

Ministry of Education and Science of Ukraine
Ukrainian-American Concordia University
Department of International Economic Relations, Business & Management

Bachelor's Qualification Work
“Current trends in international trade relations”
(On the basis of “Liom Ukraine” company)

Bachelor's student of

Field of Study 29 – International Relations

Specialty 292 – International Economic Relations

Educ. program – International Economic Relations

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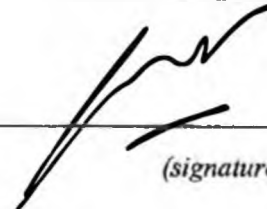
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Research supervisor

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Abstract:

Within the current state of domination in the global economy of multinational corporations, characterized by a critical amount of currency trading within the context of foreign exchange speculation, there are modern variables within the development of global trade. In the exhibition of planning for global trade development, it is important to consider it within the modern context of globalization. These patterns include an increase in the amount taken and the value of the data and the development of the study of unused electricity rates. The mission of “Liom Ukraine” LLC is to fulfill the wishes of buyers to create benefits and make a remarkable contribution to the financial progress of Ukraine. “Liom Ukraine” LLC is productive, resolvable, and has a highly competitive position in the advertising of sunflower products.

Key words: international trade relations, Liom Ukraine, international competitiveness, WTO, trade balance.

В межах поточної держави переваги в глобальній економіці транснаціональних корпорацій, що характеризуються критичною сумою валюти, що торгує в межах контексту іноземного обмінного припущення, є сучасні змінні в межах розвитку глобальної торгівлі. У виставці планування для глобального торгового розвитку, важливо розглядати це в межах сучасного контексту глобалізації. Ці зразки включають зростання в суму, узяті і значення даних і розвиток вивчення невикористаних норм електрики. Місія товариства з обмеженою відповідальністю «Ліом Україна» - виконувати бажання покупців, щоб створити виплати і зробити чудовий вклад у фінансовий прогрес України. Товариство з обмеженою відповідальністю «Ліом Україна» продуктивне, вирішуване, і має надзвичайно конкурентоздатну позицію в рекламуванні продукції соняшнику.

Ключові слова: міжнародні торговельні відносини, Ліом Україна, міжнародна конкурентоспроможність, СОТ, торговий баланс.

APPROVED

Prescript of Ministry of Education and Science, Youth
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PHEE-institute «Ukrainian-American Concordia University»

Faculty of management and business

Department of international economic relations, business and management

Educational level: **bachelor degree**

Specialty: **292 "International Economic Relations"**

Educational Program **"International Economic Relations"**

APPROVED

Head of Department _____

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**TASK
FOR BACHELOR'S QUALIFICATION WORK**

Anastasiia Khomichova

(Name, Surname)

1. Topic of the work

Current trends in international trade relations
(on the basis of Lion Ukraine company)

Supervisor of the work Roksolana Kurbachivska, PhD

(surname, name, degree, academic rank)

Which approved by Order of University from **"22" December 2022 №22-12/2022- 1c**

2. Deadline for bachelor's qualification work submission "19" May 2022

3. Data-out to the bachelor's qualification work materials received during
the internship at the Lion Ukraine company. Also the
student used international trade reports (UN/ID/OECD,
UNCTAD), articles and newspaper and state statistics sources

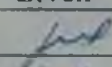
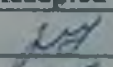
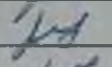
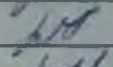


4. Contents of the explanatory note (list of issues to be developed)

There are three main chapters devoted to the overview
of the current state of international trade relations;
to analyse the Lion Ukraine economic performance
and evaluation of its competitiveness strategy; to
develop strategic priorities for improving international
trade relations.

5. List of graphic material (with exact indication of any mandatory drawings)

Graphics for key trade industries in the world
Illustrations of the EU, the USA, Ukraine trade balance.
Calculations of economic performance of Lion Ukraine and
its trade perspectives.

6. Consultants for parts of the work

Part of the project	Surname, name, position	Signature, date	
		Given	Accepted
1	Roholima Limbichishke		
2	Roholima Limbichishke		
3	Roholima Limbichishke		

7. Date of issue of the assignment

Time Schedule

No	The title of the parts of the bachelor's qualification work	Deadlines	Notes
1.	I chapter	14.02-13.03.2022	in time
2.	II chapter	14.03-10.04.2022	in time
3.	III chapter	11.04-24.04.2022	in time
4.	Introduction, conclusions, summary	25.04 - 01.05.2022	in time
5.	Pre-defense	08.06.2022	in time

Student

(signature)

Supervisor

(signature)

Conclusions: The topic of the bachelor's qualification work is revealed, the key provisions and conclusions are sufficiently substantiated, allowing the work to be defended in line with the stated requirements. The student conducted a comprehensive research on the international trade relations and its contribution to business development process. The study defines the strategic priorities for improving international trade relations and emphasizes leverage for technology for strengthening international trade. The work is evaluated as "Excellent".

