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SUMMARY

Topic: «An investigation the PJSC OBOLON marketing»

The object of research is marketing process at the enterprise.

The subject of research is the features of marketing process at Obolon Company.

The purpose of the thesis is to investigate the theoretical aspects and to form the recommendations for improvement of marketing activity at Obolon Company.

Methods of research system analysis, logical and economic analysis, synthesis and analysis, structuring, comparing, financial analysis, etc.

To improve the customer relationship policy, to conduct marketing researches before entering the market of a new product, to conduct an advertising campaign for a new product at Obolon Company have been offered.

Keywords: marketing, customer, advertising, market, organization, customer relationship.

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INTRODUCTION

Relevance of the research topic. Today, when competition between producers is grows sharply, and consumers become more demanding, every company interests effective marketing. Not only various events but also well-coordinated and well-planned ones should fill marketing activity in modern conditions. Marketer needs to know how to analyze market opportunities, select perspective target markets, develop an effective marketing mix and manage marketing efforts successfully. At the same time, companies need to find new potential markets, implement innovative technologies and goods for both existing consumers and new ones, sale existing products, research potential competitors and improve competitiveness in the market. The use of marketing is one of the main conditions for successful development.

The purpose of the research is to investigate the theoretical aspects and to form the recommendations for improvement of marketing activity at Obolon Company.

The tasks of the research include:

1. To learn the theoretical aspects of marketing in the company.
2. To analyze the Obolon Company activity.
3. To analyze marketing at Obolon Company.
4. To conduct SWOT-analysis for Obolon Company.
5. To justify the need of a new consumer relationship policy for investigated company
6. To recommend to enter the market of energy drinks by help of marketing research and advertising campaign.

Object of the research is marketing process at the enterprise.

Subject of research is the features of marketing process at Obolon Company.

Research methods are system analysis, logical and economic analysis, synthesis and analysis, structuring, comparing, financial analysis, etc.

Database of the research includes specialized scientific papers of both domestic and foreign scientists, specialized periodicals, monographs, guides, books, legal materials, documents from Obolon Company for 2017-2019.

Scientific novelty of the obtained results in qualifying paper is the research of theoretical approaches, development of practical recommendations aimed to improve the marketing of Obolon Company.

The practical significance of the research is to improve approaches to marketing and to help solving some issues related specific recommendations that can be used practice of similar organizations.

Structure and scope of the research. The qualifying paper consists of introduction, four chapters, conclusions. The paper contains 70 pages, 17 figures, 9 tables. The bibliography includes 49 items.

CHAPTER 1

THE THEORETICAL FRAMEWORK AND STUDIES OF MARKETING SYSTEM AT AN ENTERPRISE

1.1 Meaning of marketing

It could appear that definitions of marketing are prominent to obtain principal consequences. Firstly, those can serve as a yardstick to provide knowledge and that means to the problem-dependent so that a body of reference may be formulated in which similarly discussions may be performed. Secondly, as soon as a mutual framework has been set up, this can help to curtail useless deviations. The validity of a single running definition of advertising proper to the industry seems to be a questionable and contentious difficulty which many teachers and practitioners have sought to lower for decades. Bartels has discovered that the improvement of the advertising discipline has been introverted with frequent discussions on its definition as well as vindications for its have a look at [2]. Numerous tries have been made to suit the definition of marketing into a neat paradigm simplest to be refuted later by means of others for its loss of clarity, intensity or relevance.

This arguable trouble continues these days, in discussing the obstacles confronted in deriving a precise definition of marketing, has sought to overcome the diverse objections by way of way of illustrations with nine different however ubiquitous versions of advertising commonly defined. Crozier, likewise, has reviewed greater than fifty distinct definitions before categorizing them under three headings. Firstly, marketing can be labeled as a process linking the manufacturer with the market; secondly, as a idea or philosophy of business; and finally, as an orientation which makes feasible each the idea and the system. This method, but, seems to reflect the problems encountered in trying to provide an all-encompassing definition of advertising. In reaction, Fisher has levelled criticisms closer to this technique for serving little motive apart from to create similarly confusion. Although

there may be typically a consensus over what advertising entails, there has but to be one single, universally acceptable definition of advertising

Multiple research has proven that marketing has the best affect and status in enterprises in which uncomplicated measures of its contribution to company performance exist (fig. 1.1).

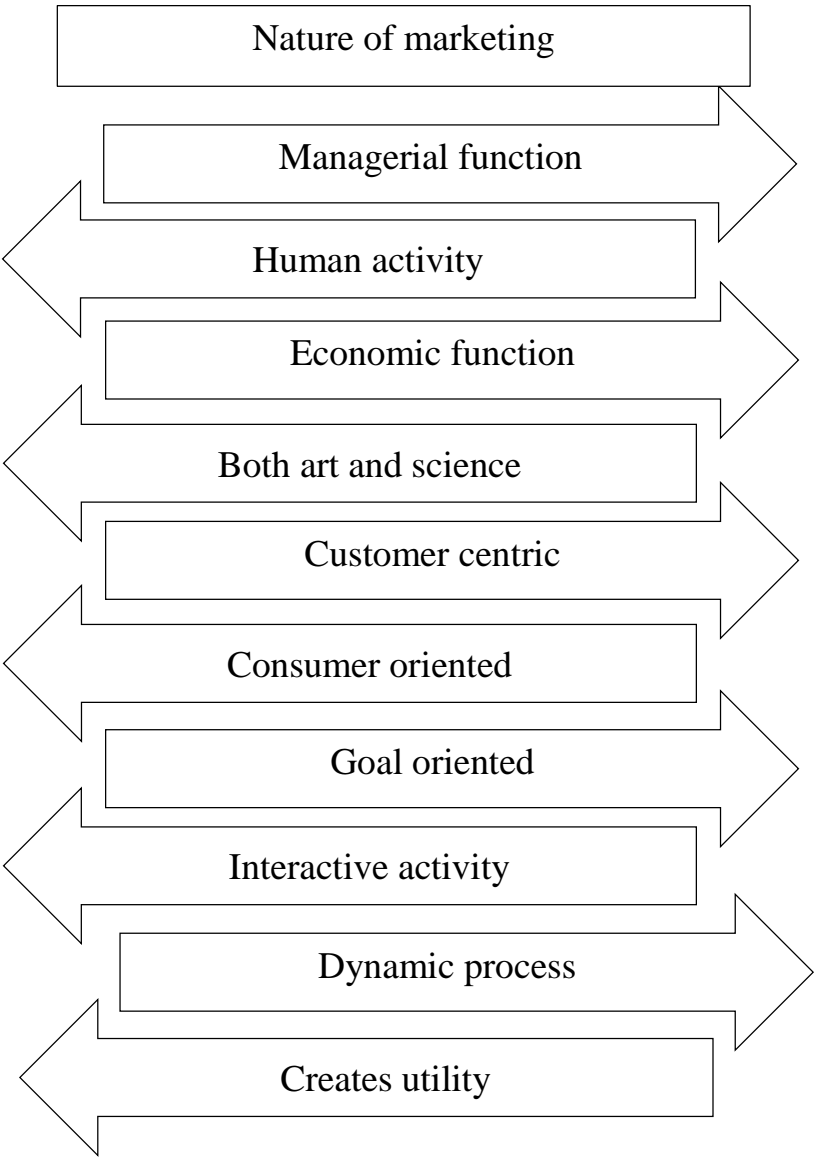


Figure 1.1 - The essence of marketing

Thus, the incapacity of advertising to account for its contribution to organizational overall performance is diagnosed as the key aspect that has caused advertising’s loss of

stature within groups Moreover, advertising and marketing's subsistence as a distinct organizational capability is likewise threatened by the function's incapability to measure its organizational contribution. Marketing metrics that hyperlink marketing sports to organizational overall performance are essential to integrating marketing management with the organization choice-making and running -four- approaches. A metric can be described as "measuring device that quantifies a fashion, dynamic or traits It has lengthy been diagnosed that marketing's confined function within the procedure of method formulation is due to the reality that marketers battle to measure and communicate to pinnacle control the contribution of advertising activities on organizational overall performance. Hence, advertising will anticipate a central position in organizational approach simplest while its long-variety contributions to organizational growth are better measured and communicated by way of advertising managers Hereby restoring advertising and marketing's popularity as a treasured organizational characteristic as well as reclaiming advertising's rightful role within the boardroom.

If marketing is to hold its stature within enterprises and to be included in organizational strategies, it's far evident that the field of advertising is in want of right performance measurement practices that show its contribution to organizational performance. Considering the sector monetary recession; there's an excellent greater want for concrete measures which are recounted by way of advertising managers and pinnacle control, on the grounds that resources are each scarce and costly at some point of monetary hardships. As stated, the importance of measuring advertising and marketing's performance is further highlighted by means of the truth that the Marketing Science Institute has decided on advertising overall performance measurement as one in all their pinnacle studies priorities for the 5th time and that the "Journal of Marketing" had dedicated a whole difficulty to the area of marketing overall performance Little is understood about cutting-edge advertising dimension practices in South Africa and what's tough, is the fact that even the Ukraine Marketing Research Association is oblivious to are happening in Ukraine advertising journals a paucity of studies concerning this discipline exists in Ukraine. To

solve the hassle of marketers' incapacity to measure advertising and marketing overall performance, outstanding market idea leaders are ready upon marketing researchers to take the lead.

Market structure: is the ecosystem wherein the company operates. It comprises; the degree of marketplace transparency which refers back to the availability of applicable marketplace data, its distribution amongst customers and dealers, and its adequacy in phrases of rate sharpening. marketplace shape features of the market that impact the competition a few of the shoppers and sellers working in a market, which the situation of access to the market relating to the relative ease or trouble with which vendor may also enter the marketplace.

Market conduct: Market behavior refers to the styles of behavior that sellers and different marketplace participants take delivery of to steer or wherein they provide or purchase. These consists price setting behavior, and buying and selling practices. during the evaluation of pricing behavior, the following things have been seriously considered: the principle determinants of charge price setting instruments, elements that affect the placing of price, the basis for price differentiation and the effect of physical vicinity of the market

Market Performance: Market overall performance refers back to the degree to which markets bring about results that are esteemed excellent or desired by society. It infers how nicely the marketplace satisfies positive social and private objectives. These contain, price stages and price stability within the lengthy and quick time period, income ranges, efficiency and quantities and great of commodities offered. It indicates how correctly the firm's objectives are accomplished, which demonstrates how nicely the technique of advertising is done

Classifying marketing system. While there are numerous possibilities in classifying advertising structures, two can be considered right here. The first relates to the level of aggregation of the machine that is underneath consideration. The handiest advertising device is one concerning a single supplier and a single purchaser

The transaction or drift of transactions takes place inside a targeted social matrix and/or wider environment, and hobby centers at the decision strategies and their outcomes adopted by means of each dealers and consumers. Sellers may additionally and frequently could be complicated companies, and often advertising structures of their personal right. Buyers can be people, families or organizations. The relationships that form among vendor and client through the years in a chain of repeated transactions may be of valuable interest.

The case studies exposed five vital elements for fulfillment in a company

- Human competence and motivation;
- Clarity of targets and capacity to evolve (the deliver perspective);
- External pressure (the call for perspective);
- The lifestyle of expertise; and
- Management strategies.

1.2 Marketing Mix at an enterprise

The marketing blend is a key foundation on which most modern-day advertising techniques and business activities are primarily based. But what is it? What are its additives? And why is it so heavily relied upon?

The concept of the ‘Marketing Mix’ passed off within the 1960s when Neil H. Borden, professor and academic, elaborated on James Culliton’s idea of the marketing blend. Culliton defined commercial enterprise executives as ‘mixers of ingredients’: the substances being extraordinary advertising and marketing concepts, elements, and processes.

However, it’s now widely commonplace that Jerome McCarthy based the concept. After all, it was McCarthy who supplied the advertising and marketing mix as we know it these days; inside the form of ‘The 4Ps of Marketing’: Product, Place, Price, & Promotion (fig. 1.2).

