460, GB045763595, HR54164961380, IE9744520G, IT00109529990, LT100001541411, LU20540077, LV90001919962, MT20813919, NL813999273B01, PL5262837064, PT980317330, RO24132170, SE80262483801, SI68481900, SK4020123305 BDO Number: 000093353</p>													