

# Influence of Structural Processes in the Economy of Ukraine on Marketing and Logistical Processes of Domestic Enterprises

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## Abstract

The article covers the study of structural processes in the economy of Ukraine, transformations in the agribusiness in accordance with current trends in the development of the market of agricultural products, which have a significant impact on marketing and logistical processes of domestic enterprises and shape the need of agricultural enterprises to expand trade relations with foreign countries. The article explores the structural processes in the economy of Ukraine over the period 2017-2019, transformations in the agricultural business in accordance with current trends in the development of the market of agricultural products. The domestic market of agricultural products by commodity groups "10 Cereal and puls crops", "15 Fats and oils" are explored on the basis of analysis of the indicators of structural statistics of agricultural production, sales and consumption of agricultural products, characteristics of export-import operations of domestic agribusiness enterprises. It is determined that structural transformations in agribusiness have a significant impact on the marketing and logistical processes of domestic enterprises and shape the need of agricultural enterprises to expand trade relations with foreign countries. It is substantiated that in 2020 domestic agricultural enterprises would have to work to expand exports to different countries around the world. However, owing to recent turmoils of international markets by the crisis caused by the coronavirus pandemic, large stocks of agricultural products of the commodity groups "10 Cereal and puls crops" and "15 Fats and oils" have emerged at the warehouses of domestic enterprises, so we believe that such situation requires the improvement of marketing and logistical management of their business activities.

*Keywords: agricultural complex, agricultural products, share of agricultural products in world exports, annual increase in the country imports, indicators of structural statistics, marketing processes, logistical processes*

## 1. Introduction

The problem of effective business management remains extremely important for enterprises for today. Due to unfair lack of the Ukrainian economy each separate

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enterprise should systematically take the trends of the world economy, structural changes in the economy of Ukraine to enhance the business activities of enterprises on the domestic and external markets.

Problem solution provides detailed analysis of macroeconomic indicators of Ukraine, the indicators of structural statistics of enterprises, the volumes of output and distribution of agricultural production; assessment of their consistency and adequacy for the formulation of enterprise development strategy on new and existing markets.

The studies focused on examining structural changes in agribusiness, and which will become the precondition for Ukrainian agricultural enterprises for searching new ways to gain access to foreign markets, are rather relevant today.

The aim of the article is to cover the study of structural processes in the economy of Ukraine, transformations in agribusiness in accordance with current trends of agricultural products development, which have a significant impact on marketing and logistical processes of domestic enterprises and shape the need of agricultural enterprises to expand trade relations with foreign countries.

The analysis of structural processes in the economy of Ukraine, transformations in agribusiness was conducted on material from official statistics of Ukraine, the Ministry of Economic Development and Trade of Ukraine, the Ministry of Agrarian Policy and Food of Ukraine, other official statistical outputs.

The main methodological basis is a systematic approach to the analysis of structural changes in agribusiness. When studying the economic indicators of the domestic market of agricultural products, the analysis, economics and mathematical methods were suggested.

## **2. Literature Review**

Theoretical studies of this issue are sufficiently diverse. The question of the study of structural changes in the Ukrainian economy and the factors of subsequent structural changes are covered in the scientific works of Ukrainian scientists A.P. Pavliuk, D.S. Pokryshka, Y. V. Belinska, T.P. Shynkarenko [1-2].

The question of studying structural transformations in agribusiness and their influence on marketing and logistical processes of enterprises of agricultural sector is covered in scientific works of Ukrainian scientists M.D. Myronov, N.I. Obushna, V.H. Andriichuk, O.M. Varchenko, I.M. Volkov, O.M. Vyshnevskaya, V.Y. Dankevych, Y.V. Krykavskiy, O.M. Kovinko, H.O. Pruntsev and others [3-14]. In the course of these researches, experts study the structural changes that have occurred in the economy of Ukraine and their impact on the development of business activities of agricultural sector enterprises.

However, the question of studying of the causes and factors of structural changes in the economy of our country, and their impact on marketing and logistical processes of domestic enterprises, the formation of the need of agricultural enterprises to expand trade relations with foreign countries require this study.

## **3. Results of the Study**

Structural processes in economy of the country, and also that natural and climatic conditions, economic and geographical location of Ukraine do not prevent the creation of

communication routes and objects of economy, conducting the agriculture should be taken into account, conducting research of structural transformations in agribusiness. General characteristics of Ukraine in 2017-2019 will be presented in table 1.

