

INTERNATIONAL MARKETING PRICING, COMMUNICATIONS, COMPANY LOGISTICS WITHIN THE FRAMEWORK OF SUSTAINABLE DEVELOPMENT

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Abstract. *The theoretical and methodological principles and practical recommendations regarding the organization of marketing communications in the company's distribution channels are highlighted and improved. The theoretical and methodological principles of marketing communications in the company's distribution channels are highlighted. The main directions of international marketing in relation to Euromix sales have been determined: global manufacturers (global partners with long-term contracts); withdrawn brands (brands that have been withdrawn from the Euromix portfolio, but the products have not yet been sold out); FOOD (a new direction of Euromix); NON FOOD (mainly chemicals from small brands); import (sales of chemicals outside of Ukraine).*

The peculiarities of the marketing activity of Euromix LLC on the B2B market have been analyzed. The analysis of the marketing strategic activity of the enterprise was carried out. The prospects and possibilities of the enterprise's marketing activities on the market are outlined. Among employees and potential customers, we conducted a survey on satisfaction with the prices of products in the Euromix office according to five criteria – “Too cheap”, “Cheap”, “Satisfactory”, “Expensive” and “Too expensive”. It was found that the vast majority of respondents (73%) agree with the existing marketing pricing policy, and even 5% consider the price to be low. An IFAS analysis of Euromix LLC was conducted in April 2022. A management problem was identified: the firm's equity is unable to cover obligations to partners and the firm's own expenses without the help of external investments, which limits the development of the company's distribution channels. Marketing problem: improving interaction with partners in distribution channels. After conducting an SEO analysis, it was found that the Euromix site has a fairly large audience reach than the options offered by modern site updating companies, so there was no need to replace the site. After analyzing the activities of Euromix and surveying partners, recommendations were made to improve the marketing activities of Euromix LLC in the project period.

Keywords: *pricing, marketing, communications, company, logistics, distribution channels, sustainable development.*

Introduction. Research for the distributor company Euromix, a Ukrainian-American limited liability company with foreign investments, is relevant because there is always a high level of trade in the FMCG market and there is a consistently high demand for FMCG products. In Ukraine and the EU, the market for FMCG products is characterized by a high level of competition and significant requirements for the quality of services provided by distributors.

The work of domestic and foreign scientists and practitioners is devoted to the complex and important issue of organizing international marketing communications and ensuring the effective functioning of the distribution channels of the company's goods, such as P. Kotler, E. Krykavskyy, Dawid Szostek, Jan Wiktor, O. Zozulov and others. We are investigating the FMCG market, namely the chemical and food segment in Ukraine and the EU.

The purpose of the research is to improve the theoretical and methodological principles and practical recommendations for the organization of international marketing communications in the company's distribution channels.

In accordance with the specified goal, the following tasks are set in the work:

- highlight the theoretical and methodological principles of international marketing communications in the company's distribution channels;
- to analyze the peculiarities of the marketing activity of "Euromix" LLC in the B2B market;
- to conduct an analysis of the international marketing strategic activity of the enterprise;
- to outline the prospects and possibilities of the company's marketing activity on the market, to formulate recommendations for improving marketing communications in the company's distribution channels.

The object of the research is the process of marketing activity of the enterprise in the B2B market.

The information base of the research is the works of leading Ukrainian, Polish and foreign marketers, economists, legislative acts, resolutions of the Cabinet of Ministers of Ukraine, data from the Internet.

Results. Let's consider several elements of international marketing communications and determine the peculiarities of the marketing communication policy of an enterprise operating in the industrial market. Specialists in the field of marketing usually include such components as: advertising; sales promotion; popularization; participation in exhibitions; formation of public opinion; business correspondence; direct mail advertising and the Internet; representative events.

CRM systems in marketing are a modern tool that allows you to control the processes of interaction with manufacturers. Implementation of a CRM system at an enterprise is a process that requires investments [16].

We will determine the content and features of the functioning of the company's international distribution channels within the framework of the concept of sustainable development. Distribution channels are structures that unite the internal divisions of the producer organization with the consumer, with the participation of external wholesalers and retailers, through which products and services are sold [4; 5].

International distribution channels perform three functions:

- organization of purchase and sale;
- physical distribution and storage;
- sales service support – financing, insurance, information, service, etc. [1; 2].

Most of the economically strong enterprises of developed countries try to establish strong long-term relations with trade, the basis of which is mutual trust between the manufacturer and the seller. This cooperation guarantees stable reliability and high quality of trade service.

