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### **Theoretical aspects of special purpose airline marketing policy in performing agricultural aviation works**

*Agricultural aviation as element of modern agricultural production is considered. The concept of marketing of agricultural aviation works is defined.*

Under conditions of agricultural crisis and financial instability usage of aviation in agriculture creates counteraction to the decrease in production of agricultural commodities, reduces fuel consumption, time for spraying, and enables rational cost management. Aviation technology in agriculture predominates when compared with the speed of ground spraying by 15 times, by productivity in 6 times, and by fuel consumption by 6 times.

Choice of transport modes for processing agricultural fields receives a special meaning in application of modern resource-saving No-Till technology which suggests minimization of soil processing that reduces antropogenic pressure and usage of transport and production resources in growing crops.

In return, implementation of modern No-Till technology is impossible without application of aviation in agriculture.

Agricultural aviation is considered as one of the essential elements of modern agricultural production, without which it is almost impossible to perform a variety of difficult technological processes of growing many agricultural crops.

The variety of works that are performed by aviation in agriculture is wide and includes the following: aerial dropping; dispensing of poisoned baits; soil fertilization by solid and liquid; sprinkling and dusting of crops with herbicides, fungicides, insecticides, desiccants and growth stimulants for plants; plant protection from frost; soil limestoning; chemical weed control; chemical refinement of drainage systems.

Every enterprise is aimed at getting profit. Regarding agricultural enterprises, application of aviation, when compared with the ground technology, saving of 10% of crops is observed which is economically feasible and increases the revenue of the given enterprise.

Based on the above, it is necessary to proceed with development of agricultural aviation in Ukraine. In order to achieve this, special purpose airlines should implement marketing tools in the sphere of agricultural works.

The issue of marketing was considered by many domestic and foreign researchers, but marketing of agricultural works is one of the least studied problems.

Currently, marketing provision of special purpose airlines is the basic element of the active influence on the target market of agricultural services. Development of special purpose aviation in the sphere of agricultural works is an

attractive direction in Ukraine. Aviation mode of plant protection is efficient both for special purpose airlines and for agricultural enterprises.

Solving problems of effective marketing activity allows increase in the amount of aviation works in agriculture that leads to improved efficiency of special purpose airlines.

Selection of marketing tools requires marketing research and demand forecasting of the agricultural and chemical works, formation of the encouraging marketing information for potential customers, scientifically justified planning of advertising with regard to seasonality of such works, continuous improvement of the mechanism of development and realization of marketing activity plans for the enterprise which results in demand generating and achieving the necessary outcomes.

Marketing provision of agricultural aviation works is tightly connected with development of agriculture in the country, in particular: areas under crops (ha), production of main agricultural crops (thous ton).

Under current conditions of development of agriculture in the country marketing approach is one of the main methods of forecasting and management of the markets. The marketing approach suggests usage of specific methods of research, identification of the services that are in demand and the services that are not in demand, provision of rational management of natural resources and other resources in production, ability to present it on the market to the customers and, most important, generating the maximum possible revenue.

Peculiarities of marketing activity of aviation enterprises are outlined by the type of the existing market, type and level of demand on the goods of these enterprises, level of competitiveness, and other criteria that characterize the market and the market environment. Marketing activity of aviation enterprises is aimed at satisfaction of customers' needs.

As a rule, in agricultural marketing, there are two aspects to be regarded. First, it is the analysis of the cause-effect relationship between marketing cost and its results based on which it is determined how much expenditures should be allocated on the given marketing sphere. Second, there is definition of marketing efficiency which is closely connected with setting "standards of activity", process of cutting cost planning for material and financial expenditures on these standards without reduction of current or expected volume of performed agricultural aviation works. This approach allows estimation of the effect from various variants and combinations of marketing cost.

To carry out effective marketing policy of the airline, as a start, it is necessary to define marketing of agricultural aviation works (fig. 1).

Such a definition of marketing of agricultural aviation works is alternative as it encompasses the general definition of marketing as a field of science and the definition of agricultural aviation works that is considered in the Terms of organization and performance of works in agriculture and forestry.

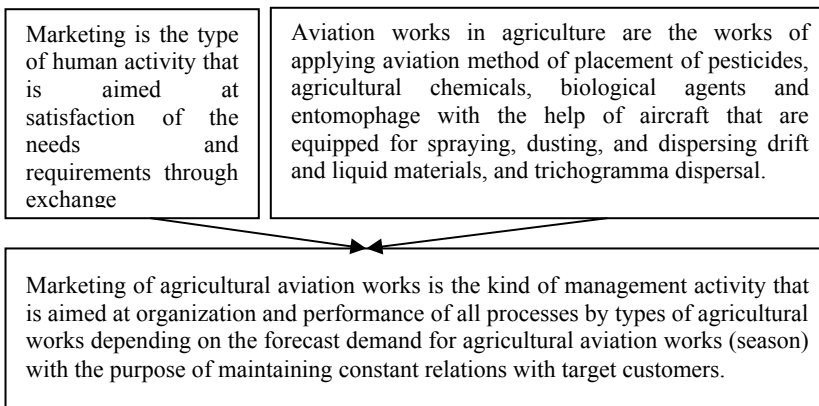


Fig. 1. Scheme-definition of the concept «marketing of agricultural aviation works» under current conditions

**Conclusions.** Theoretical aspects of defining marketing of agricultural aviation works as an organizational complex of performing all processes by types of these works will allow attaining the marketing goals by way of implementing the marketing policy of communication between the enterprises of special purpose aviation.

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