**Table 1. General characteristics of Ukraine in 2017-2019 [15]**

Indicator	Characteristics of the indicator				
	2017	2018	2019	Deviation 2018 up to 2017	Deviation 2019 up to 2018
1	2	3	4	5	6
Population (thousands of inhabitants)	42584,5	42386,4	42153,2	-0,47	-0,55
Nominal GDP at effective prices, mln. UAH	2982920	3558706	3974564	19,30	11,69
Real GDP, mln, UAH	2445587	3083409	3675728	26,08	19,21
The GDP per capita on PPP at current prices, mln, UAH	70224,3	84192,0	94589,8	19,89	12,35
The volume index of GDP (at constant prices in 2016,% to the previous year) (The ratio of volume of current real GDP to nominal GDP of the previous year)	102,5	103,4	103,2	0,88	-0,19
Inflation (average annual,% changes to the previous year)	113,7	109,8	104,1	-3,43	-5,19
Indices of agricultural production,% to the previous year	97,8	107,8	102,3	10,22	-5,10
Indices-deflator of gross domestic product by the production approach, agriculture, forestry and fishery, at constant prices in 2016	113,5	126,0	123,7	11,01	-1,83

*Source: developed by the author [15] (data slice as at January 26, 2021)*

The growth of nominal GDP in comparison with 2017 amounted to almost 3558706 mln, UAH, or 119.3% in 2018, and at the same time the volume of real GDP in 2018 increased by 592319 mln, UAH. [15].

Gross domestic product GDP takes into account the market value of all goods and services produced in the country.

The trend of nominal GDP growth continued into 2019 [15]. Thus, the volume of nominal GDP hit the mark of 3974564 mln, UAH, which is a record over the past five years, but the volume of real GDP in comparison with 2018 increased by 19.21% and amounted to 3675728 mln, UAH, which is also the largest value over the past five years [15].

GDP growth also in 2019 represents an increase the production in the country, or rise in price for goods and services. The deviation between the indicators of nominal and real GDP demonstrates the inflationary processes in the country in connection with the rise in price for goods and services with a simultaneous reduction in production, consumption (provision) of these goods (services), which could not but affect the declining purchasing power and its welfare.

The nominal and real GDP growth occurs as a result of inflation in connection with the rise of price for goods and services with a simultaneous reduction in production,

consumption (provision) of these goods (services). As a result, the consumer purchasing power and standard of living are reduced.

The index of actual volume decreased, and reached the value below 100% between 2018 and 2019. The passive dynamics of the decrease in the ratio of current real GDP to the volume of nominal GDP of the previous year demonstrates a reduction in current real income, as a result we have a slight, but economic downturn of Ukraine in the general sense.

An accurate picture of the scale of inflation can be obtained upon the basis of an indicator called the GDP deflator. It represents how much prices have risen in general in the economy and in particular in the area under study.

The growth of the deflator index of gross domestic product in agriculture by 11.01% in 2018 indicates an increase in agricultural production in Ukraine and rise of price for agricultural products, but the results of 2019 demonstrate a decrease in the index by 2.3%, and therefore falling output of agricultural production, which reflects the reality that is confronted by the Ukrainian people. Prices of certain commodity groups of agricultural products have increased three, two and more times [3].

According to the IMF rating in terms of GDP per capita (current purchasing power), Ukraine ranked 105th during 2017-2019 [15].

The general negative in current consumption and expectations regarding the future is expressed official aggregate statistics. The volume of GDP per capita on PPP at current prices increased by 19.89% in 2018, and by 12.35% in 2019, due to the rise in the minimum social wage in recent years.

The average nominal wages and pensions increase was 8-18% in 2018-2019. However, it is obvious that given the plunge in the value of the hryvnia and the soaring prices, the purchasing power of these revenues has dropped significantly. The lower consumption and the increase in poverty are only gaining traction. With the devaluation of the hryvnia about 15.6% of Ukrainians have officially found themselves below the poverty line set by the UN for Central and Eastern Europe, which is \$ 5 per day on purchasing power parity. Although in reality their share is critically higher.

The efficiency of the agricultural sector is influenced by the state of land use. Thus, the area of land owned or used by agricultural enterprises decreased by 23,903.9 thousand hectares (39.6%) in 2018. The area of land actually used by citizens, on the contrary, increased by 14,881.6 thousand hectares (24.7%); the area of land owned or used by institutions, establishments, organizations is 2309.8 thousand hectares. The area of land owned by forestry enterprises increased by 1,666.0 thousand hectares (2.8%); the area of spare lands increased by 7421.8 thousand hectares (12.3%) and amounted to 10775.7 thousand hectares.

