



UDC 339.1:659.18

INTERNET MARKETING COMMUNICATIONS MANAGEMENT, VALUE SYSTEM, LOGISTIC SERVICES OF CHOCOLATE FACTORY

Kasian S.Ya.

*Candidate of economic sciences, Assistant of Professor
ORCID: 0000-0002-7103-4457*

Shebanov O.B.

*PhD student
Dnipro University of Technology, Ukraine,
Dnipro, av. Dmytra Yavornytskogo, 19 49010*

Summary. *An important and even integral aspect of product positioning is: communication with a new generation of potential users of the product – the target audience, and this, in turn, is achieved through digital marketing. The events that Millennium develops and promotes create positive emotions and a fabulous mood among visitors. Research the procedure of marketing communication and logistic ensuring interaction of the Ukraine and Poland enterprise in the virtual sphere. Effective international interaction in the international confectionery markets, which are characterized by fierce competition, is difficult to achieve without systematic and comprehensive methods and models of demand generation and sales promotion. Promotional components rightly reflect the achievement of sustainable communication interaction between target audiences and the Millennium brand. This contributes to high consumer loyalty to this brand. In modern conditions, it is advisable to develop strategies for promoting products on the market.*

Key words: *Internet marketing communications, value system, cost of services, chocolate factory, event, logistic services, procedure.*

Introduction.

Today, in the context of the crisis, martial law, and the proliferation of digital technologies, it is advisable to research a set of methodological aspects of managing the marketing activities of an enterprise. Such management is especially relevant for enterprises that position the flow of goods and services in the confectionery markets of Ukraine, the EU and the world. The rapid development and spread of information and computer technologies attract the attention of specialists in the field of marketing to the coverage of theoretical and methodological aspects of the strategic promotion of products to the markets.

Most enterprises have an acute problem of strategic promotion of goods. At the same time, in accordance with the concept of STP-marketing, digital tools of promotion strategy and tactics are comprehensively developed, namely: the strategy of digital communication interaction; advertising changes, sales promotion [Kasian, 2017].



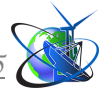
The components of strategic marketing promotion of products to the market are the subject of scientific works of such domestic marketing scholars as: O. V. Zozulov, S. V. Kovalchuk, N. V. Kudenko, Y. Y. Mayovetsc, Y.V. Krykavskyy, N.V. Chornopyska, Dziuba Radosław, S. O. Solntscev, N. I. Chukhraj, Jan W. Wiktor.

Their works highlight the understanding of the marketing sphere, strategic marketing, general concepts of the structure of distribution and improvement of marketing systems. Specialists in the field of marketing communications in Ukraine, EU and the world, emphasizing the expediency of integrating communication tools, comprehensively define the essence and features of product promotion; means of marketing promotion of goods; methods of evaluating product promotion and measures to improve strategic product promotion. That is, it is important to highlight the theoretical and methodological aspects of strategic product promotion in the confectionery market.

The object of research is the process of strategic marketing activity of an enterprise in the markets. The subject of the research is theoretical and methodological aspects of product positioning in the market of the company “Millennium”.

Main text.

There are now a large number of marketing communication tools, in particular, these tools are being successfully modified in the digital dimension. Updated means and procedures for sales promotion, public relations technologies have gained considerable popularity recently. Marketing analysts successfully use the tools of Internet marketing communications, merchandising, creative components of hidden advertising, local information systems in public places, mobile marketing, etc. The choice of means of communication policy depends on many factors, among which are of primary importance: the specifics of the product itself, the stage of the product's life cycle, the marketing budget, etc. [7, p. 78]. Indeed, when interacting with contact audiences, it is advisable to use gamification methods, games and competitions not only for giveaways, but also to redirect customer traffic to the website. It is advisable to use creative inexpensive printed materials. Yes, in guerilla marketing, stickers,



postcards, and printouts, which are enriched with their creative content, are appropriate.

From our experience in the marketing field, after learning about the achievements of great marketers, its basic principles and statements, we have analysed the positioning that relates directly to the field of activity and the Millennium company [9]. Today, an important and even integral aspect of product positioning is: communication with a new generation of potential users of the product - the target audience, and this, in turn, is achieved through digital marketing [3; 5; Zuzikov, 2015].

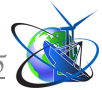
Y.V. Krykavskyy, N.V. Chornopyska researched the value chain and analysed the formation of the value system and value network of enterprises. The researchers rightly believe that today it is important to develop and offer the best value proposition and supply chain, standing out from the competition. Successful organisations develop certain strategic solutions and new supply chain models to differentiate themselves from competitors and optimise the total cost of the entire supply chain [Krykavskyy, 2009, p. 181-182].