Supervisor

(signature)

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INTRODUCTION

International trade is the lifeblood of the global economy, providing products and exchange management to bring wealth and prosperity to countries. This exchange flows through a series of complex goods between countries that receive raw materials, from developing countries that make and prepare them and then to countries that buy them, which include the last of which will be used. When exchanges are allowed to evolve, the combination of the supply chain, providers, processors, and clients continues as a living thing. If a change occurs in any connection between the chain - say, when the pressure metal digger explodes, or when the cost of the metal suddenly rises - that will be heard in the series. Changes can occur from a variety of jolts. The ever-changing consumer demand for sales, technological innovations, and better shipping methods around the world are among the most common.

One of the most significant aspects of globalization during the post-war period is the development rate, which is 1.5 times higher than the previous generation's development rate, which demonstrates its importance to the improvement and development of the global economy.

Within the current state of domination in the global economy of multinational corporations, characterized by a critical amount of currency trading within the context of foreign exchange speculation, there are modern variables within the development of global trade. Strengthening the share of exports did not lead to a reduction in commodity trade, but, on the other hand, contributes to the development of global trade.

Foreign currency speculation in foreign economies is being made, as an exhibition, in commercial enterprises, which increases the level of specialization of these nations in the global economy, leading to an increase in their exports to the world market. Increasingly, financial transactions, especially within the commercial framework, involve the export of products, as they are related to the provision of ideas for the production of overseas jobs.

At present, many global businesses have learned to adapt to changing financial conditions, supply chain wars, and various COVID-19 waves. Within this resilience, they have gained the ultimate comfort and the certainty that most of the future of the global ecosystem remains unique.

The volume of trade and imports of different international nations is comparable. Nowadays, both exports and imports have improved almost three times. There is a growing part of national creation and decline within the influence of created nations. The impact of moving nations is diminishing. Among the foreign exporters who drive, the old countries are shown and firmly hold their positions, in particular, the PRC has been involved in primary put for a long time.

In the exhibition of planning for global trade development, it is important to consider it within the modern context of globalization. In this case, the international exchange serves as a small scale and a framework for a large scale: it includes suppliers, consumers, national government, and international organizations. Current patterns in universal trading are determined. International trade creates under the influence of dynamic factors such as global labor division, internationalization, international corporate trials, etc. As a result of your development, several patterns have emerged.

These patterns include an increase in the amount taken and the value of the data and the development of the study of unused electricity rates. Also, under the influence of the Web, material and profit issues are very important. Another stain on developed global financial relations - integration between economies of different countries in emergencies leads to increased outcomes. The supply of products in the global exhibition is not affected effectively not only as it happens in the financial sector but also due to political changes and stressful situations. Work that goes into a remote exhibition does not earn a lot of money but moreover increased risks.

The resulting integration of the world economy has raised living standards around the world. Most developing countries have shared in this prosperity; in some, incomes have risen dramatically. As a group, developing countries have become much more important in world trade—they now account for one-third of world trade, up from about

a quarter in the early 1970s. Many developing countries have substantially increased their exports of manufactures and services relative to traditional commodity exports: manufactures have risen to 80 percent of developing country exports. Moreover, trade between developing countries has grown rapidly, with 40 percent of their exports now going to other developing countries.

However, the progress of integration has been uneven in recent decades. Progress has been very impressive for a number of developing countries in Asia and, to a lesser extent, in Latin America. These countries have become successful because they chose to participate in global trade, helping them to attract the bulk of foreign direct investment in developing countries. This is true of China and India since they embraced trade liberalization and other market-oriented reforms, and also of higher-income countries in Asia—like Korea and Singapore—that were themselves poor up to the 1970s.

In today's world of globalization, international trade is changing for the better: knowledge and experience are becoming a commodity, new marketing technologies are emerging, and it is important to talk about the appearance of new goods not only, but in terms of goods, I do. has no physical features (in the traditional sense of the word "product"), for example, mobile applications. Not only economic factors but also political factors and the forces of force majeure effectively influence the sale of goods in the international market. A business that enters the foreign market earns not only a high income but also growing risks. Considering these factors will allow the company to operate more efficiently.

The **relevance** of this work is explained by the broad and rapid development of the current world trade relations and the consequences Ukraine - the Russian war has had in various areas of life, among which are business development.

The **aim of the master thesis** is to consider the development of world trade through the prism of the Ukrainian company and its activities.

To this end, the following activities were organized:

- to promote trade and economic understanding;

- learn to understand how economic co-operation affects the development of international and international business;
- study the impact of economic negotiations;
- provide insight into modern business development by completing an internship in a Ukrainian company (LLC “Liom Ukraine”) and analyzing its strategies and competition;
- conducting research to understand how economic trade can contribute to business development;
- obtain a general public opinion on economic trade, and establish mechanisms for business development and development.

The **methodological basis** for this work includes journal articles for peer review, reputable online publishing, and personal data analysis and accounting.

The **research objects** are economic trade and business development within its context.

The **research subject** is a set of theoretical, methodical, and practical methods for establishing business development and defining the company's LLC competition "Liom Ukraine".

