

ANALYSIS OF MICRO AND MACRO MARKETING ENVIRONMENT IN THE JUICE MARKET

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Natural juice has a therapeutic effect. Our body receives a lot of vitamins, trace elements, minerals with various juices. Today, there is a strong competition in the juice market. For effective work of the enterprise, it is necessary to constantly explore the macro and micro environment of the market.

The purpose of the article is to analyze the macro environment and microenvironment of the juice market, identify the main threats and opportunities for effective functioning in the market. The object of the research is the famous Kiev factory of soft drinks «Rosinka».

Problems in the juice market have been investigated by many well-known scientists.

Chukurna A.P. analyzes: «With the aim of increasing consumption and expanding markets, juice producers are constantly updating their product range, creating new products. In the Ukrainian market there is a very wide assortment of choices of juices and nectars for every taste, which is significantly different from the assortment abroad» [2].

Khtey states: «However, one of the most pressing problems of the industry is the shortage of domestic raw materials for production needs and the creation and promotion of trademarks to the final consumer. For domestic producers of juices and juice drinks, there is a significant potential, the use of which is limited by such factors as the low level of purchasing power of Ukrainian consumers and the growing level of competition in this segment of the commodity market» [1].

Having conducted a general analysis of the possibilities of the macro environment opportunities in the juice market, we can draw the following conclusions. The enterprise should take into account the orientation of juice production with a high level of vitamins and microelements. It is necessary to check the mandatory compliance with the rules of production and quality of raw materials and compliance with the conduct of economic activities in accordance with the Constitution of Ukraine.

There are the following main threats at the macroeconomic level in the market of juice:

- a decrease in juice consumption
- the availability of goods with an export limit
- a rigid advertising framework
- a decrease in purchasing power
- a rise of price for juices
- a high mortality rate
- a drop in the living standards of population.

In the juice market, an enterprise should quickly adapt to all these threats and minimize their negative impact.

In this sphere the special attention should be paid to the development of new tastes and the improvement of old ones, the use of inheritance strategies by the leader, the implementation of sales promotion measures and the development of new communication policies.

It would be necessary to notice in conclusion that according to our investigation the greatest threats for the enterprise are the following:

- an increasing of competition in the market
- increased consumption of mineral water
- the production lay-off
- reducing of frequency of purchases.

«Rosinka» executives need to pay attention to improving the stable position in the market and the constant rapid response to changes in the micro and macro environment. Based on the consistent consideration of these factors, to make decisions on adjusting the goals and strategies of

the enterprise (corporate, product, resource, functional, managerial), which, in turn, determine the key points of the organization of activities.

References

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APPLICATION OF KOMPAS-3D FOR THE DEVELOPMENT OF A BELT CONVEYOR DRIVE

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We are currently involved in computer technology. Computer technology is playing a leading role today. With the development and growing role of computers and computer technologies, there is an increasing need for writing programs for different purposes. In our time, we can not imagine working without a computer, therefore we used KOMPAS-3D for the development of a belt conveyor drive.

KOMPAS-3D is the simplest three-dimensional modeling system for home use and educational purposes, a lightweight version of the professional KOMPAS-3D system. It allows us to create only three-dimensional models of parts and drawings. The program is not a commercial version of software products of the KOMPAS family and is not intended for the use in production activities related to income earning. For engineering design, there are many programs: 3D Max, Solidworks, AutoCAD, Sapphire-3D, Master CAM and others.

Let us consider advantages and disadvantages of the KOMPAS-3D system:

Advantages.

- The system is very easy to learn, even for designers who do not have experience with 3D editors.
- It represents a "digital Kuhlman drafting unit".
- The system has a large number of libraries of elements standardized according to GOST (All-Union State Standard).
- This system is a product of domestic developers, and therefore there are no problems with its localization.
- Although the system is paid, it has a very reasonable cost.
- It is easy to process virtually any drawings according to the standards established by the Unified system of engineering drawings.
- The software is widely distributed, in addition, there is a free educational version.
- There are built-in tools for tracing pipelines, electrical cables, harnesses.
- There is a built-in module for creating electrical circuits.
- The system has extensive capabilities for parameterizing objects.
- There is a perfectly thought-out 2D module for drawing.
- There are wide opportunities for the design of the details bent from sheet metal.
- The calculation of elastic parts is supported.
- The built-in training system is available.
- The interface is uncomplicated and easy to use.

Disadvantages:

- Difficult retraining to other, especially "heavy" similar systems.