In this regard, it is believed that the determination of the main costs and the cost of services of the company is distinguished by the following features:

1. transport costs for fuel;
2. depreciation of company vehicles;
3. salaries to the company's employees;
4. taxes [3; Krykavskyy, 2009].

The main indicator of the profitability of a logistics and chocolate company is the margin indicator and the overall indicator of business payback ROI "Return on Investment". Y.V. Krykavskyy, N.V. Chornopyska emphasised that the systems developed by M. Porter describe the creation of a competitive advantage of an enterprise [Krykavskyy, 2009, p. 181-182].

Millennium Chocolate Factory, which was founded in 1999, pays great attention to adherence to the principles and goals of sustainable development alongside the formation of a value system. We emphasise the existence of effective branding



approaches when promoting chocolate products. In particular, the company's branded store in Dnipro effectively promotes its products, with delicacies that reflect a successful range from small craft sweets to massive chocolate bars weighing more than 1 kg [8; 9].

The events that Millennium develops and promotes create positive emotions and a fabulous mood among visitors. The well-chosen slogan of Millennium is apt, namely: the factory where chocolate has become art! The magical moment of creating a chocolate fairy tale during promotion is the process of mixing chocolate with nuts, which is very fascinating for many people [8; 9]. The analysed chocolate company organises promotional components, including the New Year's fairy tale campaign. At the same time, together with Nova Poshta and some partners [10], it visits many cities in Ukraine, where, despite aggressive military actions by the enemy Russia, the festive mood is still maintained, especially among children.

Meaning a world trend from hyper consumption to the general consumption in article XXI century, scientists-marketing specialists, economists, in particular, Rachel Botsman, Roo Rogers allocates four main driving forces of Sharing Economy (The General Consumption Economy). Such forces are P2P social networks which function at respect for the principle of equality in interaction; local manifestations of the global economic crisis; expansion of trusting relationship; ecological decisions. As indicators of economic development mostly are today indicators of reputation of citizens and legal entities, stakeholders and rating on the Internet sharing platforms. The contribution the sharing companies which cooperate with target audiences on virtual platforms, in environment protection is powerful. Deserves attention of functioning of the international sharing OLX platform (online exchange) that coordinates of on-line services in over forty countries of the world [11].

Logistics companies are interested in providing fast, high-quality transportation, taking into account competitive market prices and the company's profitability, and attracting new partners. At the same time, experts emphasise, when building M. Porter's value chain, that important business processes in the value chain model include the following indicators:



- strategic management, such as developing a corporate system and monitoring performance.
- resource management, such as management of information resources, material resources, financial resources and human resources [Krykavskyy, 2009, p. 181; Shandrivska, 2018].

Researchers note that in order to obtain a strategic effect from process management, the following management principles should be used: from function to process; from profit streams to profitability; from product to customer; from transaction to relationships; from stocks to information flows [Krykavskyy, 2009, Shandrivska, 2018, p. 183]. In our opinion, the application of such principles in the management of an online chocolate shop allows achieving marketing efficiency of positioning in target markets.

O. E. Shandrivska, L. Y. Yakomishin is investigated world trends in the global market of logistic services and establish it influence on the Ukraine marketing system, outlining 3PL-operators incomes, structure of 3PL-operators to the USA market, a number of factors of development of the international logistic environment in the economic democracy countries. The correctness of innovative logistic strategy and tactics introduction is noted [Shandrivska and other, 2018, p. 212-214]. We think that the modern innovative transformations happening on interindustry and cross-disciplinary joints allow to count on a constant global trend to increase in incomes of 4PL, 5PL virtual logistic operators. As a result we offer The procedure of marketing communication and logistic ensuring interaction of the Ukraine and Poland enterprise in the virtual sphere, fig. 1.

These strategy are based on the intellectual software directed to building of specialization and profitability in certain the market of logistic services niches. Positive dynamics of increase in sales volumes in the world 3PL logistic services market is noted. In particular flows of income in global measurement in 2016 made in this market 802.2 billion dollar USA. According to forecasts of experts in 2020 the capacity of this market in the world will be about 962 billion dollar USA [Shandrivska and other, 2018, p. 212-214]. The offered procedure is based on the



sequence of components analyze the main information forces, considerable degree of transparency and competition during coordinating of resource logistic flows, driving forces of Sharing Economy & P2P social networks (fig. 1). Are defined indicators of reputation of citizens and legal entities, stakeholders с учетом world trends.