In our opinion, measures to attract foreign investment, hardening of the hryvnia and unshadowing the economy may positively affect the current situation in Ukraine. And especially today, we need the greatest possible support for export activities by promoting the entry of small and medium-sized enterprises into foreign markets.

Having found out what influences the level of GDP from the outside, we will consider how the indicator is formed from the inside and what its dynamics are for 2017-2019 (Table 2).

**Table 2. Dynamics of Ukraine's GDP at current prices by industries, 2017-2019 (mln, UAH)**

1	2017p. (mln. UAH)	2018p. (mln. UAH)	2019p. (mln. UAH)	Deviation 2019 up to 2017		Deviation 2019 up to 2018	
	2	3	4	+/-	%	+/-	%
Agriculture, forestry and fishery	303 949	361 173	358072	54 123	17,81	-3 101	-0,86
Mining and quarrying	177 170	214 260	222369	45 199	25,51	8 109	3,78
Processing industry	359 867	411 467	430666	70 799	19,67	19 199	4,67
Supply of electricity, gas, steam and air conditioning	85 970	111 856	123076	37 106	43,16	11 220	10,03
Water supply, waste-water disposal, waste management	9 880	11 394	13946	4 066	41,15	2 552	22,40
Construction	64 431	81 259	106751	42 320	65,68	25 492	31,37
Wholesale and retail trade; repair of vehicles and motor-cycles	409 994	471 844	524083	114 089	27,83	52 239	11,07
Transportation and storage, postal and courier activities	191 209	227 256	268968	77 759	40,67	41 712	18,35
Temporary accommodation and catering	18 727	25 112	34630	15 903	84,92	9 518	37,90
Information and telecommunications	110 296	138 828	179246	68 950	62,51	40 418	29,11
Real estate operations	171 674	206 085	247008	75 334	43,88	40 923	19,86
Professional, scientific and technical activities	86 537	113 354	139932	53 395	61,70	26 578	23,45
Administrative and support services activities	35 471	48 571	61144	25 673	72,38	12 573	25,89
Public administration and defence; compulsory social insurance	163 798	212 789	265477	101 679	62,08	52 688	24,76
Education	133 213	158 620	176464	43 251	32,47	17 844	11,25
Health and the provision of social protection	76 140	77 130	93337	17 197	22,59	16 207	21,01
Arts, sport, entertainment and leisure	17 376	20 375	23853	6 477	37,28	3 478	17,07
Provision of other services	22 490	29 010	37129	14 639	65,09	8 119	27,99
<b>Total at basic prices</b>	<b>2 438 192</b>	<b>2 920 383</b>	<b>3306151</b>	<b>867 959</b>	<b>35,60</b>	<b>385 768</b>	<b>13,21</b>
Taxes on products	473 084	550 472	565 943	92 859	19,63	15 471	2,81
<b>Gross domestic product</b>	<b>2 983 882</b>	<b>3 560 596</b>	<b>3 974 564</b>	990 682	33,20	413 968	11,63

*Source: developed by the author [15] (data slice as at January 26, 2021)*

The reference tables show that in 2019 the value of taxes reached 565,943 mln, UAH which is 14.24% of total GDP, while in 2018 this value was 15.46%.

The maximum value in GDP in 2017 - 2019 was shown by wholesale and retail trade, processing industry, agriculture. Graphically, the structure of Ukraine's GDP in 2019 at current prices by industries is shown in Figure 1.

