

WAYS TO OBTAIN INFORMATION FOR ADAPTATION OF PRODUCTS IN VEGETABLE-GROCERY SUBCOMPLEX TO FOREIGN MARKETS

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ABSTRACT

This article discusses the basic problems of finding ways to get information on the process of adaptation vegetables grocery subcomplex to foreign markets. Possible ways of getting marketing information, defined by their positive and negative aspects for optimal use.

KEY WORDS: problems, vegetable-grocery sub complex, foreign markets

PROBLEM INVESTIGATION

Most enterprises in vegetables grocery subcomplex of Ukraine virtually matched the time do not work in foreign markets, but have quite a lot of potential. One of the major reasons that prevented to get output of enterprises and in overseas markets and is an absence of marketing information requirements of external markets under very high risk of entering to foreign markets. Also critical is the problem of the high cost of getting information and valuable for Ukraine vegetables grocery subcomplex companies the expenditure level associated with expanding production to overseas markets.

At the same time, for intensive development of enterprises and improving the efficiency of their work they need to increase output and make its activities in foreign markets. Organization of entering foreign markets is a major problem for businesses as well as marketing services are not effective and are not able to provide the necessary information of enterprises that will not give you reduced risk during the enterprises entering to foreign markets. In connection with this, searching the ways of information support for the adaptation process of productivity in vegetables grocery subcomplex on international markets is extremely urgent problem and need urgent solution.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Finding ways to get marketing information to adapt products to new foreign markets is one of the basic aspects of the adaptation process.

The researching problem in deceiving ways to obtain marketing information to adapt products to new foreign markets at different times engaged the leading domestic and foreign scientists - specialists in marketing. Such as, Krylov and Sokolova considered the adaptation process as opposed to the standardization process, and believed that the adaptation of products to foreign markets is forced and necessary [1].

In turn, Kolyuzhnova and Jacobson in their researching proposed to solve this problem by affecting the demand or the creation or increase it by moving goods to overseas markets [2].

So scientists as Pertsovskiy, Spiridonov and Barsukova consider adaptation process in four main aspects: change language, name, color, change promotional links, media plans, and adaptation to local languages, to promote [3].

The leading American marketer and D. Ruth and Franklin R. believe that the adaptation process can take place as live - Adapting to a new product in the market, and in the opposite direction - the adaptation of the target audience to a new product through advertising. And services, they do resist to the last direction for simplification the process of introduction products on foreign markets [4].

Economist Hravford believes that the primary goal of obtaining marketing information is unsuccessful possibility of determining yield to the overseas market and timely response. [5]. Leading scientist Philip R. Katiara insists that the most important factor for the company at the introduction of the product to the overseas market is the speed of information and diffusion rate - the penetration of new information to the market [6].

Analyzing the latest publications and research on information support of adaptation process of products in vegetables grocery subcomplex, we can conclude that the majority of authors whose work was studied and analyzed in their studies do not take into account is the process of information provision process of adapting products to foreign markets, they did not examine issues sources, and the ways of receiving information on which will be built-to-market strategy and planned next steps. There are virtually no studies on the topic are focused precisely on vegetables grocery subcomplex that is an important point, because it has its own specific characteristics and requires a separate approach.

Given the above, we note that the study of the adaptation process of information products in vegetables grocery subcomplex to foreign markets is acutely important and absolutely necessary.

THE OBJECTIVES OF ARTICLE

The present study is the first analysis of the existing status and prospects of the entering enterprises of Ukraine vegetables grocery subcomplex to international markets. Namely, the object of study is search and analysis ways to use information about the process of adapting products to the specific requirements of foreign markets. The main goal is to identify potential ways to obtain marketing information based on which the process of adapting products to foreign markets, and ways to obtain optimal balance of marketing information.

THE MAIN MATERIAL

Considerable position in international marketing is adaptation of products to the markets of other countries. No difference, which industry belong the product, in a such interest in the success of its sales in the foreign market determines how well it was adapted to the market of this country.

For vegetables grocery businesses in Ukraine this complex issue is particularly acute. Criticality question form two factors:

- at first: quite difficult to adapt vegetables products given its characteristics (seasonality, climate dependency short cue shelf life, a great number of varieties, etc..)

- Secondly difficult financial position vegetables grocery enterprises under complex absence or low level of functioning marketing services to businesses, which prevents to make necessary research and prepare properly to the adaptation process in complex products vegetables grocery to foreign markets.