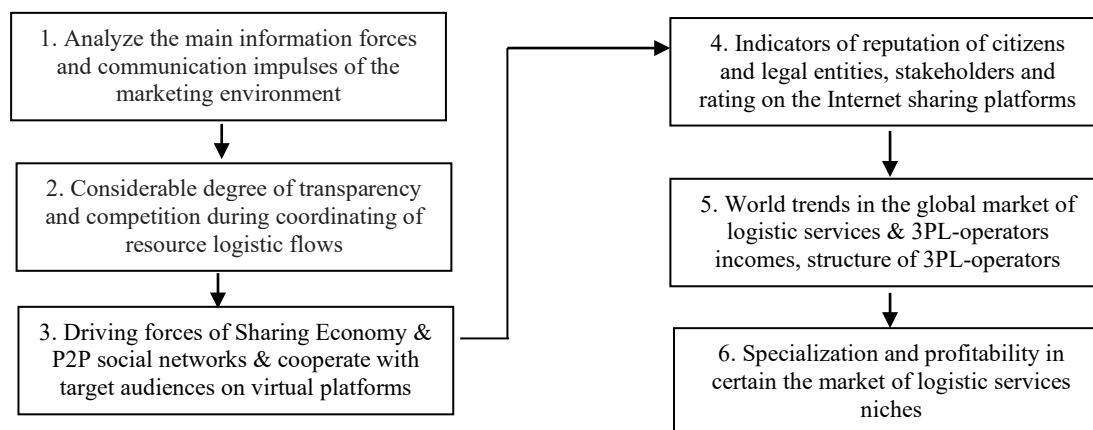


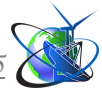
Figure 1 – The procedure of marketing communicate on and logistic ensuring interaction of the Ukraine and Poland enterprise in the virtual sphere.

Source: it is grouped by the authors on a basis [Wiktor, 2017; Shandrivska and other, 2018, p. 212-214]

It is emphasized that confectionery products of the “Millennium” company have been successfully competing with European manufacturers within our country for several years, so they can compete with them abroad as well. Thanks to the production of high-quality and relatively inexpensive goods under a well-known brand, the company has tangible competitive advantages both in Ukraine and in Europe and Asia [9].

Among the most accessible and effective tools of international communication policy, especially in modern international trade, it should be noted the involvement of direct advertising means. However, due to the fact that the company “Millennium” does not yet have a sufficient level of distribution abroad, direct advertising is weakly used in international markets as a tool for promoting and stimulating sales of its products [9].

One of the areas of further business development is the organization of international marketing in the markets of far abroad, primarily in the Middle East and



Southeast Asia. The company has already received interest in its brands and chocolate products [8; 9]. Asia has a completely different competitive environment, with low market competition. Here, it is beneficial for Millennium to focus on incentivising distributors, namely:

- to comprehensively organise motivational campaigns of various companies in the context of the “green” marketing chain, through which products are moved to the end consumer;
- industry-specific websites for product positioning, search for new communications and customers [Vojchak, 2003; 9].

One of the areas for further business development will be expansion into non-CIS markets, primarily the Middle East and Southeast Asia. The company has already received interest in its brands and chocolate products. The company's CEO named the countries where expansion is planned: Australia, Singapore, Hong Kong, South Korea, and Philippines.

The company is confident that the product sold in Ukraine should be exactly the same as the one exported, but it should meet the consumer's needs. After all, Millennium's products already compete with European manufacturers in our country and can also compete with them abroad. In other words, Millennium is already experiencing almost as much competition on its domestic shelves as it does on foreign shelves. If a company produces high-quality and inexpensive goods, it automatically becomes competitive in Ukraine, Europe and Asia [8; 9].

Effective international interaction in the international confectionery markets, which are characterised by fierce competition, is difficult to achieve without systematic and comprehensive methods and models of demand generation and sales promotion. Direct advertising is one of the most affordable and effective tools of international communication policy, especially in trade. However, due to the fact that Millennium does not yet have a sufficient level of distribution abroad, direct advertising is not used in international markets as a tool to promote and stimulate sales of its products [1; 3; 8].



Conclusions.

Thus, in the course of promoting VERY PERY bar chocolate, it is appropriate to focus on the realm of romantic situations, when fairy-tale chocolate really does form moments of lasting tenderness [8; 9]. Such promotional components rightly reflect the achievement of sustainable communication interaction between target audiences and the Millennium brand. This contributes to high consumer loyalty to this brand. In modern conditions, it is advisable to develop strategies for promoting products on the market. The used scientific and methodological support is effective, allowing to improve the strategic promotion of products of the Millennium chocolate factory to domestic and foreign markets, to increase the flow of marketing values directed to target consumer groups.