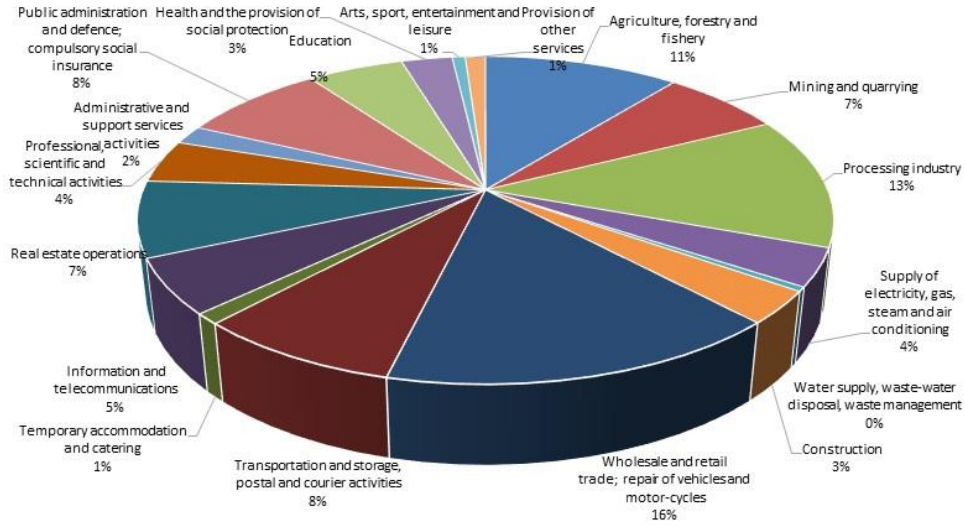


Figure 1. The structure of Ukraine's GDP in current prices by industry, 2019. (UAH million)  
 Source: developed by the author [15] (data slice as at January 26, 2021)

The dynamics of Ukraine's GDP formation indicate that in the past decade the share of construction, transport and communications in the sectoral and industrial structure of the national economy has significantly decreased, while retail trade, processing industry and agriculture, forestry and fishery have been in the lead in recent years.

In general, these trends correspond to the global economic structural shifts, are particularly characteristic of countries with economic system in transition.

We can conclude that the agricultural sector for the past 5 years is one of the important sectors of the national economy of Ukraine and the material basis of its welfare. Most of the land fund and the main productive capacity of agricultural production are concentrated at the disposal of agribusiness, which includes farms, private agricultural enterprises. Let's consider the structural transformations in the agribusiness [15] (Table 3).

Table 3. Indicators of structural statistics of enterprises in Ukraine, in particular agricultural production 2017-2019 (units)

	Total, units	Including					
		large business entities		medium-sized business entities		small business entities	
		units	in% to the total number of enterprises	units	in% to the total number of enterprises	units	in% to the total number of enterprises
1	2	3	4	5	6	7	8
Total enterprises in Ukraine (by type of economic activity)							
2017	1805144	399	0,02	15254	0,85	1789491	99,13
2018	1839672	446	0,02	16476	0,90	1822750	99,08
2019	1941701	518	0,03	18129	0,93	1923054	99,04

Total agricultural production enterprises in Ukraine, (units), (agriculture, forestry and fishery)							
		units	in% to the total number of agribusiness enterprises	units	in% to the total number of agribusiness enterprises	units	in% to the total number of agribusiness enterprises
1	2	3	4	5	6	7	8
2017	76593	18	0,00	2391	3,10	74184	96,90
2018	76328	23	0,00	2307	3,00	73998	97,00
2019	75450	34	0,10	2285	3,00	73131	96,90

Source: developed by the author [15] (data slice as at January 26, 2021)

In Ukraine, economic activity in 2017 - 1805144 enterprises, and in 2018 the number of economic entities increased by 2% to 1839672 enterprises, in 2019 in comparison with 2018 increased by 5.5%.

During 2017-2019, in the structure of enterprises engaged in economic activity in Ukraine, the largest market share was occupied by small business entities. In 2019 in comparison with 2017 and 2018 the number of small businesses entities increased, but the share in the overall structure decreased to 99.04%.

In the agricultural production sector, economic activity in 2017 was carried out by 76593 enterprises, in 2018 - 76328 enterprises, and in 2019 the number of agricultural production enterprises decreased by 1.1% and amounted to - 75450 enterprises, the largest share during 2017-2019 was occupied by small enterprises, the value of which ranged from 96.9% to 97.0%.

Let's analyze how the index of agricultural production volume changed in 2010 - 2019 (table 4)

**Table 4. Index of agricultural production volume in 2010 – 2019 (% in comparison with the corresponding period of the previous year)\***

Period	2014	2015	2016	2017	2018	2019
Index of agricultural production volume	102,2	95,2	106,3	97,8	108,1	111,1

Source: developed by the author [15] (data slice as at January 26, 2021)

In 2015 and 2017, the index of agricultural production volume was below 100% in accordance with previous periods. In 2016, the index collapsed at an average approximately 2.2%, and in 2019 the agribusiness showed a decrease in the index of agricultural production volume to 97.8% from the previous period.