Investigated problems can consider the example of the U.S. market carrots. Despite the small variety of varieties of carrots produced, there is a fairly large intra varietal adaptability to the relevant product market consumption. That is one sort of carrot produces the following forms:

- Grown to full size according to variety;
- With interruption at the appropriate stage of growth (in the market is the need for small size carrots for ease of preparation);
- With interruption at the appropriate stage of growth and to implement cut into 3 parts (Baby Carrot) - which is in demand for weighty market segment;
- Produced with skin;
- Produced skinless.

That is an example of one variety of vegetable crops in seeing 5 species adaptation and products relevant to market. Choosing the certain type of product for the production and sale

of market needs dictated by each importing country. It should be noted that this example is informative enough, since the U.S. is one of the world's largest manufacturers, importers carrots. Accordingly, in the target «GF Grimmway Farms »very efficient and highly intensive work with marketing service, the results of which are based further development and vector directing production of certain products.

In general, the most interesting question in our view is to identify sources of information, including marketing service companies receive highly specialized information for foreign markets to adapt products vegetables grocery under complex to them. As told the top manager «GF Grimmway Farms », they based on the consumer opinion and preferences and receive information through a direct survey of large traders or directly to end users. But it should be noted that this method of obtaining information for the further adaptation of products to foreign markets is possible to use only the large powerful enterprises in vegetables grocery subcomplex with offices or subsidiaries in other countries. Or possible for this level of development companies when they are financially able to order international research in local marketing companies on the domestic markets, as well as plans proceed enterprise.

Topical issues stay the seeking information to adapt products in vegetables grocery subcomplex to foreign markets for UK businesses. Since the production of vegetables in Ukraine are developed and produce a satisfactory consumed chi quality output, dos one's favorable climatic conditions which have no other country. The main problem with this is the low level of development and the most critical condition vegetables grocery subcomplex enterprises, that own unable to enter international markets. And access to the market through traders are unprofitable. Therefore the bulk of profits from international activities falls on balance trader.

Based on the above material consider it necessary to offer the following ways to find sources of information for adaptation products of vegetables grocery subcomplex to foreign markets (tabl.1).

TABLE 1. Potential ways to receive marketing information to tailor products vegetables grocery subcomplex to foreign markets

Number	Way	Pros	Cons
1	Cooperation with vegetables grocery subcomplex companies in other countries that are already working on the international market for equal sharing marketing information is available on the domestic market importer	1. Low level of spending on information. 2. New contacts for future cooperation.	1. High chance unfair and presenting information. 2. Ability competition. 3. The need for disclosure of internal business information.
2	Order of marketing research and market demand in domestic market marketing companies investigated	1. No neediness for disclosure of internal business information. 2. Hight accuracy of marketing information.	1. Low level of adaptation marketing information to the system of Ukraine. 2. A high level of expenditure on orders marketing research.
3	Poll traders working in the international market products under vegetables grocery complex	1. Low level costs for obtaining this information. 2. Information is already adapted to enterprises vegetables grocery subcomplex of Ukraine.	1. High probability of failure in presenting information. 2. Distortion information in favor of the trader.

4	Search for information on their own	1. High reliability of market information.	1. Really high costs on business trips to the country market under study. 2. High probability of error in the fullness of information, as well as the study may not be comprehensive.
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From Table 1 above material clearly see that all the possible ways to obtain information with both the positive and negative sides. Therefore, we believe that the use of one of the proposed methods for other formations to enter the foreign market is not enough. For a complete picture of the foreign market and minimize risk in the yield on the market offer a combined use of all proposed ways to find sources of marketing information to tailor products vegetables grocery under the complex to the overseas market. But we need to take into account the financial capacity of enterprises and building on it optimally combine percentages ways to obtain information in the general marketing research project of potential foreign markets for each company.

CONCLUSIONS

Analyzing the material stated in this research, we can say that the search for sources of marketing information to tailor for products in vegetables grocery subcomplex to foreign markets by this moment is rather uncertain and difficult issue for implemented on vegetables grocery enterprises of Ukraine. Invite on proposed above ways of finding information in mono using are not ideal, requiring integrated use of all proposed path for maximum efficiency receive marketing information. The main problem is to obtain accurate information, since it depends on the continued operation of the enterprise and the success of his work. Based on this believe that at the moment the best solution of the investigated problem is a combination of all the ways to find sources of marketing information based on the financial capacity of the enterprise. This will maximize be informed for further adaptation of products in vegetables grocery subcomplex and release it to the international market, which in turn will provide Intense development of enterprise and will increase its profitability.

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