References:

1. Dziuba Radosław. EU Regional Policy in the New Financial Perspective 2014 – 2020 for Example of Poland. *Advances in Management and Applied Economics*, S. 15–24. vol.6. no. 4, ISSN: 1792-7544; London, United Kingdom, 2016.
2. Kasian S., Shebanov O. Маркетингове просування товарів шоколадної фабрики «Millennium»: інформаційна безпека, міжнародна взаємодія [Marketing promotion of goods of the Millennium chocolate factory: information security, international cooperation]. *Безпека національної економіки та бізнесу: сучасні виклики та загрози [Security of the National Economy and Business: Modern Challenges and Threats]: матеріали міжн. наук.-практ. конф. Програм. комітет: В. П. Мельник, Р. Є. Гладішевський, Р. В. Михайлишин (Україна, Львів, 28-29 вересня 2023 р.). Україна, Львів : Львівський національний університет імені Івана Франка, 2023. С. 75–77 (188 с.). [Digital source]. URL: https://www.researchgate.net/profile/Bhanu-Singh-Panwar/publication/375089727_PROCEEDING*
3. Kasian Sergii. Organization of marketing communications and electric power industry in economy of knowledge. Editors: Niki Drelukiewicz, Anna Memepel-Śnieżyk, Aneta Sokół, Andrzej Sołoma: *Market in the modern economy (Management – Processes)*. Slovak Republic, Bratislava : Kartprint Publishing, 2014. P. 65–72.
4. Kasian S. Y. Complex of Integrated Marketing Communications of Enterprises which Explain Economical Energy and Logistic Interaction. Section 4. Education, Science and Business Integration Towards Improving the Financial and Economic Security / S. Y. Kasian. *Integration of Education, Science and Business:*



Monograph. Volume 5 / under edition of the A. V. Cherep, Doctor of Economics, Professor. Monograph is recommended for printing the Academic Council of Zaporizhzhya National University. Ukraine, Zaporizhzhya : Zaporizhzhya National University, 2017. P. 240–253 (396 p.).

5. Kasian Sergii. The marketing communication methods created in economy of knowledge: Chapter X. Editors: Binotto Patrizia, Budziewicz-Guźlecka Agnieszka, Drab-Kurowska Anna, Drela Karolina, Kasian Sergii, Sokół Aneta, Kralik Jiri: Market, state, enterprise in the competitive environment. Series: Modern challenges of economy entities. USA, New York : Iglobal Writer Inc, 2013. P. 148–158 (182 p.).

6. Krykavskyy Y.V., Chornopyska N.V. Логістичні системи [Logistics systems]: Навч. посібник. Україна, Львів: Видавництво Національного університету «Львівська політехніка», 2009. 264 с.

7. Marketing in examples and tasks [Маркетинг у прикладах і завданнях]: Навч. посібник / За ред. С. М. Ілляшенка. Суми : Університетська книга, 2006. 399 с.

8. Official page of the Millennium chocolate factory in the global social network Facebook, URL: <https://www.facebook.com/ChocolateMillennium?ref=hl>

9. Official website of the chocolate factory Millennium, URL: <https://millennium.dp.ua/>

10. Official website of the Nova Poshta, URL: <https://novaposhta.ua/>

11. OLX Platform, 2019. The OLX Platform of Announcements Online. [Digital source]. Access: <https://www.olx.ua/uk>

12. Shandrivska O. Y. (2018) *Дослідження глобального ринку логістичних послуг: світові тенденції та вплив на Україну [Research of the global logistics services market: global trends and impact on Ukraine]*. Вісник Національного університету «Львівська політехніка». Серія: Логістика [Bulletin of Lviv Polytechnic National University. Series: Logistics], Видав-во Львівської політехніки, Україна, Львів, №892.

13. Vojchak A. V., Prymak T.O. Маркетингові комунікації у концепції відносин [Marketing communications in the concept of relationships]. *Маркетинг в Україні [Marketing in Ukraine]*. 2003. №3. С. 14–17.

14. Zarządzanie przedsiębiorstwem międzynarodowym. Integracja różnorodności, red. Jan W. Wiktor. wydawca: C.H. Beck, Warszawa 2017.

15. Zuzikov A. Як побудувати воронку продажу за допомогою Facebook [How to build a sales funnel with Facebook]. *Маркетинг в Україні [Marketing in Ukraine]*. 2015. №4. С. 42–45.