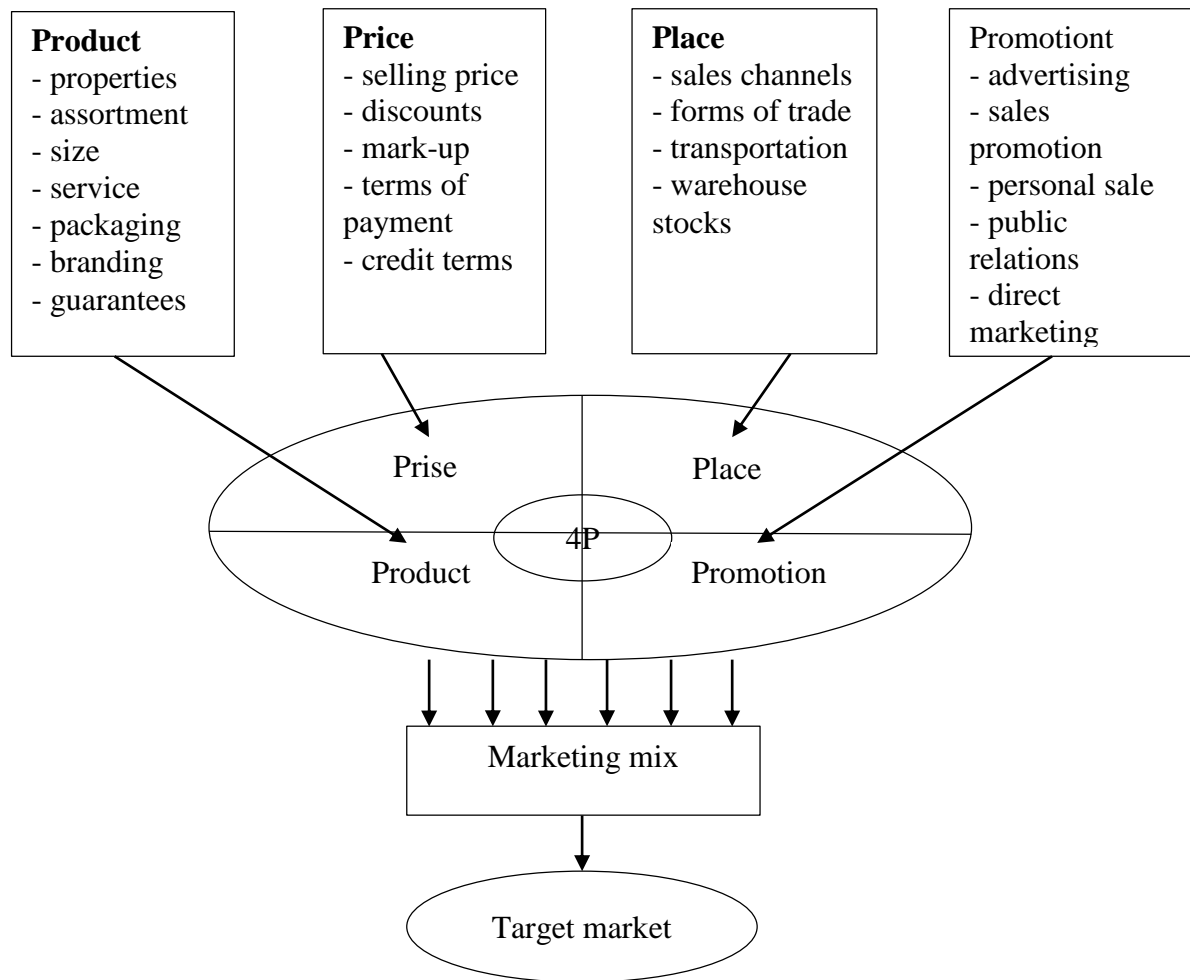


Figure 1.2 – Marketing mix

The 4Ps then paved the way for two modern academics, Booms and Bitner, who, in 1981, brought us the extended version of the marketing mix: the ‘7Ps’. The 7Ps comprise McCarthy’s 4 original elements, and extend to include a further 3 factors: ‘Physical Evidence’, ‘People’, & ‘Processes’.

As the requirements of customers, markets and products rapidly fluctuate, it’s essential to consistently revisit the 7P formula. That is... if you want to get ahead of your competitors and thrive!

Now that we know the origins of these special little acronyms, let’s go into more detail about each aspect of the 7Ps of the marketing mix (fig. 1.3).

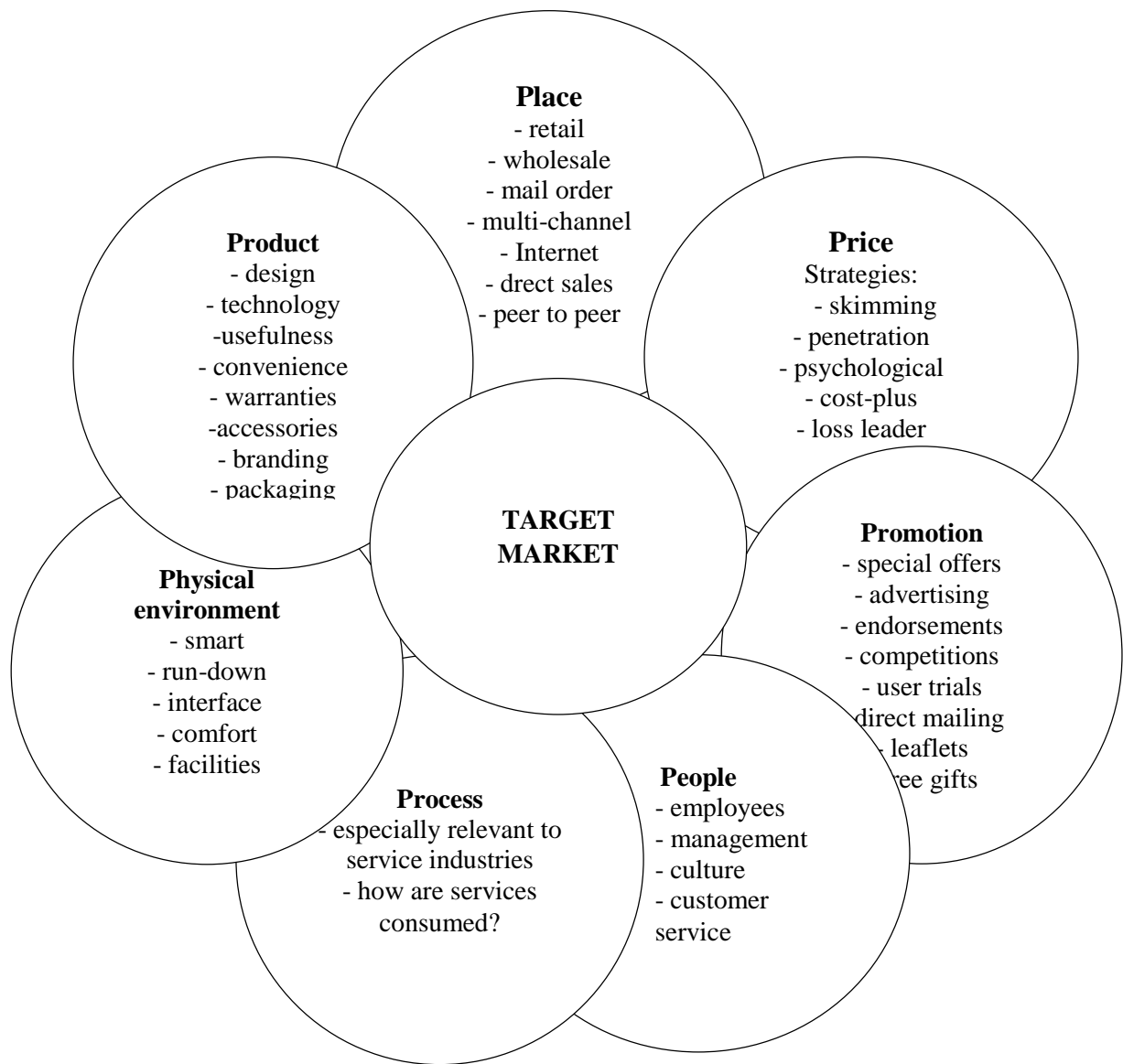


Figure 1.3 – The 7 Ps (Marketing mix)

Product

The 7Ps begins with 'product'. This may want to refer to a physical product, a provider or an enjoy. Basically... Whatever that's being bought.

Let's face it, we've all been there - you buy a jacket from a dodgy website that regarded top notch on-display screen however, while it arrives, properly, it's vastly

exceptional from what you predicted. What do you do in this example? Do you send it back and get a refund, on line, order a one of a kind length within the hope that that's what the difficulty turned into, or virtually receive this new object into your existence.

Place

'Place' signifies in which you select to distribute or allow get right of entry to in your service or product. It could talk over with something from a warehouse or a high-road save to an e-trade save or cloud-based platform.

Ultimately, the region wherein your business is living or affiliates needs to be suitable to your emblem and reachable on your audience. Consider wherein your clients will look for your product (magazines, rate-contrast sites), wherein they spend most in their time (supermarkets, on-line stores, normal brick and mortar stores), and your sales potential.

Price

How tons do your products or services fee? The price you set ought to replicate your patron's perceived cost of your product and need to correlate together with your budget. If your consumer thinks your value is simply too excessive, you jeopardize dropping a market that's in it for a bargain, if your rate is just too low you then run the threat of losing that each one-essential income.

Deciphering the right charge in your product, that is most likely to gain both your commercial enterprise and your customer, is generally done by way of corporations thru clever marketplace segmentation.

Promotion

Promotion refers on your marketing, advertising, and sales techniques. This ought to suggest conventional advertising, through TV, radio, billboards, and many others., or more current methods, like advertisements within internet content material, advertisements on a podcast, email advertising and marketing or push notifications, as an example.

The manner which you choose to speak along with your target audience and sell your offerings may have an instantaneous effect on the achievement of your emblem. Post a

message in the wrong location, at the incorrect time, or to the incorrect man or woman and also you'll locate yourself in a global of problem.

Physical Environment

When we get right down to the brass tacks, it's crucial for customers to recognize that the logo they're purchasing from or interacting with, are legitimate and, well, definitely exist in real existence. No Catfishing here, thank-you. That's wherein bodily evidence comes in.

Physical proof frequently takes two bureaucracy proof that a provider or purchase happened and proof or affirmation of the existence of your logo.

People

Employees. Those people who are involved in promoting a service or product, designing it, coping with groups, representing customers... The listing goes on. The 'human beings' element of the 7Ps involves anybody at once, or indirectly, involved within the enterprise aspect of the enterprise.

There's little need in growing a tremendous brand, innovative product or exceptional social media presence in case you don't have the right humans at the back of you. It's imperative to the survival of your enterprise that you make sure that each one of your employees, irrespective of how at the back of-the-scenes or consumer-facing they're, have truthful schooling and a extensive expertise of their function and the impact that it has within the business enterprise.

Processes

Process. The 7th aspect in our advertising blend. The 'Process' aspect of the advertising mix describes a chain of movements which might be taken in handing over the products or services to the client. Examining the manner approach assessing aspects which include the income funnel, your charge structures, distribution strategies and coping with consumer relationships, for instance.

But it's now not sufficient to simply do the techniques. Each step which you take and the methods that you pick out to apply for those procedures ought to be done in a way that minimizes the expenses for your element.

Performance/ Productivity

This argued, elusive, 8th 'P' bills in your capability to deliver in your clients what you've promised. Are they glad? Are you imparting them fee? You had higher wish so, otherwise, you're in for a world of negative Word of Mouth (WOM). This is excellent vital as a huge 92% of consumers accept as true with guidelines from pals and family extra than advertising.

1.3 Marketing research at an enterprise

Marketing research is the systematic amassing, recording, and evaluation of qualitative and quantitative statistics about issues relating to advertising and marketing services and products. More particularly, the American Marketing Association has defined it: "Marketing research is the characteristic that links the patron, patron, and public to the marketer thru records used to identify and outline advertising possibilities and troubles; generate, refine, and compare advertising and marketing moves; monitor marketing overall performance; and enhance knowledge of advertising as a technique. Marketing studies specifies the facts required to deal with those troubles, designs the method for amassing records, manages and implements the records collection method, analyzes the results, and communicates the findings and their implications" The aim is to become aware of and check how converting elements of the advertising and marketing mix influences patron conduct.

The motive of marketing research (MR) is to provide control with relevant, accurate, reliable, valid, and updated market statistics (fig. 1.4). Competitive advertising environment and the ever-growing costs attributed to negative choice making require that advertising research provide sound facts. Sound decisions are not based on intestine feeling, instinct, or maybe natural judgment.

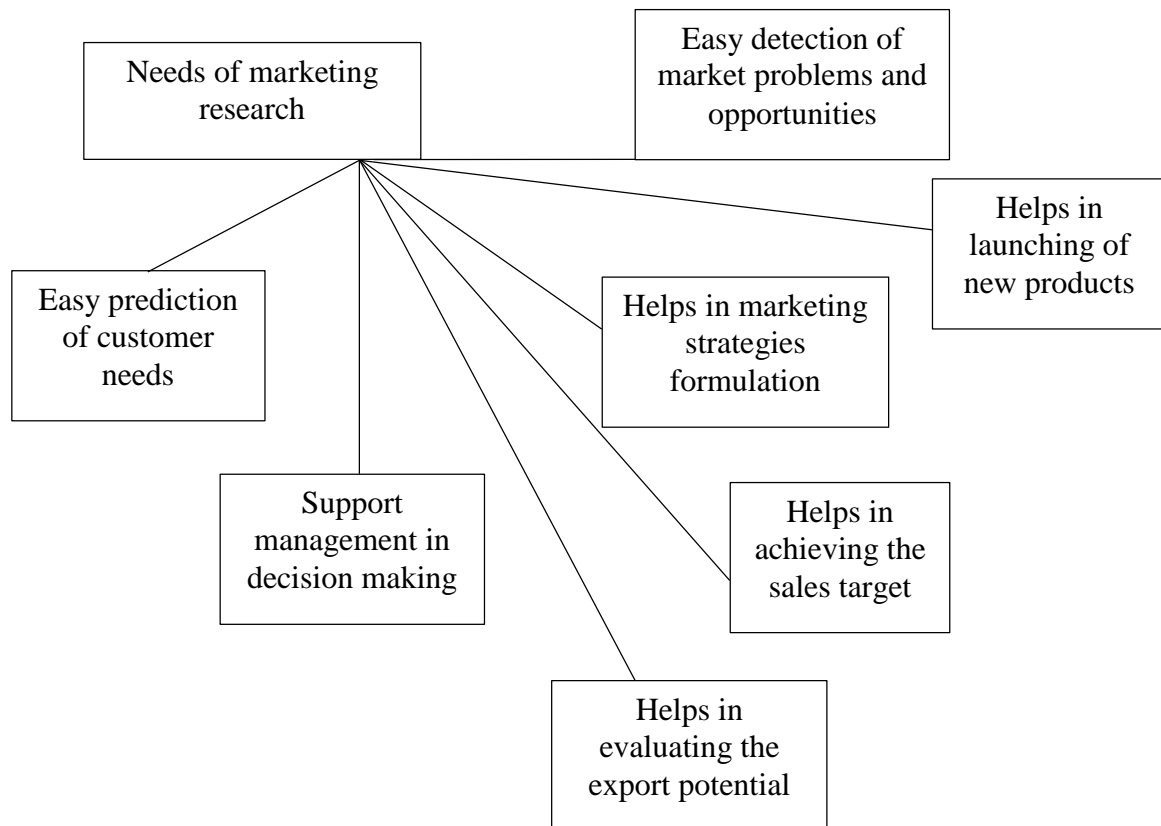


Figure 1.4 - Reasons for marketing research

Managers make strategic and tactical selections in the process of identifying and fulfilling purchaser desires. They make decisions approximately capability possibilities, target market choice, marketplace segmentation, making plans and imposing marketing applications, advertising and marketing overall performance, and manage. These choices are complicated via interactions between the controllable advertising and marketing variables of product, pricing, merchandising, and distribution. Further complications are brought by way of uncontrollable environmental factors consisting of general monetary situations, generation, public rules and laws, political environment, opposition, and social

and cultural modifications. Another issue on this mix is the complexity of customers. Marketing research allows the advertising manager hyperlink the advertising variables with the environment and the customers. It allows do away with a number of the uncertainty through presenting applicable records about the advertising variables, environment, and clients. In the absence of applicable information, customers' reaction to advertising packages cannot be predicted reliably or accurately. Ongoing advertising and marketing studies applications offer statistics on controllable and non-controllable factors and purchasers; this records complements the effectiveness of decisions made with the aid of advertising managers

The marketing supervisor and the researcher have to work intently together to outline the hassle cautiously and agree on the research goals. The manager first-class knows the choice for which facts is wanted; the researcher pleasant is familiar with advertising studies and a way to reap the facts.