The dynamics of the index of agricultural production volume shows that this industry, in contrast to production sector, had a positive dynamics of development in 2018-2019.

In 2018, agribusiness has demonstrated an increase of 10.3% in comparison with 2017, in 2019 an increase of 3% in comparison with 2018.

Let's consider the volume of production (goods, services) of economic entities [15] (Table 5).

**Table 5. The volume of production (goods, services) of economic entities, in particular agricultural production in 2017-2019 (thousand, UAH)**

1	2	Including					
		large business entities		medium-sized business entities		small business entities	
		thousand, UAH	in% to the total number of enterprises	thousand, UAH	in% to the total number of enterprises	thousand, UAH	in% to the total number of enterprises
1	2	3	4	5	6	7	8
Total products output in Ukraine by economic entities (by type of economic activity)							
2017	5328975426	2039421299	38,3	1970221736	37,0	1319332391	24,7
2018	6207687573	2354328506	37,9	2247973657	36,2	1605385410	25,9
2019	6981863749	2503075167	35,9	2507601509	35,9	1971187073	28,2
In total products are made by the enterprises of agricultural production in Ukraine, (thousand, UAH)							
1	2	3	4	5	6	7	8
	In total, thousand, UAH	units	The specific weight in the total production of agricultural products	units	The specific weight in the total production of agricultural products	units	The specific weight in the total production of agricultural products
2017	524120701	46423658	8,8	269225070	51,4	208471973	39,8
2018	616094021	63282845	10,3	312761803	50,8	240049373	38,9
2019	636661451	80991850	12,7	312694137	49,1	242975464	38,2

Source: developed by the author [15] (data slice as at January 27, 2021)

During 2017-2019, economic entities engaged in economic activities in Ukraine produced products amounting to UAH 18.5 billion, where the production volumes of large and small businesses accounted for 37%. In 2019 in comparison with 2017 and 2018 production volumes of large and small businesses increased, but the share in the overall structure decreased to 35.9%.

In the agricultural sector during 2017-2019, economic entities produced agricultural products amounting to UAH 1.7 billion, which is 10% of the total number of products produced in Ukraine during 2017-2019.

The largest volumes of production were observed in medium-sized enterprises, where the average specific weight in the total volume of production of agricultural products for the last three years was 50.4%, the specific weight in the total volume of production of agricultural products of small business entities was 39%, large business entities had moderate success in 2017-2019, their average specific weight in the total volume of production of agricultural products was 10.6%.

These results of business activity of agriculture enterprises in Ukraine demonstrate that today even small enterprises are capable to having its guaranteed market, and should therefore produce qualitative production. Undoubtedly, the focus should be on the product quality, reasonable pricing policy, since even with low purchasing power people



should get a quality product, because providing the population with foodstuffs, which in turn is one of the main tasks of production, depends on the degree of saturation of the market with agricultural products, its quality and affordability.

In our opinion, to assess the structural changes in the agribusiness, it is advisable to assess the supply capacity of agribusiness enterprises, which will help to establish the dynamics of production and sales of agricultural products, the level of self-sufficiency of the Ukrainian people of agricultural products, factors influencing the increase in output and sales and the entry of domestic agricultural enterprises into international markets and the expansion of trade relations with foreign countries.

Let's analyze the volume of sold products (goods, services) by economic entities by type of economic activity. During 2017 - 2019, the total volume of sold products of economic entities (by type of economic activity) remained stable. At that time, the volume of sold agricultural products in 2019 increased in comparison with 2018 and 2017 by UAH 52,830.8 million and UAH 53,885.4 million respectively (Table 6).

**Table 6. The volume of sold products (goods, services) by economic entities by type of economic activity in 2017 - 2019 (UAH, million)**

Period	Total, UAH, million	Including			
		Enterprises		Individual entrepreneurs	
		UAH, million	as a percentage of the total number	UAH, million	as a percentage of the total number
The volume of sold products (goods, services) by economic entities by type of economic activity					
2017	8467032,0	7862695,2	100,0	604336,7	100,0
2018	10148847,2	9388092,1	100,0	760755,0	100,0
2019	10725443,0	9841060,7	100,0	884382,2	100,0
The volume of sold agricultural products (agriculture, forestry and fishery)					
2017	467636,1	454380,1	5,8	13256,0	2,2
2018	540509,3	525096,9	5,6	15412,4	2,0
2019	572748,3	556325,9	5,6	16422,4	1,9

*Source: developed by the author [15] (data slice as at January 27, 2021)*

The share of agricultural products in the total volume of sold products (goods, services) of economic entities by type of economic activity in 2017 amounted to 5.8%, in 2018 - 5.6%, in 2019 - 5.6%. The growth of the volume of sold agricultural products demonstrates the successful development of agriculture and confirms the constant demand for agricultural products on the domestic and world markets.