The concept of sustainable development was born in the international environment thanks to mankind's unstoppable desire for economic and technical development in the past. As a result, the world faced global environmental and social problems, these circumstances forced part of humanity to start a new approach, which was called the concept of sustainable development [5; 9]. In our opinion, such an advanced concept should be widely used in international marketing management.

The concept of sustainable development is firmly established in the modern world, it involves the effective use of existing resources to obtain maximum benefits and preserve a healthy environment for future generations [5; 6; 9].

Ecological international marketing is the development and creation of methods of promotion and implementation of ecologically safe products or services. One of the goals of environmental marketing is to balance the interests of the economy and environmental protection [15].

The modern concept of "green logistics" develops under the influence of the global concept of sustainable development in all three dimensions, i.e.: at the process level – it is characterized by reverse flow management and functional orientation, at the strategic level – it is marked by the emphasis on resource conservation and compliance with environmental requirements, at the conceptual level – it develops under pressure, mainly from society and politics [8; 9; 14].

The company "Evromix" LLC is a distributor company, the main office of which is located at the following address: Ukraine, Dnipro, Mykhailo Hrushevsky Street, 59A. A convenient site with a comfortable interface has been developed for customers, where all contact data, company history, coverage map and working capacities are indicated, it is possible to leave a request and ask questions directly.

For many years in a row, Euromix has been the best representative among distributors in the FMCG sector and officially imports goods to Ukraine for a number of its international partners. This is a higher degree of trust and a higher level of company development [2; 3].

The unique base of retail customers allows Euromix to cover more than 80% of active retail outlets in the territory. The number of covered outlets increases every day, because the company's customers receive the highest level of service – more than 97%, delivery within 24 hours, better prices and favorable promotions [2].

In order to ensure the best result, Euromix created separate teams responsible for project development: traditional trade, key customers, logistics, import. Each team has a separate structure, management apparatus, budget and P&L. This decision made it possible to significantly increase the efficiency and effectiveness of the business as a whole. All Euromix international sales can be divided into main directions:

- global manufacturers (global partners with long-term contracts);
- removed brands (brands that have been removed from the Euromix portfolio, but the products have not yet been sold out);
- FOOD (a new Euromix direction);
- NON FOOD (mostly chemicals from small brands);
- import (sales of chemicals outside of Ukraine).

Let's analyze the international sales volumes of Euromix for 2020/2021, table 1.

Table 1

Euromix sales volume by direction marketing activity for 2020, 2021 years, UAH

Direction marketing activity	2020	2021	Deviation, %
1. Launched brands	914926395	414395237	-54,7
2. Import	50512101	47772744	-5,4
3. FOOD	111194646	198591429	+78,6
4. NON FOOD	130781053	139821524	+6,9
5. World producers	4205943958	4403519896	+4,7
Total:	5413358152	5190339830	-4,12

Source: generated by the authors based on [11; 12; 13]

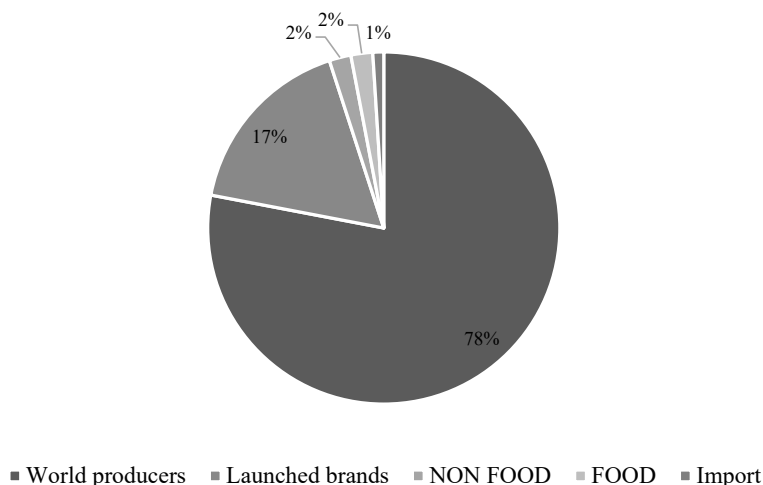
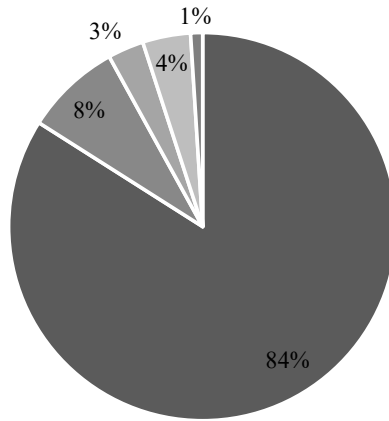


Figure 1. Euromix sales volume by direction for 2020.