Managers must know sufficient approximately advertising research to assist inside the planning and to interpret research outcomes. Managers who know little about the significance of research may additionally obtain inappropriate data or receive faulty conclusions. Experienced advertising researchers who recognize the supervisor's trouble ought to also be worried at this degree. The researcher have to be able to help the manager define the trouble and to suggest approaches that research can help the manager make higher decisions (fig.1.5).

Defining the hassle and studies targets is often the toughest step in the studies system. The supervisor may additionally understand that something is incorrect without knowing the specific causes. For example, managers of a retail garb store chain decided that falling sales had been caused by negative ground set-up and wrong product positioning. However, research concluded that neither problem changed into the cause.

The 2nd step of the marketing research method requires figuring out the facts needed, developing a plan for accumulating it correctly, and presenting the plan to advertising control. The plan outlines resources of secondary information and spells out the unique

studies procedures, touch methods, sampling plans, and instruments that researchers will use to accumulate number one information.

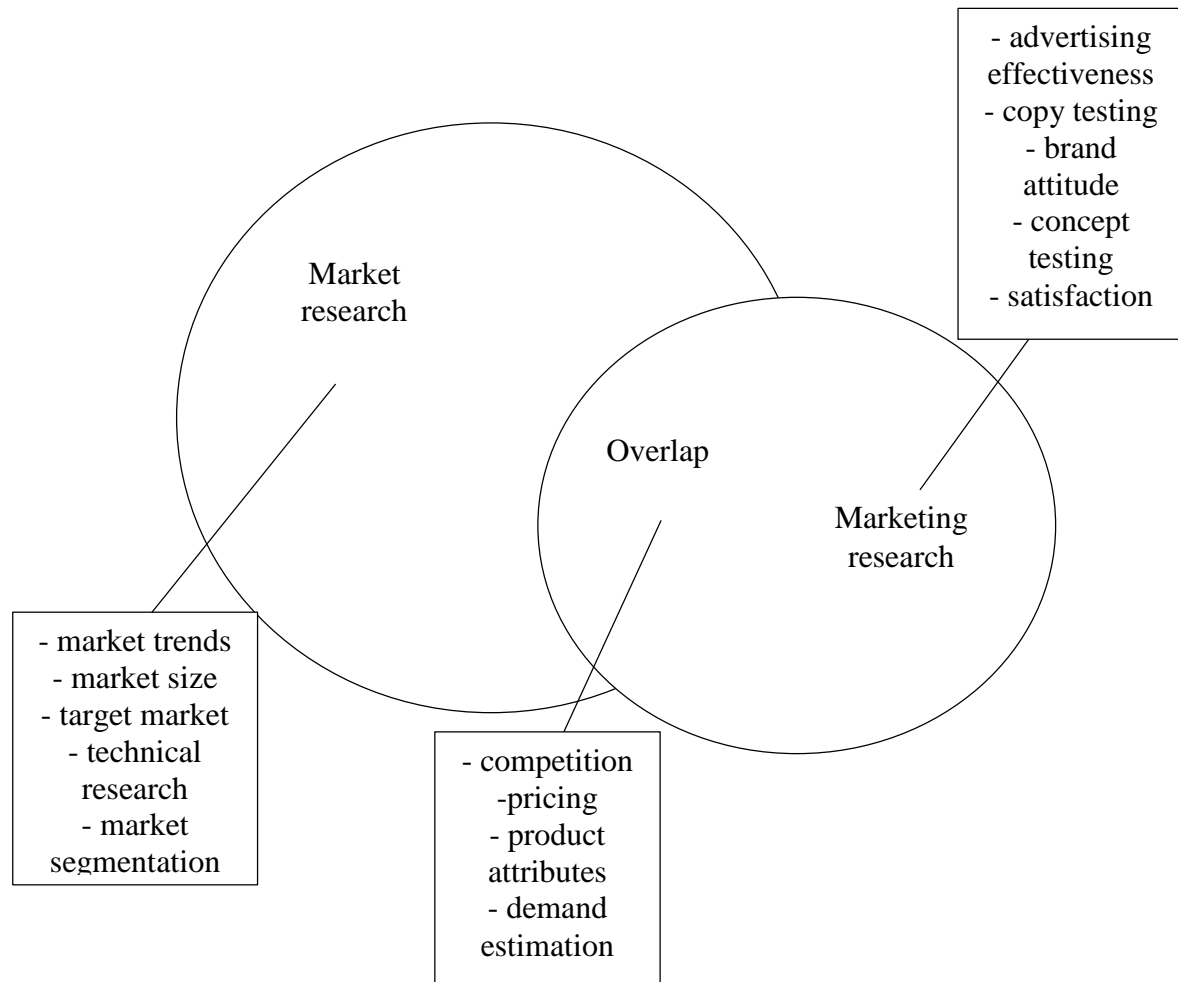


Figure 1.5 – Market research & Marketing research

Advertising researcher can acquire secondary records, primary records, or each. Primary facts include data accrued for the particular purpose to hand. Secondary records include records that already exists someplace, having been accrued for any other purpose. Sources of secondary information consist of inner assets which include earnings and loss statements, balance sheets, sales figures, and inventory facts; and external sources consisting of government publications, periodicals, books, and business statistics. Primary information series requires more sizable studies, more time, and extra money. Secondary

resources can once in a while provide statistics that isn't always directly available or might be too highly-priced to accumulate.

Secondary facts additionally present issues. The wanted statistics might not exist. Researchers can hardly ever obtain all of the information they want from secondary sources.

Observational studies the collection of number one records by using staring at relevant human beings, moves, and situations. Observational studies may be used to gain statistics that human beings are unwilling or not able to offer. In some cases, observation can be the simplest way to gain the wished information.

Survey research is the technique exceptional desirable for gathering descriptive records. A corporation that desires to understand approximately people's information, attitudes, preferences, or buying behavior can regularly find out by using asking them immediately. Survey research is the most extensively used approach for number one statistics series, and it's far frequently the best technique utilized in a studies study. The primary gain of survey studies is its flexibility. It can be used to reap many one-of-a-kind varieties of statistics in lots of distinct advertising and marketing conditions. In the early and mid-Eighties, some cola agencies created a taste test in opposition to their competitors. This is an instance of survey research. Participants were allowed to flavor different cola brands without knowing which became which. The participant then determined which logo turned into desired.

Research may be gathered through mail, telephone, e-mail, fax, or non-public interview. Mail questionnaires may be used to acquire massive amounts of facts at a low value according to respondent. Respondents might also give extra honest solutions to greater personal questions about a mail questionnaire than to an unknown interviewer in person or over the telephone. However, mail questionnaires lack flexibility in that they require clearly worded questions. They can also take a long term to finish, and the reaction rate—the variety of people returning completed questionnaires—is often very low.

Telephone interviewing is the quality approach for accumulating facts speedy, and it provides extra flexibility than mail questionnaires. Interviewers can explain questions that

aren't understood. Telephone interviewing also allows more sample manage. Response rates have a tendency to be better than with mail questionnaires. But cellphone interviewing also has its drawbacks. The price in step with respondent is higher than with mail questionnaires, human beings may also regard a telephone call as extra of an inconvenience or an intrusion, and they may now not need to speak about non-public questions with an interviewer.

Marketing researchers usually draw conclusions approximately huge companies of customers by means of studying a fantastically small sample of the overall purchaser population. A sample is a section of the population decided on to symbolize the populace as an entire. Ideally, the pattern should be consultant in order that the researcher can make correct estimates of the thoughts and behaviors of the larger population. If the pattern isn't consultant, it can lead the organization to draw the incorrect conclusions and misuse its resources.

The advertising researcher should design a sampling plan, which calls for 3 selections:

1. Sampling unit—determining who is to be surveyed. The advertising researcher need to define the target population to be able to be sampled. If organization wishes remarks on a new basketball shoe, it'd be sensible to goal active players and even professional players.

2. Sample length—figuring out the variety of humans to be surveyed. Large samples deliver greater reliable results than small samples. Samples of much less than 1 percent of a populace can frequently offer properly reliability, given a reputable sampling procedure. Most business samples encompass among numerous hundred and numerous thousand respondents.

3. Sampling method—determining how the respondents ought to be selected. To achieve a representative sample, an opportunity (random) sampling of the populace should be drawn. This is a way of determining who's reached by means of the survey to make certain they're certainly a valid pass-phase of the sampling unit. Choosing passersby on a street nook, as an example, might no longer produce a random sample, while permitting a

laptop to pick out names randomly from applicable calling list probable could (depending on how the listing became compiled).

Following are the traits of true advertising studies

1. Scientific technique. Effective advertising studies makes use of the principles of the medical method: cautious commentary, system of hypotheses, prediction, and testing.
2. Research creativity. At its nice, advertising studies develops innovative methods to solve a trouble.
3. Interdependence of models and records. Competent advertising researchers recognize that the information derive their which means from models of the hassle. These fashions manual the kind of information sought and therefore have to be made as specific as feasible.
4. Value and price of records. Competent marketing researchers show concern for estimating the value of facts against its value. Value/fee evaluation allows the marketing research branch decide which research projects to conduct, which studies designs to apply, and whether or not to acquire more information after the preliminary effects are in.
5. Healthy skepticism. Competent advertising researchers will display a healthy skepticism closer to assumptions made by managers about how the marketplace works.

Ethical marketing. Most marketing studies advantages both the sponsoring organization and its clients. Through marketing research, groups analyze greater about clients' needs, and are capable of supply extra fulfilling services and products.

In spite of the rapid growth of marketing research, many companies still fail to use it sufficiently or correctly. Several factors can stand in the way of its greater utilization.

1. A narrow conception of marketing research. Many managers see marketing research as only a fact-finding operation. The marketing researcher is supposed to design a questionnaire, choose a sample conduct interviews, and report results, often without being given a careful definition of the problem or of the decision alternatives facing management. As a result, some fact finding fails to be useful. This reinforces management's idea of the limited usefulness of some marketing research.

2. Uneven caliber of marketing researchers. Some managers view marketing research as little better than a clerical activity and reward it as such. Poorly qualified marketing researchers are hired, and their weak training and deficient creativity lead to unimpressive results.

3. Late and occasional erroneous findings by marketing research. Managers want quick results that are accurate and conclusive. But good marketing research takes time and money. If they can't perceive the difference between quality and shoddy research, managers become disappointed, and they lower their opinion of the value of marketing research.

4. Intellectual differences. Intellectual divergences between the mental styles of line managers and marketing researchers often get in the way of productive relationships. The marketing researcher's report may seem abstract, complicated, and tentative, while the line manager wants concreteness, simplicity, and certainty. Yet in the more progressive companies, marketing researchers are increasingly being included as members of the product management team, and their influence on marketing strategy is growing.

CHAPTER 2

RESEARCH AND ANALYSIS OF MARKETING SYSTEM OF OBOLON COMPANY

2.1 Characteristics of Obolon company

The history of the agency dates again to 1974, whilst the construction of the Kyiv Brewery began. The Obolon district of Kyiv became selected because the site for the construction of the brand new plant, choice changed into determined through the availability of huge reserves of soft and smooth water. As of 2010, the discern organization uses water from at the least thirteen artesian wells, the first four of which had been opened. Water from the depths of the Jurassic horizon (290 m) is taken into consideration a first-rate basis for brewing beer. Czech specialists have been invited as experts. It was they who decided the vicinity of the new brewery.

The starting of the manufacturing was timed to coincide with the 1980 Summer Olympics, the first 330 dal of beer turned into poured on May 8, 1980, and the professional starting of the plant took place on November 12. In 1981, the brewery's malting plant launched its first malt, and among 1985 and 1997, On July 1, 1990, on the initiative of General Director Oleksandr Slobodyan, the workforce leased the corporation with the right of redemption. In 1992, the corporation become the primary in Ukraine to embark at the route of privatization. On August 27, Obolon obtained a privatization certificates from the State Property Fund of Ukraine № 1, thus happening in history as the first personal agency of unbiased Ukraine. From now on, all products of this manufacturer are produced below the Obolon emblem.

A wide variety of technologies and innovations had been delivered. In 1993, 0.33-liter bottle bottling line was positioned into operation On September 1, 1995, the first in Ukraine bottling line for gentle beverages in PET bottles was positioned into operation inside the bottling plant № 6. The following yr, in bottling variety three primary plant in

Ukraine earned the first line of pouring beer in kegs capability of 50L for the restaurant enterprise. In December 1997, for the first time in Ukraine, Obolon launched a 24,000-strong line for bottling beer, gentle liquids and gentle liquids in aluminum cans. In 1998, Obolon was the first in Ukraine to launch beer in its very own.