According to statistics on the consumption of agricultural products, in 2019 in Ukraine in comparison with 2017 and in 2018 the number of individual commodity groups of agricultural products decreased. During 2017-2019, prices for the main types of agricultural products increased, the solvency of the population decreased, which was the main reason for the reducing consumption of the products.

Calculations show that self-sufficiency in own production of agricultural products is generally achieved during the analysed period (Table 7).

**Table 7. Assessment of the level of self-sufficiency in the main types of agricultural products, 2017-2019, % [15]**

Type of products	The volume of production, thousand tons			The volume of consumption, thousand tons			Level of self-sufficiency (the ratio of the volume of output to the volume of consumption)		
	2017	2018	2019	2017	2018	2019	2017	2018	2019
1	2	3	4	5	6	7	8	9	10
Cereal and puls crops	61917	70057	75143	5655	5610	5470	1094,9	1248,8	1373,7
Sugar	2043	1754	1490	1290	1260	1212	158,4	139,2	122,9
Oil	6277	6243	6894	496	501	504	1265,5	1246,1	1367,9
Potato	22208	22504	20269	6091	5893	5705	364,6	381,9	355,3
Field vegetables	9721	9940	10244	6783	6927	6924	143,3	143,5	147,9
Fruits and berries	2458	3039	2485	2242	2445	2469	109,6	124,3	100,6
Meat	2318	2355	2492	2195	2232	2252	105,6	105,5	110,7
Milk	10281	10064	9663	8496	8355	8428	121,0	120,5	114,7
Bird eggs	896	932	963	670	671	683	133,7	138,9	141,0

Source: developed by the author [15] (data slice as at January 27, 2021)

On the basis of the preceding analysis of the structure of production and consumption of agricultural products we can conclude that Ukraine is self-sufficient in all agricultural products. Cereals, oil, potato, field vegetables, milk, eggs were produced in sufficient quantity to ensure consumption rate. 2017-2019 were successful for Ukrainian agricultural enterprises in comparison with the recent 2012-2014, when sugar, fruits and berries, meat and meat products have been in deficit [11, p.40].

We can note that the profit of the main types of agricultural products in 2019: cereals - 1373.7%, oil - 1367.9%, potato - 355.3% gives rise to decide on the entry of successful Ukrainian agricultural enterprises into new foreign marketing outlets. (Fig. 2, Fig. 3).

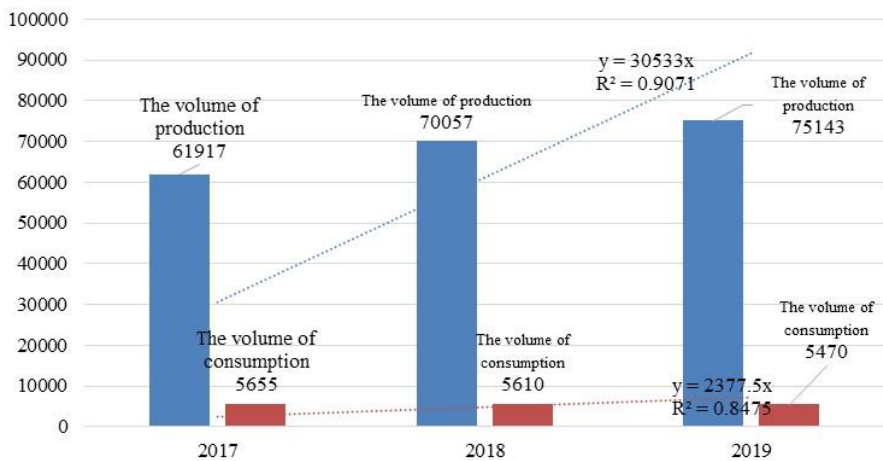


Figure 2. Dynamics of the volumes of output and consumption of the commodity group "10 Cereal and puls crops", 2017-2019, thousand tons

Source: developed by the author [15] (data slice as at January 27, 2021)

According to the table 7 we plotted graphs using Microsoft Excel (Fig. 2, Fig. 3) and the trend using the straight-line method, where the trend line is constructed with the intersection and the magnitude of the approximation.