Source: generated by the authors based on [11; 12]

Looking at the sales volume, we see that the main part of the profit is brought by global manufacturers, also compared to 2021, we see that the sales volume decreased by 4% compared to 2020, because the number of sold products of discontinued brands decreased by 2 times, which is normative, because the products of discontinued brands are no longer purchased. Also, the profit of the Food division increased very much in accordance with the previous year, by 79% (81.396 UAH million).



■ World producers ■ Launched brands ■ NON FOOD ■ FOOD ■ Import

Figure 2. Euromix sales volume by direction for 2021

Source: generated by the authors based on [13]

Table 2

Cost of goods and services sold at the Euromix office in April 2022

Service	Cost, UAH
EUROMIX	
1. Cookies Monami	35
2. Star cookies	42
3. Oatmeal cookies	24
4. Cupcake with cherry	65
5. Raspberry cupcake	55
6. Cupcake with chocolate	50
7. Chocolate Grace	55
8. Marmalade Fini	45
9. Coca Cola marmalade	10
10. Chewing candies Fini	28
BRAND ACCESSORIES	
11. Mug with logo Euromix	145
12. A note in a cell of 36 sheets Euromix	62
13. Handle with logo Euromix	16

Source: generated by the authors based on [13]

Among employees and potential customers, we conducted a survey on satisfaction with the prices of products in the Euromix office according to five criteria – “Too cheap”, “Cheap”, “Satisfactory”, “Expensive” and “Too expensive”. The results are presented in Figure 3.

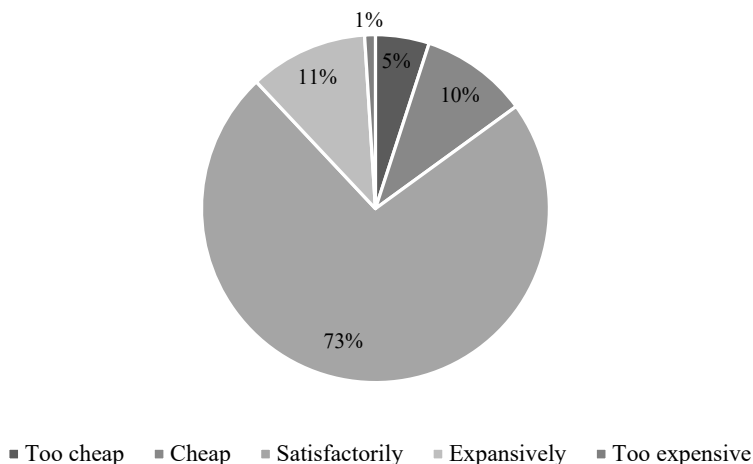


Figure 3. Evaluation of the marketing price policy by Euromix employees.

Source: generated by the authors

So, it can be seen from Figure 3 that the vast majority of respondents (73%) agree with the existing marketing pricing policy, and even 5% consider the price to be low.

Paying attention to the business strategy of development in the Euromix company, development is divided into several components:

- Equalization of the portfolio of existing brands throughout the service territory. For example, the Colgate brand is currently present in the Dnipro and Kirovohrad regions. The development strategy of this brand in Euromix is its distribution in all regions of Ukraine, where our company's divisions are present. Geographical expansion of the territory.
- Development of Euromix as a logistics operator. Today, there is a perspective in the development of Euromix as a logistics operator for product suppliers. The company strives to provide warehousing and transport services to service partners throughout the territory of Ukraine.
- Development and sale of own IT solutions for distribution business.
- Continuous improvement of the level of professionalism and motivation of employees, the level of commitment to the company. A better team means a better result.
- Customer orientation. The company is the best business partner, with which it is easy, comfortable, the company is flexible and works for the future. This year, the main customers, in addition to business partners, are employees. The company's activities in this matter are focused on meeting the needs of employees and then customers.
- Maximum automation of all business processes of the company.
- Digitization. Use of new technologies in work, readiness for changes and rapid restructuring of business under the conditions of the current environment.