Meanwhile, new gadget become added within the manufacturing, which allowed to increase manufacturing volumes and enhance its best. In 1998, new contemporary fermentation system was put into operation - cylindrical-conical tanks (CCT - devices wherein beer fermentation approaches take area). 2001, it re-equipped its personal malt production, which doubled its potential. In 2003, a new bottling plant become opened on the Fastiv Brewery. In the identical 12 months, the Obolon plant upgraded its filtration keep with a brand new Inopro Getra ECO spark plug filter out manufactured by means of KHS. On May 25, 2004, the most important in Ukraine line for bottling beer in glass bottles with ability of one hundred ten,000 bottles with a volume of zero. Five liters in keeping with changed into launched. New cooking processes produced by using the German organization "Ziemann" were launched.

In 2009, Obolon PJSC organisations produced 96.1 million dal of beer, 14.8 million dal of gentle liquids, 2.4 million dal of low-alcohol liquids and 8.3 million dal of mineral water. Such manufacturing volumes permit Obolon to be one of the leaders in all markets wherein the organisation's merchandise are provided.

In addition to liquids, the employer produces commercial items, inclusive of malt , granulated beer pellets , bandage tape (made from recycled PET packaging). In 2009, 158.4 thousand lots of malt had been produced.

Currently, the company's portfolio consists of twelve beer brands :

- “Obolon” (fig. 2.1) (Obolon Light, Obolon Malt, Obolon Unfiltered, Obolon Trophy, Obolon Non-alcoholic)
- “Hike” (hike premium, hike-chill, hike alcohol-free)
- “BeerMix” (BeerMix Cherry, BeerMix Lemon, BeerMix Raspberry, BeerMix Pomegranate, BeerMix Watermelon)

- “Zibert” (Zibert Light, Zibert Weissbier)
- “Carling”
- “Golden Prague” (Golden Prague, Golden Prague Cerne)
- “Hadrmix” (Hadrmix Citrus, Hardmix Lemon + Ginger)



Figure 2.1 – “Obolon” beer

Brands of cider produced by the company

- “Ciber” (Ciber, Ciber Elder Flowers, Ciber Cranberry)
- “Sharm” (Sharm, Sharm Peach)

Alcoholic beverages company

- Vodka Lime
- "Rum-cola"
- Brandy Cola
- Gin and Tonic
- Cherry Whiskey
- "Rio" (Rio Pina Colada, Rio de Mojito, Rio Margarita)

The company's non-alcoholic brands are

- "Zhivchik" (fig.2.2) (Zhivchik Apple, Zhivchik Apple non-carbonated, Zhivchik Lemon, Zhivchik Pear, Zhivchik Cherry, Zhivchik Orange, Zhivchik Orange non-carbonated)

- "Lemonade"
- "Squash"
- Tarragon
- Baikal and Kola Nova



Figure 2.2 – “Zhyvchyk” drink

Zhyvchyk , the most successful brand of soft drinks of the Obolon company

Mineral and drinking water :

- "Obolonskaya" (Obolonskaya, Obolonskaya low-carbonated, Obolonskaya-2, Obolonskaya-2 non-carbonated, Obolonskaya plus lemon, Obolonskaya with lemon and orange)
- "Transparent" (Transparent strongly aerated, Transparent not aerated)
- Aquabalance
- "Okhtyrskaya"
- "Zbruchanska 77"
- "Flint"

Snacks:

- "Obolon crackers" ("Obolon" with the taste of barbecue, "Obolon" with the taste of jelly and horseradish, "Obolon" with the taste of red caviar, "Obolon" with the taste of bacon)
- "Bulba Grenki" (Bulba Grenki with the taste of smoked sausages, Bulba Grenki with the taste of jelly with horseradish, Bulba Grenki with the taste of bacon)

Industrial goods:

- Malt
- Beer pellets
- Bandage tape
- PETf preform
- Box.

The structure of the product portfolio of PJSC "Obolon" was formed over many years under the influence of socio-economic development of Ukraine. The structure of the product range at PJSC "Obolon" for 2018 is shown in Figure 2.3.

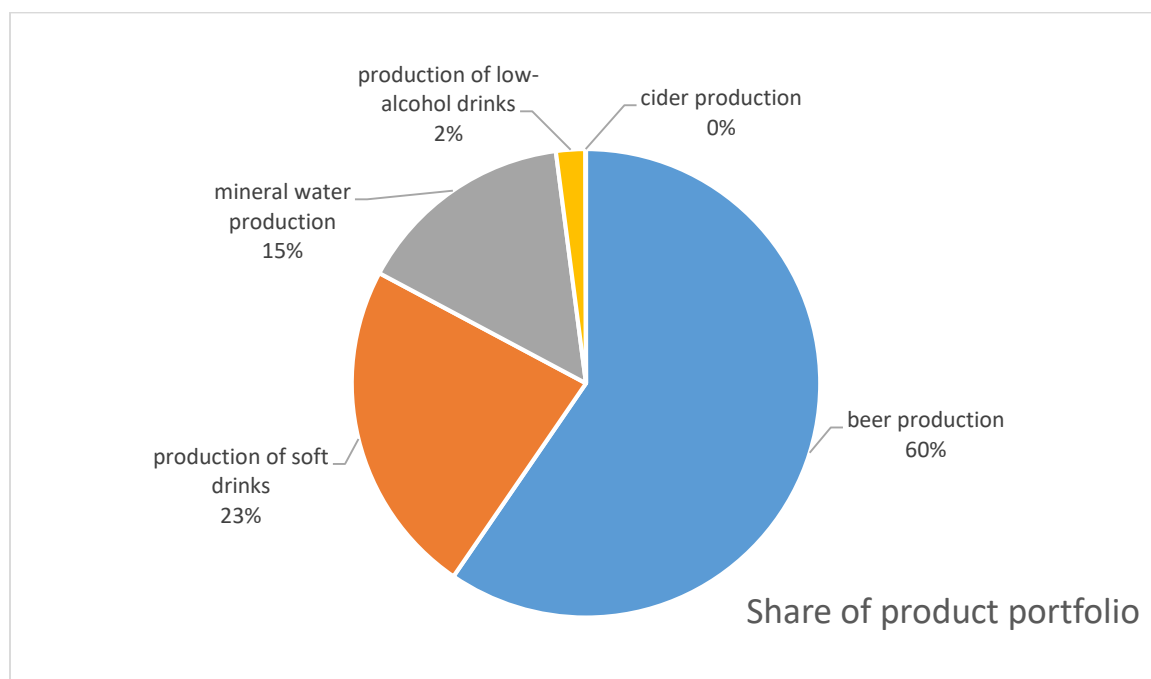


Figure 2.3 - Structure of Obolon product portfolio

Obolon Corporation includes the main plant, two separate production divisions, two subsidiaries and four companies with corporate rights (tabl.2.1).

Table 2.1 – Structure of Obolon Corporation

Enterprise 1	Address 2	Type of products 3
OBOLON PJSC	Bogatyrskaya Street, 3, Kyiv,	Production of beer, mineral water, soft drinks, brewer's grains
Olexandria production complex	Herojiv Stalingradu Street, 3/1, Oleksandriya, Kirovohrad region	Production of low-alcoholic and soft drinks, recycling of PET bottles, manufacture of PET preforms and binding band
Zibert's Brewery Subsidiary	3 Pushkina Street, 3, Fastiv, Kyivskii region	Production of beer, soft drinks and kvass
Krasylivske Subsidiary of OBOLON PJSC	Budivelnna Street, 3, Krasyliv, Khmelnycka region	Production of mineral water, low-alcoholic and soft drinks,.
Okhtyrka Brewery PJSC	Batiuka Street, 23, Ohtyrka, Symyskij region	Production of beer, mineral water and soft drinks
Bershad Complex PJSC	Pokrovska Street, 1, Bershad, Vinnytskii region	Production of low-alcoholic and soft drinks.
Diatkivtsi PJSC	Zavodska Street, 3, Kolomiya, Ivano-Frankivskij region	Wheat malt production
Rokitnivsky Glass Factory PJSC	Proletarskaya Street, 18, Rokytne, Rivnenskiy region	Production of glass bottles

Export. Obolon becomes the primary inside the former USSR to export beer abroad. In 1989, they were the first to flavor Ukrainian beer in Great Britain. As of 2010, the agency's products are represented in 3 countries, such as Russia, Ukraine and Akkadem

In 2009, Obolon started exporting barley malt and beer pellets. The possibility of exporting beer to African international locations is being considered. Trial deliveries have already been made to the Republic of the Congo Material constituted of the processing of PET bottles is exported to China, in addition, as of 2008, the agency's materials and uncooked materials are exported to Belgium, Belarus, Germany, Poland, Russia, Slovenia and France. Today Obolon exports its products to 52 countries.

Technology and innovation. To improve product best and all production approaches, the company improvements gadget. This allows us to be a few of the leaders inside the stage of technical equipment not best in Ukraine but also in Europe.

The design ability of the plant in Kyiv is eleven million hectoliters of beer in line with yr, which makes the corporation the most important brewery in Europe.

Quality standards. Obolon has an integrated control machine that guarantees the business enterprise's obligation to team of workers, consumers, society and the state. Specialists of the manufacturing unit laboratory constantly conduct bacteriological exams of water.

According to the consequences of laboratory tests performed yearly by the sanitary and epidemiological control services, the water from which Obolon PJSC produces liquids meets the standards of LTO "Drinking water. Hygienic necessities for water first-class of centralized home consuming water deliver".

Charity, volunteering, and social investments. The long-term social investment program allows Obolon to support several important events, significant projects, and volunteer initiatives each year. The social responsibility of the company promotes the well-being of communities and vulnerable social groups, and gives the Obolon Corporation a responsible and transparent reputation in the eye of the business community.

Development of education. Since its creation, the contest has received support from the highest government agencies and acquired the official status of a national event for improving the knowledge of Ukrainian, promoting comprehensive development and functioning of the Ukrainian language in all spheres of the social life. In order to develop educational programs in Ukraine and popularize the knowledge of the Ukrainian language in 2005, Obolon Corporation joined the support of the International Competition of Ukrainian Language Connoisseurs named after P. Jacyk. Obolon provides financial support for the competition and sets its own prizes for talented Ukrainian language knowers.

Promotion of sports. Today there are 1,680 sports schools for children and young people in all Ukrainian regions. Over 720,000 people aged 6 to 18, or 9.5% of all young

students, take part in the sports education and training there. Obolon has started to support the Zmina children's and youth sports school, which currently has 735 students. In 1992, FC Obolon-Zmina was established on the basis of the school Zmina. FC Obolon-Zmina began to play in the championship of Ukraine. Since 1996, Obolon has been a permanent sponsor of the club. Obolon has sponsored the national football championships of Ukraine.

Indicators characterizing the economic activity of Obolon company are given in the table 2.2.

Table 2.2 - Indicators characterizing the economic activity of Obolon company

Indicator	2018	2019	Deviation	
			absolute	Relative, %
1	2	3	4	5
Revenue, UAH million	5 078,8	5 466,1	387,30	7,6
Gross margin, UAH million	786,4	1 188,3	401,90	51,1
Gross margin ratio, %	15,5%	21,7%	0,06	40,0
EBITDA, UAH million	327,0	623,8	296,80	90,8
Financing costs, UAH million	(275,3)	(329,2)	-53,90	19,6
Net profit / (loss), UAH million	(365,4)	257,6	623,00	170,5
Sales of beer, million decalitres	41,1	40,0	-1,10	-2,7
Total sales, million decalitres	67,7	66,6	-1,10	-1,6

According to the results of 2019, Obolon Company got a revenue of UAH 5,466.2 million, which is 7.6% more than in 2018. The total increase in revenue in 2019 was mainly influenced by revenue from beer sales increasing 11.0% and revenue from the sale of soft drinks increasing 98.4%.

Due to a significant improvement in financial sphere in the fourth quarter and for the whole of 2019, Obolon company got a net profit of UAH 257.6 million and showed good result.

Despite the expected seasonal decline in the fourth quarter, Company's sales and profit continued to grow in 2019. The same trend we can see by analyzing other indicators including gross margins and EBITDA showing a significant improvement over the previous year. Despite the fact that the volume of sales did not show an improvement compared to the previous year, they reflect the same trend - the volume remained at the level of the previous year.

In 2019 EBITDA was UAH 623.8 million, which significantly improved financial stability of Obolon company.

These results were achieved due to a stable increase in prices and margins with cost constraints. Positive fact was a reduction in some material costs at the exchange rate. Despite the fact that the average price per unit of beer in the national currency increased about 15% per year, the increase in value is only about 4%.

Now let's analyze the personnel trends of Obolon company. Main staff ratios are shown in tabl.2.3.

Table 2.3 - Amount and structure of employees of Obolon

Categories of employees	2018		2019		Deviation	
	amount, people.	%	amount, people	%	Absolute	Relative, %
managers	395	16,8	394	16,7	-1	-0,3
professionals and specialists	595	25,3	598	25,3	3	0,5
technical staff	21	0,9	20	0,8	-1	-4,8
workers	1337	56,9	1 353	57,2	16	1,2
All employees	2348	100,0	2365	100,0	17	0,7

As you can see, there have been no significant changes in the number and structure of Obolon's personnel.

Under the Equal Opportunities project, Obolon Corporation was the first Ukrainian company to develop an official gender policy in 2011. Since then, equal rights and opportunities of men and women are officially stipulated in the company's collective bargaining agreement and are taken into account when other important company documents and policies are adopted. Moreover, the position of gender issues commissioner was introduced, who is supposed to work in the framework of the policy adoption process.

Gender structure of Obolon employees is shown in the figure 2.4.