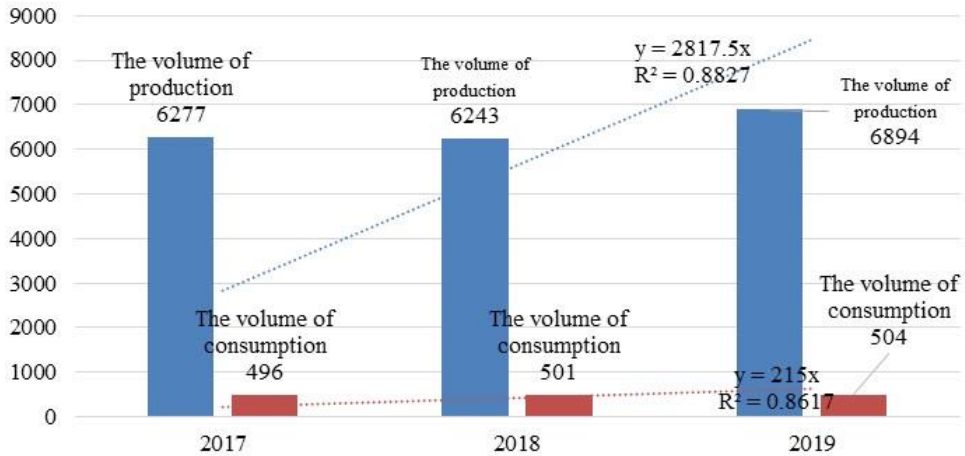


Figure 3. Dynamics of the volumes of output and consumption of the commodity group "15 Fats and oils", 2017-2019, thousand tons

Source: developed by the author [15] (data slice as at January 27, 2021)

In analysing the volume of production and consumption of agricultural products of the commodity groups "10 Cereals and pulses crops" and "15 Fats and Oils" during 2017 - 2018, we can conclude that the agribusiness achieved better results in 2019. The image of the trend lines of production and consumption of agricultural products of commodity groups "10 Cereals and pulses crops" and "15 Fats and Oils" by enterprises in Ukraine was inclined upwards, that is for 2020-2021 the situation, which was observed in 2019, is forecast. All this confirms the author's opinion on the need to intensify the business activities of domestic agricultural enterprises, especially during the period of exit out of crisis caused by the coronavirus pandemic of 2020-2021 (Covid 19).

Thus, domestic agribusiness enterprises need to constantly search for new markets. In 2019, production volumes exceeded consumption volumes, which is explained by the increase in agricultural production volumes and the availability of agricultural products that were in the balance since 2018.

In 2019, the dependence of Ukraine's economy on foreign markets has significantly increased. Exports of agricultural products of commodity groups "10 Cereals and pulses crops", "15 Fats and Oils" in the commodity structure of foreign trade of Ukraine amounted to 19.2% and 9.5%, respectively (Table 7, Fig. 4).

**Table 7. Volumes of exports, imports of domestic agricultural products of commodity groups "10 Cereals and puls crops" and "15 Fats and oils", in 2019 (% , million dollars)**

Period	Exports, million dollars			Imports, million dollars			The coverage ratio of imports by exports of agricultural products		
	2017	2018	2019	2017	2018	2019	2017	2018	2019
Cereals and puls crops	6501,1	7240,6	9633,3	176,8	191,1	180,8	36,8	37,9	53,3
Oil	4605,7	4496,5	4732,2	266,6	267,4	253,3	17,3	16,8	18,7

Source: developed by the author [15] (data slice as at January 27, 2021)