IFAS analysis. Formulation of the problem. Internal Factor Analysis Summary, or IFAS analysis for short, is one of the ways to help visualize internal factors in the form of generally accepted categories of strengths and weaknesses and helps to analyze how well the company's management responds to specific factors, taking into account the importance of each factor.

Table 3

IFAS analysis of Euromix LLC in April 2022

Factors	Estimation	Weight	Weighted assessment
Strengths			
1. A large fleet of vehicles	5	0.04	0.20
2. The work of the marketing department	4	0.06	0.24
3. The range of services provided	5	0.05	0.25
4. Availability of licenses and certificates of international standards	3	0.15	0.45
5. Modern warehouse complexes	4	0.20	0.80
Weak sides			
1. Certain services are no longer in demand	-3	0.10	-0.3
2. Low popularity of the company in the market	-2	0.05	-0.1
3. Online promotion through only two social networks	-3	0.05	-0.15
4. Constant need for innovative investments	-2	0.25	-0.5
5. High wear and tear of equipment	-4	0.05	-0.20
TOTAL	-	1	1.14

Source: generated by the authors

So, after making and considering Table 3, we can note what follows from the IFAS analysis:

- strengths exceed weaknesses, which indicates a high level of internal state of the enterprise;
- main advantages: modern warehouse complexes;
- main weaknesses: constant need for innovative investments and certain services are no longer in demand. We recommend updating the portfolio of services and increasing equity capital.

Managerial problem: the firm's own capital is not able to cover the obligations to partners and the firm's own expenses without the help of external investments, which limits the development of the company's distribution channels.

Marketing problem: improving interaction with partners in distribution channels.

The enterprise "Euromix" has been working as a distributor of goods for many years in a row. Among the main distribution channels of the enterprise, the following types can be distinguished:

1. Sorting – receiving goods with similar consumer characteristics, they are grouped based on various features (for example, price, size, functionality).
2. Accumulation: To ensure perfect supply to consumers, the distributor keeps an estimated stock of the product on the balance.

3. Shredding: This refers to the reduction of the minimum purchase lot; for example, the sale of weight goods arrived in 50-kg packaging in batches of 500 or 250 grams.

We will analyze the organization of the company's international marketing communications. Maintaining the content of social networks and the firm's website in working condition is also very necessary, because thanks to the site, the external face of the firm is supported and the availability of communication for possible partners. People's attitude towards the company has a great value and primarily depends of information about the company in Internet Euromix social networks.

The company hired an SMM manager, who constantly develops and deals with: maintaining the relevance of the website and the official Facebook/Instagram page in an up-to-date form, also develops a strategy for promotion on the Internet and builds a loyal customer relationship, since customer loyalty is one of the company's missions.

The Euromix site developed by Wezom has a sufficiently large functionality and good SEO (Search Engine Optimization) indicators – this is a set of measures to improve the site for its ranking in search engines [1; 2; 16].

After conducting an SEO analysis, it was found that the Euromix site has a fairly large audience reach than the options offered by modern site updating companies, so there was no need to replace the site.

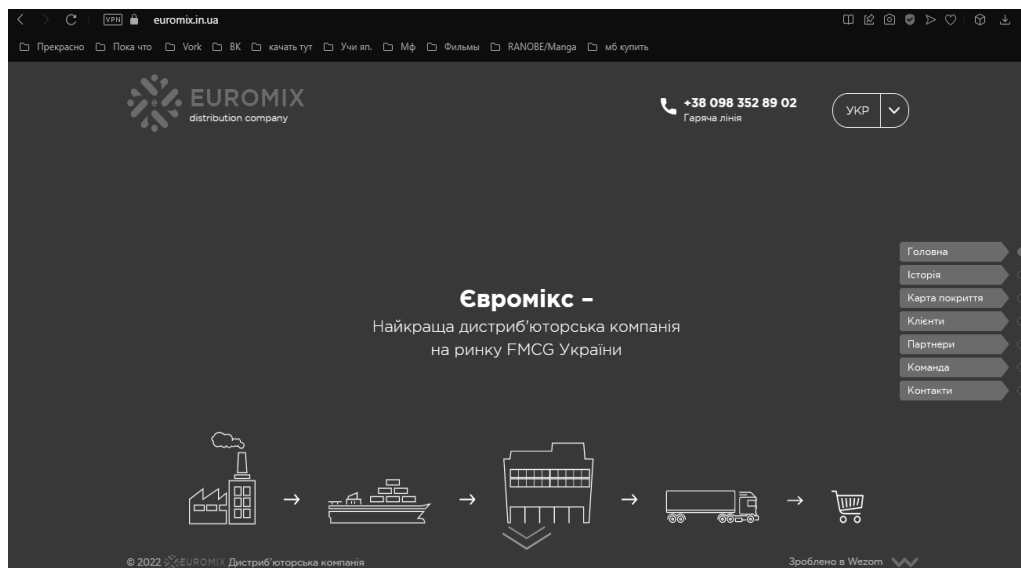


Figure 4. The official website of the Euromix company [1; 2]