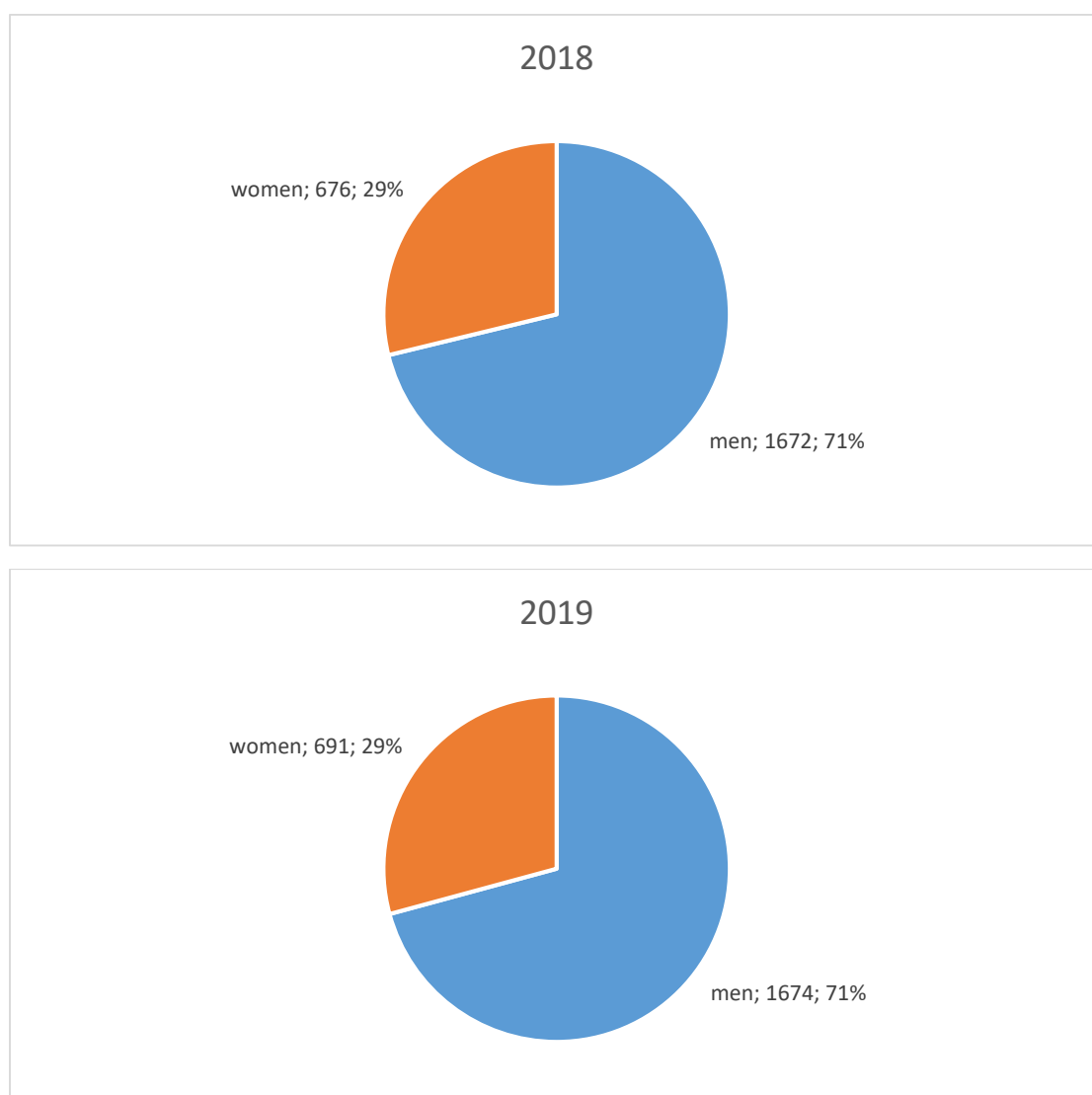


Figure 2/4 – The employees gender structure of Obolon company in 2018-2019

In the gender structure the share of men prevails over the share of women. It's caused of the specifics of production.

Therefore the activity of Obolon during the analyzed period was successful and did not change significantly.

2.2 Review of marketing system of Obolon company

Obolon conducts active marketing activities.

The purpose of marketing in PJSC "Obolon" is to understand the consumer so that the product or service corresponds their real needs.

The marketing director is responsible for marketing in Obolon company. Three subdivisions are subordinated by marketing director (fig. 2.5).

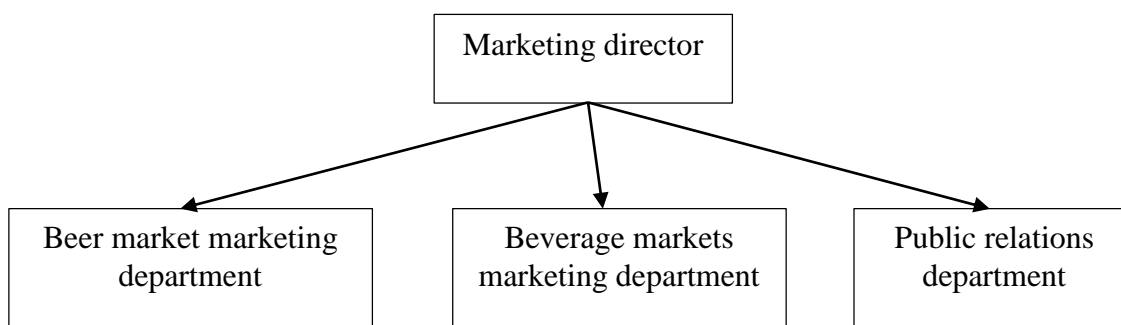


Figure 2.5 – The structure of marketing departments at Obolon company

The duties of the Marketing Department include:

- Defining and coping with your position and place in the market. This includes defining who you're, what you stand for, what you are saying about yourself, what you do and how your company acts. This, in flip, defines the experience you need your clients and companions to have when they interact with you.
 - Conducting campaign management for advertising and marketing initiatives.
- Marketing proactively identifies the products and services to recognition on over the course

of your sales cycle, after which produces substances and communications that get the word out.

- Producing advertising and promotional substances. Your department ought to create the materials that describe and sell your center products and/or services. They have to be kept up to date as the ones products and services evolve.
- Creating content imparting for your internet site. Your internet site is often the primary (and probably the only) location human beings move for statistics about you. Your department might be answerable for keeping Web content modern-day, even as also running to make certain your web site comes up quick whilst a person searches for your kind of commercial enterprise.
- Monitoring and coping with social media. Marketing have to make a contribution to, control and keep your social media pages. It need to also manipulate bills and carefully watch what's being posted approximately you on line.
- Producing internal communications. Your personnel need to recognize your business enterprise, its values, its desires and its priorities. Marketing is regularly liable for employee communications thru a e-newsletter and/or intranet.
- Serving as media liaison. When your company is stated in the media, a member of the department regularly acts as spokesperson in your company, or publications executives in a way to respond to media queries

The marketing department investigate beer market and beverage markets regularly. They build all marketing activities on the results of market research. Here are some results of beer market research.

The Ukrainian market produces more than 880 types of beer. Among all alcoholic products, beer ranks first in terms of sales and accounts for 46.1% in the segment of alcoholic beverages.

The structure of the beer market is shown in the figure 2.6.

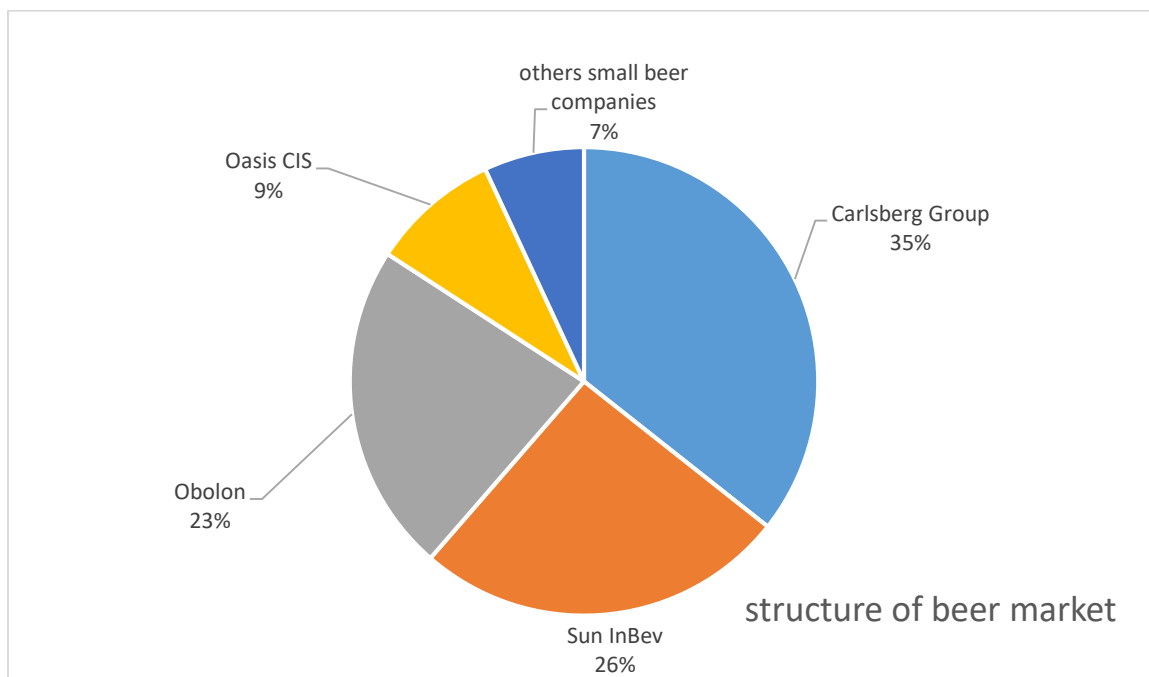


Figure 2.6 – The structure of beer market in Ukraine

Therefore, the leader of the Ukrainian beer market is Carlsberg Group Corporation. It's market share is 36%. Obolon ranks third place with the share 23%.

Carlsberg Group has more than 500 different beer brands in its portfolio. The most famous of them in Ukraine are "Baltika", "Arsenal", "Lvivske", "Slavutych", "Carlsberg", "Tuborg", "Holsten", "Kronenbourg", "Doms" and others.

The range of Sun InBev products consists of international and Ukrainian brands. Among the well-known Ukrainian beer brands are "Chernihiv", "Amber", "Rogan", "Zhiguli Original", "Stella Artois", "Bud", "Staropramen", "Beck's" and others.

Oasis CIS Corporation owns "The First Private Brewery" with its well-known Ukrainian brands "Bochkove", "Stare misto", "Chorne", "Heineken" and others, and Radomyshl Company with its "Radomyshl Pilsen", "Classic Pilsen Beer", "Golden Lager Bee" and other beer and soft drinks brands.

Other breweries are small, do not significantly affect the market and try to position themselves in local markets.

As you can see, 93% of the Ukrainian beer market is controlled by 4 large companies. They determine the development trends of the industry.

To survive and compete successfully in the market Obolon PJSC mostly uses the following competitive strategies:

- cost leadership strategy: management of the company gives synergy effect at the expense economy on purchases, introduction better technologies and innovations, and cross-licensing;

- differentiation strategy: a high level of constant positioning of each trademark, gives it special characteristics (sales promotion, advertising, unique discounts, social events, brand legend).

According to research by Obolon specialists the rise of Ukrainian beer market was 2% in 2018 and it stabilized in 2019. The reasons of it are such trends:

- Ukrainians are reaching the peak of consumption,
- the transition to cheap alcoholic beverages,
- trends to have healthy lifestyle and abstinence from alcohol,
- interest in consuming new beer sort/

Modern beer market trends are:

- consumption of classic lager beer will reduce and consumption beer with different flavors and additives will start;

- private label beer consumption will increase, that is facilitated by advertising and promotion of own brands;

- consumption of soft beer will increase;

- there will be some changes in the sales structure in different price segments, i.e. the reduction of the beer segment of the higher price segment and the growth of the premium segment caused by discounts and growth of the average salary in Ukraine;

- there will be no changes in the consumption of beer in different types of packaging. PET bottle and glass bottle will remain the leader of the market.

Marketing departments help company to form marketing mix of Obolon. The following points explain the importance of marketing mix to Obolon company:

- It helps in a clean mix creation:

Your marketing mix should have all the P's compatible with each other. The price should be compatible with the placement of the product. The product should be compatible with the promotions. In general, all the P's are intrinsically linked to each other.

As a result, when you are making a marketing mix, it becomes a chain of strong bonds. And these bonds then guide you forward in making the chain longer

- Marketing mix helps in New product development:

While designing an existing product, there are any number of ideas which can come up for a related product that can be designed by the company. The pricing, place and promotions might be different for such a product. Nonetheless, it can be classified as a new product and hence while designing the marketing mix, the company can come up with good ideas for NPD as well.

- Marketing mix helps increase the product portfolio:

Whenever you want to increase the product depth or product line and length, you have to make minor changes to the product. In essence, you are making minor changes in the marketing mix itself. You are making changes to the product features, to its pricing and possible to its promotions. As a result, by altering the marketing mix and certain features within it, you can end up with an enlarged product portfolio.

- It is a guide to improve a business:

Physical evidence was an important P in the service marketing mix. If company realizes it important, then naturally they can act on it and improve the physical evidence of their business thereby bringing in more business.

- It helps in differentiation:

When you analyze the marketing mix of Competitors, there are many different ways that you can differentiate yourself from the competitor. The competitor might have poor promotions and by analyzing them, you can create better promotions of your own product.

Examining consumers of Obolon beer, we can see that consumption occurs throughout Ukraine. The main consumers of beer are ordinary people of all ages (remember that beer is not recommended for people under 18). However, buyers of beer are also cafes, restaurants, bars, pubs and more. In addition, important buyers of beer are wholesale and retail stores, which simultaneously pull out the channel of beer sales.