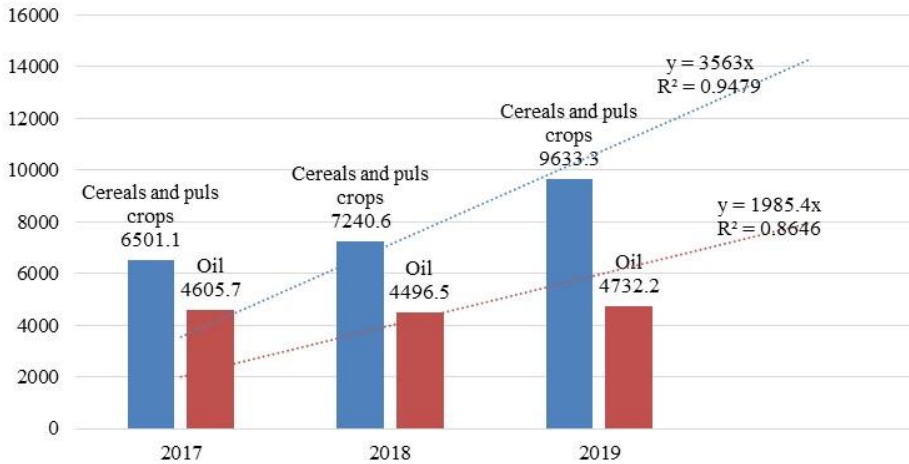


Figure 4. Dynamics of exports of domestic agricultural products of commodity groups "10 Cereals and puls crops" and "15 Fats and Oils", 2017-2019, million dollars

Source: developed by the author [15] (data slice as at January 27, 2021)

From the graphic it is gathered that in 2017 - 2019 Ukraine's exports increased, according to the forecast for the first period ahead we will see an increase in exports. This is evidenced by the image of trend lines constructed by the straight-line method with the intersection and the magnitude of the approximation. Currently, an exception was 2020, when all world markets have temporarily lost the opportunity to engage in foreign economic activity due to the closure of borders and the introduction of restrictive quarantine measures.

In analysing the ratio of import coverage by exports of agricultural products of commodity groups "10 Cereals and puls crops" and "15 Fats and Oils" for 2017-2019, we see that the value of the ratio is growing rapidly and is greater than 1, that's why we can conclude that the trade balance on these commodity groups have a positive balance sheet.

Analysis of the dynamics of the import coverage ratio by exports of agricultural products of commodity groups "10 Cereals and puls crops" and "15 Fats and Oils" shows that in the period 2017-2019, exports of agricultural products cover its imports. The analyzed indicator tends to increase from 2017-2019, which indicates that the value of export and import arrangements are balanced and Ukraine acts mainly as an exporter of product groups "10 Cereals and puls crops " and "15 Fats and oil " in the international markets of agricultural products.

In analysing the volume of exports and imports of agricultural products by Ukrainian enterprises, we can conclude that in 2020, domestic agricultural enterprises should have worked on increase of export to different countries. However, as a result of the recent turmoil in international markets by the crisis caused by the coronavirus pandemic, large stocks of agricultural products of the commodity groups "10 Cereals and pulses crops" and "15 Fats and Oils" have arisen in the warehouses of domestic enterprises. This situation requires improvement of marketing and logistics management of their business activities. Changes in the structural processes of 2017-2020 in the world economy require agricultural enterprises of Ukraine to apply new approaches related to the organization of agricultural production and marketing and logistical management of the enterprise, to implement various international strategies which will enable them to achieve the maximum cost reduction, increase in productivity of existing means of production and improvement in the quality of customer service.

In our opinion, the essential elements of competitive advantages in the global market in 2021 - 2022 will be efficient marketing and logistics processes of domestic enterprises, namely the method of supply chain management, in which competitive for the customer become the delivery time, punctuality, unloading assistance and proper condition of the goods delivered on time; possession of patents, leading technical standards; ability to integrate and coordinate the activities of enterprises in the supply chain, together, create an added value, the development of programs of interaction of agricultural producers with enterprises of retail and wholesale trade in foreign markets.

#### **4. Conclusion**

The study of structural processes in the economy of Ukraine, transformations in agribusiness based on the analysis of indicators of structural statistics of agricultural enterprises, the volumes of production and consumption, dynamics of production and sales, exports and imports of agricultural products allows us to draw the following conclusions about the impact of structural transformations in economy of Ukraine on marketing and logistical processes of agricultural enterprises and the search for the new ways for Ukrainian domestic enterprises to enter foreign markets.

The results of the study testify to the successful development of the market of agricultural products of Ukraine in 2017 - 2019, which confirms the presence of constant demand for it in the domestic and world markets.

Structural transformations in agribusiness create the preconditions for intensification of business activity of agricultural enterprises, in particular marketing and logistical processes of domestic enterprises. After all, the entry of domestic agricultural enterprises into international markets and the expansion of trade relations with foreign countries will upload unused production capacity of the agricultural sector, ensure long-term successful sales activity, strengthen market positions of Ukrainian agricultural enterprises, diversify product structure and reduce market dependence on unreliable factors.

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