After analyzing the activities of Euromix and surveying partners, we provide recommendations in Table 4.

Table 4

Recommendations for improving the international marketing activities of Euromix LLC in the project period

Recommendations	Implementation time	Costs, UAH
1. We recommend, thanks to turnover capital, to increase the equity capital of the enterprise to reduce the need for loans and investments and to bring the enterprise to autonomy and competitive advantages in the market.	From September 1, 2022	15% of the profit is aimed at increasing own turnover capital
2. We recommend observing “dead” dogs (BCG matrix) for two months, and if the trend of increasing sales volume is not detected, if it is possible to get rid of such partners.	November 3, 2022	0
3. We recommend getting rid of services that are not in demand and developing new, more modern ones to successfully update the service portfolio.	From December 1, 2022	2000
4. According to the results of the partner survey, the email distribution channel is of the greatest importance for customers and manufacturers. We recommend implementing email newsletters to partners to improve interaction.	3, September 1, 2022	1500
5. According to the survey of partners, we recommend that Euromix together with partners attend industrial and sponsoring events and exhibitions.	From December 2022	10000
6. According to the results of a survey with partners who are dissatisfied with the pricing policy, revise the price level. We recommend reviewing the relationship and terms of contracts to reduce the level of dissatisfaction with prices.	From September 1, 2022	0

Source: generated by the authors

Additional international marketing development plans recommended by us are as follows:

- increasing the portfolio due to the development of the confectionery, tea-coffee and animal feed sectors, and the expansion of our own import sectors. Reduction of operating costs due to the introduction of automatic control systems;
- increasing the efficiency of economic, marketing indicators in terms of: structure, goods, marketing mix, finance, e-logistics;
- development of new systems and approaches in working with personnel in the general system of international digitalization of business;
- equalization of the portfolio of existing brands to the entire service territory.

Conclusions and prospects for further research. The research highlighted and improved the theoretical and methodological principles and practical recommendations for the organization of marketing communications in the distribution channels of the Euromix company. The peculiarities of the marketing activity of Euromix LLC on the B2B market were analyzed. An analysis of the company’s strategic marketing activity was conducted and marketing research was organized. The prospects and possibilities of the company’s marketing activities on the market are outlined, and recommendations are made for improving marketing communications in the company’s distribution channels.

The main directions of international marketing in relation to Euromix sales have been

determined: global manufacturers (global partners with long-term contracts); withdrawn brands (brands that have been withdrawn from the Euromix portfolio, but the products have not yet been sold out); FOOD (a new direction of Euromix); NON FOOD (mainly chemicals from small brands); import (sales of chemicals outside of Ukraine). Prospects for further developments in the given direction can be seen in the research of digital, high-tech aspects of the interaction of e-logistics with the components of the marketing mix (7P). There is a need to explore digital marketing to achieve sustainable development goals. The use of artificial intelligence tools in environmental marketing programs is promising.

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МІЖНАРОДНЕ МАРКЕТИНГОВЕ ЦІНОУТВОРЕННЯ, КОМУНІКАЦІЇ, ЛОГІСТИКА КОМПАНІЇ У КОНТЕКСТІ СТАЛОГО РОЗВИТКУ

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Анотація. Висвітлено та розвинуто теоретико-методичні засади, а також сформульовано практичні рекомендації щодо організації маркетингових комунікацій у каналах дистрибуції компанії. Проаналізовано особливості стратегічної маркетингової діяльності ТОВ «Свромікс» на ринку B2B.

Окреслено перспективи та можливості маркетингової діяльності підприємства на ринку. Серед визначених перспектив - використання засобів штучного інтелекту в програмах екологічного маркетингу.

Ключові слова: ціноутворення, маркетинг, комунікації, компанія, логістика, канали дистрибуції, сталий розвиток.

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