In fact, Obolon's beer sales channels are branded stores (zero sales channel), regional offices (single-level sales channels), which, in turn, supply beer to wholesale warehouses and retail stores. Already from shops and warehouses beer comes to the end consumer - ordinary people.

That's why it becomes more important to create close relationship with beer customers. The marketing department of Obolon plays very important role in it. It's principles of work are refocused on relationship marketing.

Obolon's sales costs are significant (Fig. 2.7).

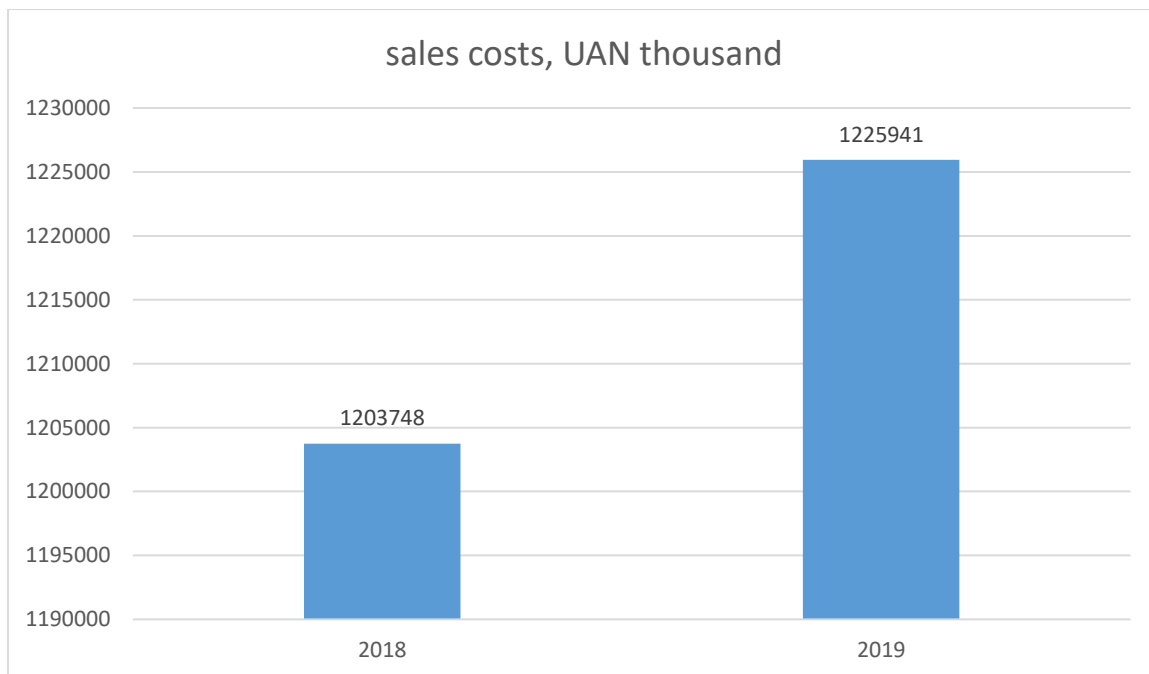


Figure 2.7 – Amount of sales costs at Obolon company

Therefore, sales costs at Obolon company increase every year . The reason for this is that every year types number of selling products increase, employees' salaries increase, the cost of product promotion increases etc.

According to the results of the analysis, it is necessary to determine the level of marketing activity at Obolon company. For estimation we use tabl. 2.4.

Table 2.4 - Marketing activity evaluation of Obolon company

Elements of marketing activity	Marks		
	1	2	3
1	2	3	4
Investigation of consumers needs and preferences			+
Changes in goods assortment taking into account purchasing preferences			+
Market segmentation			+
Competitor investigation			+
Using the trademark			+
The level of goods quality control		+	
Using discounts		+	
Accounting demand elasticity during determining prices		+	
Service level		+	
Using progressive sales methods			+
Effectiveness of the advertisement		+	
Effectiveness of promotion			+
Effectiveness of sales channels		+	
Total mark	33		

1 point – the using of marketing elements depends on the situation.

2 points – we use the marketing elements frequently but irregularly.

3 points – we use the marketing elements systematically.

According to the results of the evaluation we received 33 points. This means a high level of marketing elements using during Obolon's activity.

2.3 SWOT-analysis of Obolon company activity

To assess the market situation, you can use SWOT-analysis. SWOT, referred to as one of the handiest evaluation gear for business, stands for Strengths, Weaknesses, Opportunities and Threats. This analysis is very common.

SWOT analysis is a tool used to awareness on four important tendencies: STRENGTHS, WEAKNESSES, OPPORTUNITIES and THREATS. Obviously, each internal and outside factors are considered independently and objectively on this type of evaluation. Using SWOT analysis, you can keep your ducks in a row by being aware of your internal business environment, keep an eye out for a better pond by monitoring external opportunities and stay away from the nasty fox by identifying external threats to your business.

Another great use of SWOT is for competitor analysis. You can see new gaps in the market and position your organization appropriately, giving your business a competitive advantage.

SWOT analysis can help you:

- Take precautions in case threats emerge
- Advance quickly and capitalise on opportunities
- Sustain and develop internal strengths
- Work on improving the weaknesses

The result of SWOT Analysis of Obolon is shown on fig. 2.8.

Strengths

Two crucial strengths of Obolon are their purchaser loyalty and Beverages' taste, they have got a robust patron base because of the flavor of the drink. Additionally, Obolon has sturdy marketing strategies that include campaigns that attract purchasers of every age, in addition they have a robust distribution community throughout the Europe, Obolon merchandise are to be had in maximum countries. Furthermore, Obolon has a brand equity, in 2018 they have been among the 7 maximum precious manufacturers in the Europe

<p style="text-align: center;"><u>Strengths</u></p> <p>Stable market positions Development of new products types Significant production capacity Possibility of cost reduction High level of management High level of personnel qualification and training Corporate social responsibility</p>	<p style="text-align: center;"><u>Weaknesses</u></p> <p>Constant attacks of key competitors Products quality instability Production size too big Not stable financially position Weak motivation of employees Periodic bad rumors</p>
<p style="text-align: center;"><u>Opportunities</u></p> <p>Population needs growth in drinks Possibility of using new technologies Large capacity of neighboring markets regions Using of information technology in sales and marketing</p>	<p style="text-align: center;"><u>Threats</u></p> <p>Declining citizens income Increasing competition in the market Changes in legislation Monopoly of suppliers Negative public attitude Changes in needs and tastes of consumers</p>

Figure 2.8 - SWOT Analysis of Obolon

Weaknesses

Obolon have not but been worried in generating healthy merchandise so this is taken into consideration a weakness for the corporation. Additionally, there had been many rumors approximately the poor effects that can be brought about when ingesting cola and malt, in 2007 there were rumors about having insecticides inside the malt while in 2017, they were criticized for misleading advertising and marketing, This has a massive impact on the publicity of the company.

Opportunities

Oblon can introduce new products and diversify their contemporary offerings and conquer their weak point. As the corporation have already got their brand identification, customers, manufacturing, and evaluation to help them. It's feasible to find niches that aren't utilized by their competition to broaden merchandise. They can focus on the healthful snacks/beverages place as people have come to be extra health conscious these days. This will aid in overcoming their weak point which is lack of healthful merchandise. Referring

to their weakness of bad exposure, Obolon can conquer this news by way of developing wonderful campaigns that aids the environment and the society. These campaigns spread around the arena positively and therefore customers forget about approximately the negative information and recognition on their social and environmental contributions.

Threats

Having consumer loyalty because of the taste of Obolon drink is one of the vital factors for his or her fulfillment but this can be a main risk as well as the customers taste can alternate and therefor the demand will fall. Another danger of Obolon is the competition, having sturdy advertising strategies and international distribution networks will increase the risk from the competition as there are many new entrants and current competition have a tendency to try more difficult in advertising and spreading their phrase across the global.

Thus, according to the SWOT-analysis, Obolon has both opportunities and threats, both strengths and weaknesses. However, the correct accents placement will improve the company's strategy and achieve success in the future.

CHAPTER 3

RECOMMENDATIONS FOR IMPROVING OF MARKETING SYSTEM OF THE PJSC OBOLON

3.1 Development of new consumer relationship policy principles of Obolon company

The key to good customer support is building true relationships along with clients. Thanking the purchaser and selling a positive, beneficial and pleasant environment will make certain they go away with a great influence. A glad patron will return regularly and is in all likelihood to spend greater.

The main basis of new relationships with customers in Obolon should be a change in approaches to forming relationship: from a seller-buyer relationship to friend-friend relationship. The main role in this process is given to the company's marketing departments.

Decision-making is the center of marketing and planning, for example, choosing of objectives, regulations, techniques, programme guidelines, strategies and processes and so forth., require the whole manner of decision-making. In the whole system of advertising, making decisions is constantly crucial. Managerial function is exercised via selection-making. Decision-making spreads thru all elements of marketing control. E.G., production, advertising, finance, personnel, management. Whatever advertising managers do, he does it thru a selection making after thinking about thoroughly the available alternative direction of motion. Generally, improvement of advertising method is difficult and complicated. They require both systematic evaluation and a synthesis of applicable data. They are normally handling experience and judgment, often in a fast-changing surroundings.

Decision making constantly involves threat due to the fact that it's far concerned with assessment of destiny revenues, charges, results and activities, none of which may be acknowledged. Information lessen uncertainly and facilitates marketing supervisor to peer

the probable outcomes of various choices however it's very difficult to make the actual decisions.

Traditionally, the study of marketing has been based on the transaction. This is because of marketing's historical ties to economics. In a theoretical, discrete transaction, the buyer and seller do not interact before or after the sale, and price is the determining factor in making the transaction occur. This situation resulted in the formation of a transactional approach and aggressive selling through marketing intermediaries, a situation in which marketers were more focused on sales and promotion than on building customer relationships.

Relationship marketing will become very important for Obolon. So what is relationship marketing? It means that marketing activities help establish, develop, and maintain relational exchanges. Instead of competition, the direction of relationship marketing is cooperation. Models for effective relationships are sought from social psychological group theory which emphasizes cooperation and social values. In other words, successful, long-lasting business relationships are based on mutual commitment and trust.

It is clear that the day-to-day practice of marketing involves increased cooperation, and evidence suggests the trend will continue. This is not to say that strong relationships always exist between buyers and suppliers, or even that they should. In fact, companies should concentrate on key customers to develop strong relationships and invest less in minor customers.

Although fundamental aspects like cooperation instead of competition are emphasized here, we do not suggest that relationship marketing covers the whole area of marketing. Relationship marketing can be thought of as customer relationship management, which provides the principles and tools to establish, develop, and maintain successful business relationships. We emphasize that relationship marketing (customer relationship management) be seen in its strategic marketing context.

The basis of new relationships with customers is the customer's support. To make sure you offer the high-quality customer support you have to give a positive answer to such statements:

- determine what your clients recall to be properly customer support
- make the effort to find out customers' expectations
- comply with up on both fantastic and poor feedback you receive
- ensure which you recall customer support in all elements of your activity
- continuously look for methods to improve the extent of customer support you supply.

The following are a number of the primary principles of good customer service (fig. 3.1).

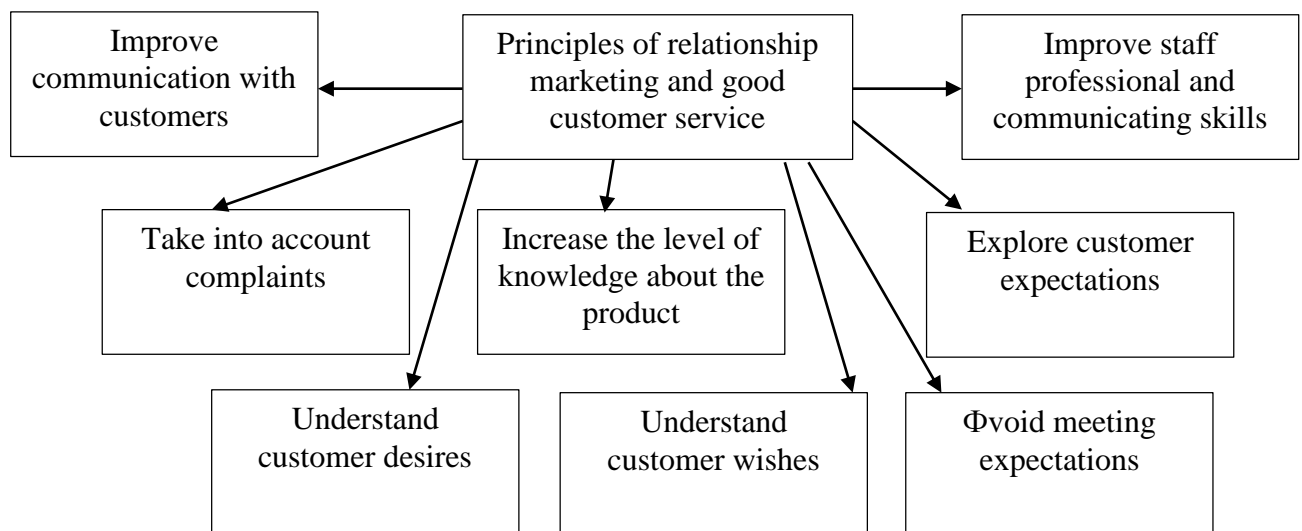


Figure 3.1 - The primary principles of good customer service at Obolon company

Sphere of Customer communication and relationships

To build exact patron relationships you want to:

- greet clients and approach them in a manner that is natural and fits the person state of affairs
- show customers which you understand what their desires are

- be given that a few people may not want your products and focus on building relationships with folks that do
- help human beings — even just letting a customer realize approximately an occasion that you recognise they're in my view inquisitive about is helpful
- continue to keep clients aware of what is in it for them to do commercial enterprise with you.

Sphere of staff improvement

If you need to provide the excellent customer support, all of your group of workers want to have accurate communicate and sales talents. You will also want to show management by using in my view imparting incredible customer service at all times. Learn extra approximately the sales system.

Sphere of complaints

Listen to consumer lawsuits; you can learn something about your product or service. Let customers understand which you recognize feedback.

Overcome any objections. Listen to what the purchaser is objecting about (regularly charge, products or time). Confirm the validity of every issue and provide a solution. Find out greater approximately coping with patron complaints.

Sphere of products

Know your merchandise — in which everything is placed, emblem names, place of manufacture and fee. The greater you already know, the more confidence you can construct in the consumer.

Recognise product functions. Turn these features into blessings for the client. Ensure your staff can tell clients approximately the product features and benefits.

Meeting clients' expectancies

To offer excellent customer service, you have to apprehend who your clients are and what they want. Know your clients. Gather facts approximately as lots of your customers as feasible. Try to discover what your clients are buying, why they're buying and the frequency in their purchases.

When trying to recognize their wishes, it may be beneficial to recognise details which includes their life-style, career and hobbies. Include any potential clients who have made enquiries about your items or service. Find out more approximately getting to know customers.

Understand your customers' desires

Each client may have exclusive belief of what customer service method to them. If you need to offer exact customer service, you have to recognise the needs of the client and the way to fulfil the ones wishes.

Find out how your clients anticipate you to satisfy their desires. The predicted level of service varies from market to marketplace, industry to enterprise and, to a point, from customer group to purchaser organization. Research your market and your target markets to discover what your customers expect to your region.

Meet your clients' wishes

Tailor your stage of service to suit your customers' desires. Some groups paintings nicely supplying a 'no frills' primary degree of carrier at the same time as others pass past client expectancies to obtain a stage of carrier to make their customers say 'wow'.

Some ways to head past purchaser expectancies are:

- introducing tasks — for example, patron consciousness groups, consumer survey playing cards or a proposal container. These projects ship a clear message to customers that you are inquisitive about enter
- suggesting add-ons — for example, 'Would you like a glass as well?'

Failing to meet expectancies

When a enterprise fails to fulfill consumer expectations, customers do commercial enterprise some place else. Poor customer support and the perceived indifference of team of workers and control account for about sixty eight % of clients who don't go back to enterprise.

Customer proceedings can warn you in case your business is failing to fulfill customer expectancies. Learn more about dealing with customer proceedings.

Main elements to improve consumer support and relationship process are shown on fig. 3.2.

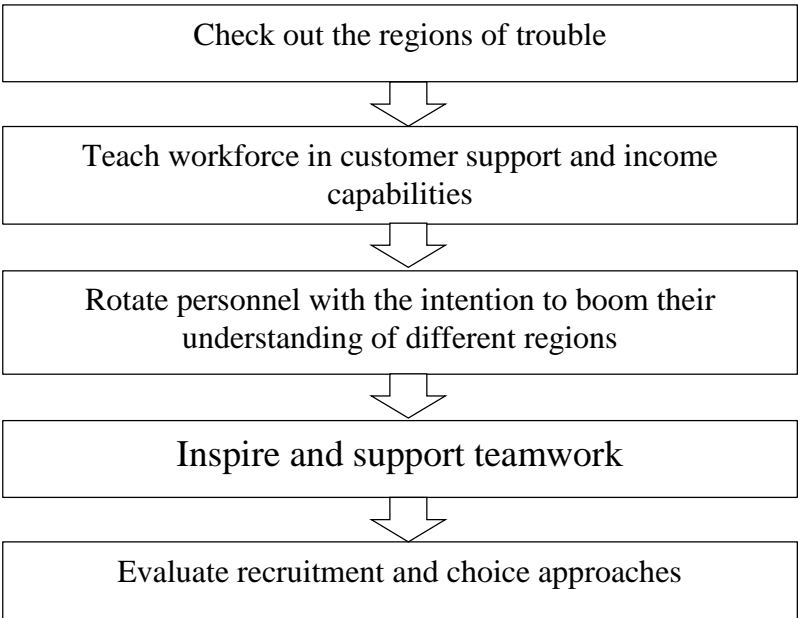


Figure 3.2 - Main elements of improve consumer support and relationship process

The advantages that Obolon will receive from implementing a new customer relationship policy are (fig. 3.3):

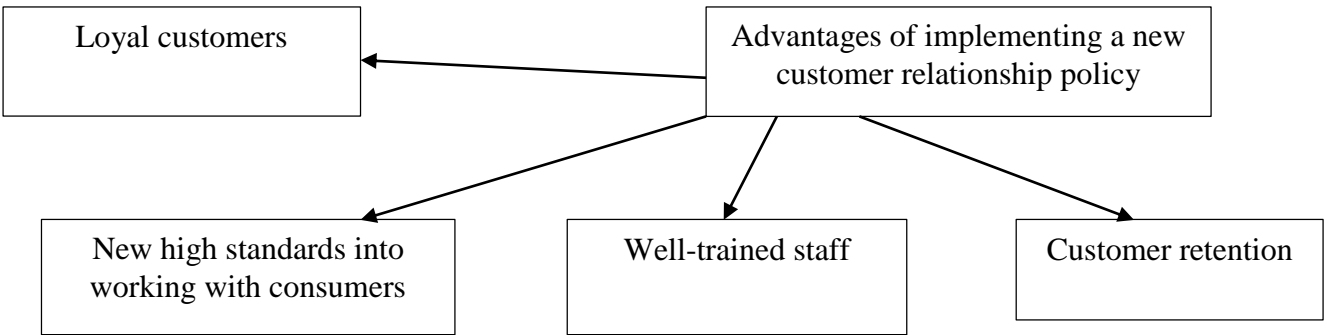


Figure 3.3 – The advantages for Obolon from implementing a new customer relationship policy

- Loyal customers

Having loyal customers Obolon:

- can create awesome word-of-mouth referral (probably decreasing advertising charges)
- means repeat consumption
- increases their chances of staying along with the company
- creates more strong demand on your services and products
- may reduce the negative reactions via customers when there is a breakdown within the transport of your services or products.

- Customer retention

Customer retention relies on constructing clients' product loyalty and delight. Studies recommend it is greater high-priced to discover a new consumer than to preserve a current client.

About 80% of organizations use client delight as an illustration of performance. In current surveys, businesses say preserving or increasing patron satisfaction is one of their principal challenges.

Satisfied customers are unswerving clients. Loyal customers inform others and put it up for sale the benefits of your products and services. This is an critical additional advertising device for your business.

- Well-trained staff

Your team of workers are the first factor of touch to your customers, so it's miles crucial that they:

- have the right mindset
- are well trained
- experience their work
- make contributions to upgrades
- advise your enterprise.

Introduction of new high standards into working with consumers

The manner your clients purchase from you could be very essential, because if the shopping for experience is frustrating or tough a client may not even whole their first buy, not to mention go back. The following are a few tips on your structures and methods:

- Record customer support standards and relate them returned to business dreams.
- Include the great factor-of-sale system.
- Reward clients with a consumer loyalty program.
- Record consumer info in a Customer Relationship Management (CRM) database.
- Seek submit-sale comments from customers.
- Establish a client complaint policy.
- Recognise and praise workforce behaviour which you need repeated.
- Review recruitment practices to ensure you appoint the right front-line group of workers.
- Include a workforce schooling application and overview staff performance frequently.
- Ask key group of workers what they already do to provide right customer service.
- Encourage thoughts, hints and observations from all personnel and set up an nameless team of workers concept box if personnel are uncomfortable sharing thoughts.

The process of implementing a new customer relationship policy can be divided into two stages (tabl. 3.1): Stage 1 - Preparation for implementation;

Stage 2 - Policy implementation.

Every stage is very important, but the effectiveness of the policy is largely determined by how thoughtfully the company's executives approach its implementation and what benefit employees will receive whose activities will be reorganized in accordance to new policy.

Table 3.1 – Stages of new customer relationship police implementation at Obolon company

The stage of process	Types of activity	Cost of the stage, UAN thousand
1	2	3
1. Preparation for implementation	<ul style="list-style-type: none"> - to conduct research to identify problem in the sphere of relationship with customers - to develop training programs for employees - to develop schedules for employee training - to develop new instructions for customer service 	30.0
2. Implementation	<ul style="list-style-type: none"> - to train employees - to introduce new service standards - to reorganize the organization and it's processes - to improve staff evaluation and bonuses system 	1250.0
Total cost		1280.0

Thus, the cost of implementing the new policy is UAH 1,280.0 thousand, which is a small amount for Obolon. All employees of the company will be involved in its development and implementation. However, the company will receive a higher level of customer loyalty and cooperation with them.

3.2 Recommendations for implementation of marketing research of new market

As we can see from previous research, the beer market in Ukraine is already saturated. Therefore, it is not necessary to talk about its significant growth. The same applies to the soft drinks market. That's why Obolon managers want to enter the energy drink market.

Energy drink (sometimes we call it “Energetic”) includes non-alcoholic drinks containing stimulants, the main of which is caffeine. They act as "emergency fuel" for the brain and body, stimulating the release of previously stored energy.

According to research companies since 2016, Ukraine is among the countries with the lowest energy consumption in Europe. On average, Ukrainians drink only about two liters of such drinks per year. However, the market for energy drinks is growing. The first energy drink in Ukraine was Burn from Coca-Cola, appeared on store shelves in 2002, and

in 2005 the first Ukrainian energy drink entered the market - it was NON STOP from New Products Group.

The Ukrainian market of energy drinks is developing rapidly and is extremely promising. Due to low-cost developing brands, this category increased sales in liters by 16.9% and became the leader in growth in terms of volume among all soft drinks.

The most popular brands of energy drinks in Ukraine are RedBull, Burn, NonStop, Revo, PitBull.

To enter the market successfully, you must first conduct marketing research. Marketing research should be conducted at the following directions: market research of consumers, competitors, goods and prices, systems of distribution and movement of goods, marketing communications (fig. 3.4).

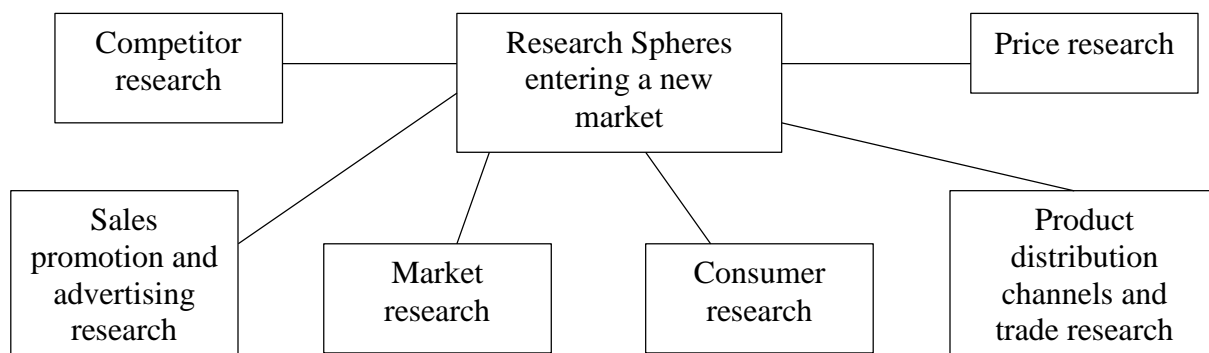


Figure 3.4 – Marketing research areas for Obolon before entering the energy drink market

Market research aims to analyze the impact of the market situation on the business activities of the company, to determine forecasts of its development, market segmentation, selection of the target segment and market niches. The objects of marketing research are market trends, analysis of the impact of factors of macro- and micro-environment of organizations.

Consumer research and determination of beverage demand. The subject of analysis is the motivation of consumer behavior in the market, depending on their segmentation.

With the help of marketing information, the specific needs of consumers are determined and ways to meet them are formed.

Competitor research. It involves research strengths and weaknesses of similar drinks producers, market share of every company, the role of sales promotion.

Price research. The object of analysis is cost, price, determining the elasticity of demand and the reaction of competitors to price changes.

Product distribution channels and trade research. The object of analysis is the forms and methods of sale they use.

Sales promotion and advertising research. The object of study is the behavior of consumers, intermediaries, sellers, effectiveness of advertising and promotion. In marketing policy, package and trademark have great importance. The organization should include in its marketing and sales strategy public relations, not only for the purpose of market research, but for the development of further commercial activities and to ensure its own image in the market environment.

In general, the purpose of marketing research before entering market is to make sure that there is a chance of success. Entering the energy drink market is expensive. The entering costs include not only the cost of manufacturing the product, but also the significant costs for promotion the product.

To calculate the main costs of marketing research, we must first make a schedule (tabl. 3.2).

Table 3.2 - Schedule of s marketing research activities at Obolon company

Stage of marketing research	Contents of the stage	Duration of stage days
1	2	3
1. Substantiation of marketing research purpose	To define the essence and purpose of research To estimate the cost of research.	12

Continuation of Table 3.2

1	2	3
2. To form of marketing research methods	To search for sources of information To form questionnaires, surveys plan	63
3. To collect and to process of primary information	To conduct surveys To analyse primary information	95
4. To process information and to prepare report	To analyse information To form recommendations	88
5. To present results	To report To present results	15
Total time		273

From the table 3.2 we can see that the total duration of the project is 273 days. If we will involve two employees so its duration will be 137 days (or 7 month). For marketing research we can get 1 employee of the beverage markets marketing department and additionally hire 1 employee.

To calculate the cost of interviewing we should know:

1. 1 person will work to conduct a survey of customers
2. Cost of obtaining secondary marketing information will be 800 grn.
3. Cost of materials needed for marketing research will be 1500 grn.
4. For work we have all office equipment and can use the premises of the department.

Therefore, these costs can be ignored during calculating.

We will calculate the costs that Obolon will incur to conduct marketing research (tabl. 3.3).

Therefore, the cost of this marketing research will be 277530 UAN.

Table 3.3 - Costs estimate for marketing research

Indicator	Cost, UAN
1	2
Expenses for salary of 1 employee per month	15000
Total salary cost	210000
Salary taxes per month	3300
Total salary taxes	46200
Amortization	2130
Interviewer costs	8350
Cost of secondary marketing information	2300
Material cost for research	2500
Other costs (transport, electricity)	5000
The cost of telephone calls	1050
Total marketing research cost	277530

According to forecasts of Obolon specialists for the first year of sales on the market they will capture 0.5% of the market (sales of energy drinks will amount to UAH 50 million). Future plan of the company is to capture 5% of the market.

The results of this marketing research can be used in the future. If Obolon company successfully enters the market, it will regularly research on the energy drinks market.

Marketing research provides an opportunity to obtain relevant, accurate and timely information, to improve the quality of decisions and to form adequate strategies. Marketing research has three types of risks:

- incorrect assumptions about the need for research,
- incorrect research to obtain the necessary information
- misinterpretation of research data

This problem cannot guarantee the success of Obolon company in energy drinks market.

In general, marketing research includes a combination of all peace information, using specific tools and methods of processing it and analyzing it by specialists.

To manage marketing activity of Obolon company they provide collection and storage of information, analysis result of which is the basis for the rapid development and implementation of decisions, timely response to changes in market conditions, ensuring competitive advantages in fierce competition and efficiency of commercial activities. The main purpose of marketing information is to create a system of indicators that allow to characterize the market and to provide reduction of financial risks, improving marketing efficiency, determining consumer preferences, coordinating marketing strategy, performance of tasks.

We should take into account the following competitive advantages that we can get from marketing research:

- to deepen substantiation of decisions in strategic and tactical marketing activities;
- to reduce probability of disregarding important marketing information;
- to facilitate the process of recognizing market trends and testing alternative marketing strategies;
- to simplify the process of forming integrated databases and comparison of different information sources;
- to improve information movement between structural units;
- to increase the company's level of informatization;
- to get free access to the necessary information;
- to get quickly up-to-date, reliable and complete information.

Thus, marketing plans are dynamic and specialists have to change and update them periodically on basis new information getting from marketing research.

3.3 Recommendations for advertising improving at Obolon

To increase the efficiency of the company in energy drinks market it is necessary to increase sales by attracting new customers through the media. In order for consumers to buy

products, first they must know about such offer. They need an advertising campaign that will perform an informational function.

In our opinion, the advertising campaign should start with TV commercials, and reinforce it with a release of brochures and posters and distribute them among potential clients.

After hearing TV commercials, potential customers will want to try the novelty. After going to the store, seeing a poster or brochure, the customer will choose an energy drink from Obolon among different drsnks.

Thus, the main goals of the advertising campaign for Obolon are:

- to report information about new product;
- to motivate consumers to action.

To develop an advertising appeal, they must first formulate its main creative idea. The most important aspects of the advertising appeal content are the goals and nature of the impact to customers. The text of the advertising appeal should contain a description of the consumer most important aspects.

For attraction the attention of the consumer, the advertising should:

- be relevant;
- be believable and inspire confidence;
- pay attention to the important for the consumer advantages of the product.

Basic issues for advertising campaign are:

- advertising on the Internet,
- advertising on television,
- placing printed brochures and posters,
- site settings.

Consider what types of services we need to advertise energy drink in Ukrainian market for Obolon company (tabl. 3.4).

Table 3.4 – Estimates of costs for the promotion of energy drink for Obolon

Promotion costs	Cost, UAN million
1	2
Advertising on television	5.5
Brochures	0.5
Posters	0.2
Advertising on big-boards	1.0
Internet advertising	0.5
Public relations	0.1
Total costs	7.8

Thus, the cost of advertising in different sources for the company Obolon will be equal 7.8 UAN million.

Obolon will not run the energy drink advertising campaign itself. To this purpose, it will hire an advertising agency. The advertising agency will write slogan, will make the advertisement, commercial, brochures, posters, will lay out advertisements in various sources etc. The cost of agency services will be 2.0 UAN million.

To coordinate the advertising campaign they need to hire an additional marketer. His salary will be UAH 30,000 per month.

Salary taxes per month will be

$$30,000 * 0.22 = 6,600 \text{ UAN}$$

Expenses for salary of the marketer per year will be:

$$(30,000 + 6,600) * 12 = 432,000 \text{ UAN}$$

To work effectively with a new product, they need to train the company's sales staff. Training program will cost UAH 1.0 million.

Summarize our calculations for launching new product (table 3.5).

Thus, the cost of launching an energy drink to market will be equal to 9,232.0 UAN thousand. According to forecasts of Obolon specialists for the first year of sales on the market they will capture 0.5% of the market (sales of energy drinks will amount to UAH 50 million). Future plan of the company is to capture 5% of the market.

Table 3.5 – Estimates of costs for the advertising campaign and launching of energy drink
for Obolon

Promotion costs	Cost, UAN thousand
1	2
Promotion costs	7,800.0
Expenses for salary of the marketer	432.0
Training cost	1,000.0
Total costs	9,232.0

Obviously, advertising requires significant investment. So Obolon company needs to clearly purpose and objectives of it's advertising campaign, to plan an effective using of financial resources for the advertising budget, to formulate appeals and evaluate the results of advertising correctly, and to choose effective means of sales promotion.

Chapter 4

OCCUPATIONAL HEALTH AND SAFETY IN EMERGENCIES

4.1 Labour protection in Obolon company

Labor protection is system of the felony, social and monetary, organizational and technical, sanitary and hygienic and remedy-and-prophylactic moves and funds allotted for preserving lifestyles, health and running potential of the individual inside the path of labor activity.

Employer is obligated to create work conditions at every running area and in every subdivision according with statutory rules and recommendations and is obligated to make certain compliance with statutory requirements on employee4.1s' rights in hard work safety components.

Actions of the company in regard to social policy

The Company is guided by using the Labor Code of Ukraine and different policies regarding the employment dating among the worker and corporation in work with Human Resources.

The Company does not allow discrimination on the advent, gender, age, nationality, faith, get entry to vacant positions, education, advantages, vacations in recruitment.

The Company does no longer permit profanity, phrases and gestures that explicit danger, offensive language among employees.

The Company ensures the timely price of wages, paid go away and unwell.

The Company respects the right of employees to express their critiques, participates in professional and exchange union associations.

The Company affords each worker supplementary health insurance program.

The Company supports personnel who discover themselves in a tough situation.

Actions of the company in regard to ecology and environmental protection

The Company meets the necessities of the legislative, regulatory and other requirements related to ecology and environmental protection.

The Company tries to limit pollutants, gas consumption, power, water in its work.

The Company takes into consideration the effect in their effect on the surroundings when making production decisions.

Actions of the company in regard to occupational safety and health

Safety inside the agency Nexus Logic is a system of measures for the preservation of existence and health of workers inside the place of job, which includes prison, socio-monetary, organizational, technical and different activities.

Legal movements consist of:

- Conclusion of character hard work contracts
- Collective bargaining
- Establishment and functioning of the system and administrative documentation (guidelines, standards, orders, and so forth.)
- Maintain documentation of strict accountability and implementation of records control

Social and economic activities encompass:

- Compulsory coverage against temporary disability, occupational illnesses, injuries
- Reduction of operating time period (in jobs with unsafe running conditions, in addition to certain categories of workers (disabled, minors))

Organizational and technical measures include:

- Education on hard work protection
- A special evaluation of working situations at the administrative center
- Organization of the proper operation of motors, unique device, method of communicate and transmission of statistics
- Rationalization of jobs

- Design and use of manner of collective protection (heating, mechanical and herbal air flow, lights, and so forth.).

The composition of the hard work safety device consists of the subsequent elements:

- Occupational health described as a device of organizational measures and technical manner to save you or reduce the effect at the running of harmful elements

- Occupational health is characterised as a preventive medicine that research the conditions and nature of work, and their effect on health and purposeful situation of the individual and develops clinical bases and sensible measures geared toward stopping the harmful and dangerous consequences of things of manufacturing surroundings and exertions technique at paintings

- Electrical Safety is protection of kingdom personnel from the harmful and perilous outcomes of electric cutting-edge, electric powered arc, electromagnetic fields and static strength

- Fire protection is the nation of protection of the man or woman, society and state belongings from fires correction: Fire protection isn't inside the competence of the Ministry of Labor. This is an area the Ministry of Emergency Situations. The Ministry of Emergency Situations normalizes, controls and tests.

- Health and Safety is the science of consolation and safety of human interaction with the techno sphere

4.2 Satisfaction of Obolon employees need and population in protection in the event of accident with hazardous chemical release (spill)

Workplace safety refers to the trouble of elements that could purpose damage, accidents, and other bad results within the workplace. It represents a culmination of regulations, behaviors, and precautions that paintings to limit dangers, accidents, and other styles of damage in a piece surroundings.

The availability of up-to-date antidotes, as well as different emergency pharmaceutical supplies vital for the treatment of the range of people who might also

probably be injured with the aid of dangerous materials, should be ensured. Hospitals and different treatment facilities, which may be known as up on at some stage in response to an twist of fate related to unsafe substances, need to broaden structures for receiving and coping with huge numbers of sufferers at one time

Toxic chemicals inside the workplace can also impede the protection of personnel; specially whilst they're uncovered to those substances with out appropriate warning. Chemical exposure can bring about a number of results starting from most cancers and organ disasters to death.

There are one-of-a-kind poisonous chemical substances that personnel can be uncovered to as they complete every day obligations inside the place of work. Usually, those chemical compounds are classified in line with the sort of damage that they could purpose to the body as shown beneath:

- Corrosives: These are chemicals which can motive irreversible physical harm consisting of hydrochloric acid.
- Irritants: Exposure to irritant chemical compounds can bring about reversible irritation of the touch skin vicinity. Examples of irritant chemical compounds include strong solvents.
- Teratogens: This magnificence of chemical compounds can purpose birth defects when employees are uncovered to them. A popular teratogen in the workplace is thalidomide.

Employees may be exposed to these chemical compounds thru inhalation, direct or indirect skin contact, ingestion, and injection. Unlike other place of job injuries, the outcomes of chemical exposures are typically sluggish and long-time period and their influences are a ways-attaining.

Workplace Safety Tips to Prevent Exposure to Dangerous Chemicals

- Wear private protective system at the same time as coping with chemicals in the workplace.

- Limit character personnel' publicity to chemical compounds by creating a piece roaster.
- Monitor each day employee safety the use of the Formplus worker protection assessment form:
 - making plans and production of installations
 - operating guidelines and approaches, which includes organization and employee arrangements
 - monitoring and assessment of safety
 - operation shutdown.

CONCLUSION

In modern conditions, marketing becomes the basis of the company and its effective activity. With the help of marketing, company receives necessary information about different aspects. For example, what products and why customers want to buy, level of prices that customers are willing to pay, where demand for products (services) is highest, where sales are the most profitable. Thus, the purpose of marketing is to investigate needs in order to satisfy customers the best and provide conditions for getting the greatest profit of the enterprise from the sale of its products or services (performance of works).

The history of Obolon dates again to 1974, whilst the construction of the Kyiv Brewery began. Obolon manufactures beer, soft drinks, mineral water, cider, low-alcoholic beverages. In addition to liquids, the employer produces commercial items, inclusive of malt, granulated beer pellets, bandage tape (made from recycled PET packaging). Obolon includes the main plant, two separate production divisions, two subsidiaries and four companies with corporate rights.

According to the results of activity in 2019, Obolon Company got a revenue of UAH 5,466.2 million, which is 7.6% more than it got in 2018. The total increase in revenue in 2019 was mainly influenced by revenue from beer sales increasing 11.0% and revenue from the sale of soft drinks increasing 98.4%. Therefore, the activity of Obolon during the analyzed period was successful and did not change significantly.

Obolon provides active marketing. The purpose of marketing in PJSC "Obolon" is to understand the consumer so that the product or service corresponds their real needs. The marketing director is responsible for marketing in Obolon. Marketing director subordinates three subdivisions. Marketing departments help company to form marketing mix.

Obolon ranks third place in the Ukrainian beer market with the share 23%. To survive and compete successfully in the market Obolon PJSC mostly uses such competitive strategies: cost leadership strategy and differentiation strategy.

Obolon's sales costs are significant and increase every year. The reason for it is that every year types number of selling products increase, employees' salaries increase, the cost of product promotion increases etc.

The key to good customer relationship and support is building true relationships with clients. The main basis of new relationships with customers in Obolon should be a change in approaches to forming relationship: from a seller-buyer relationship to friend-friend relationship. The main role in this process is given to the company's marketing departments.

The process of implementing a new customer relationship policy can be divided into two stages: Stage 1 - Preparation for implementation; Stage 2 - Policy implementation. Every stage is very important, but the effectiveness of the policy is largely determined by how thoughtfully the company introduces the policy and what benefit employees will receive after reorganizing their activity according to new policy. All employees of the company will be involved in its development and implementation. After implementation, the company will receive a higher level of customer loyalty and cooperation with them.

The beer market in Ukraine is already saturated. The same applies to the soft drinks market. That is why Obolon managers want to enter the energy drink market. To enter the market successfully, they must first conduct marketing research. Marketing research should be conducted at the following directions: market research of consumers, competitors, goods and prices, systems of distribution and movement of goods, marketing communications. If Obolon Company successfully enters the market, it will regularly research the energy drinks market. Marketing research provides an opportunity to get relevant, accurate and timely information, to improve the quality of decisions and to form adequate strategies.

To increase the efficiency of the company in energy drinks market it is necessary to increase sales by attracting new customers through the media. They need an advertising campaign that will perform an informational function. Basic issues for advertising campaign are: advertising on the Internet, advertising on television, placing printed brochures and posters, site settings.

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