The bachelor thesis consists of an introduction, 3 chapters, a conclusion, and a list of references. The work is done with 56 sheets, consisting of 15 tables, 18 formulas, and 4 figures. References include 75 sources of literature.

CHAPTER 1. OVERVIEW OF THE CURRENT STATE OF INTERNATIONAL TRADE RELATIONS

1.1. Outline of the current state of universal exchange relations

The prospects for the global economy have been hidden since the war broke out in Ukraine on February 24, prompting WTO financial analysts to reconsider their speculation on world trade within another two years. The organization is currently expecting a 3.0% stock exchange rate increase by 2022 from 4.7% and 3.4% by 2023, but these gaps are less certain than usual due to the difficulties of the struggle (Fig. 1.1).

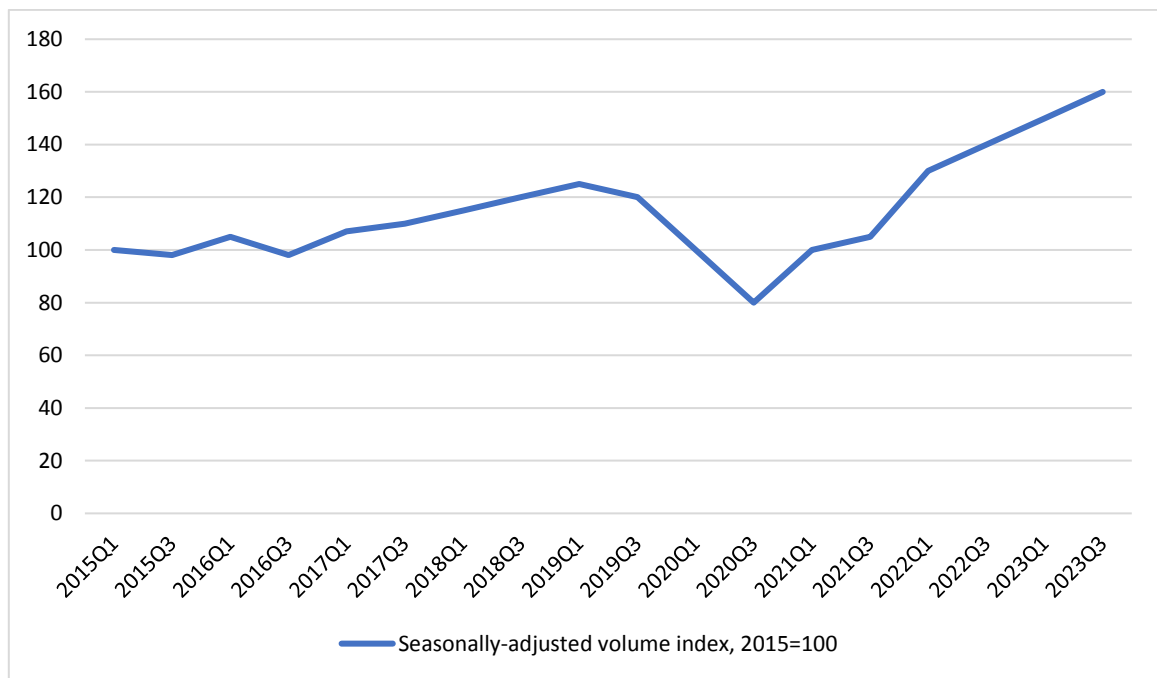


Fig. 1.1 Seasonally-adjusted volume index, 2015=100

Source: OECD library, book of main economic indicators.

The immediate financial impact of an emergency has been a sharp rise in product costs. Despite their limited contribution to world trade and production, Russia and Ukraine are major suppliers of basic goods, including food, energy, and fertilizer, which are currently being eliminated by the war. The shipping of grain through the Black Sea

ports is now over, which could have adverse effects on food security in poor countries. The war is not as it was a metaphor for weight exchange in the world at the moment. The closure of the Lockdown in China to prevent the spread of COVID-19 has once again disrupted maritime exchanges at a time when supply chain chains are proving to be effective. This may lead to a recurrence of building materials and high inflammation.

The war in Ukraine has made people very resilient, but it has seriously damaged the global economy at crossroads. Your impact will be felt around the world, especially in low-income countries, where nutritious food causes a huge divide in family investment. The limited resources and the high cost of nutrition are so cruel that the world's poorest people may be forced to make a living. This should not be allowed to happen. This is not the time to go inside. In an emergency, additional exchanges are required to ensure stable, hand-made access to the requirements. Slight exchanges will undermine the well-being of families and businesses and fulfill the mandate to build strong financial resilience from COVID-19. Governments and international organizations must work together to promote exchange rates during sharp cuts in inflation and to improve weight in supply chains.

The current cages based on the WTO Worldwide Exchange Demonstrate record the combined effect of the Ukrainian war, calculating the depletion of the base and the extended exchange costs. Impact of sanctions on Russia, including the ban on Russian banks from the fast-moving billing framework. There has also been a decline in the number of applications worldwide due to the collapse of customer trade confidence and rising volatility.

In the wake of these allegations, global GDP on commercial trading levels is expected to grow by 2.8% in 2022, down 1.3 based from the previous average of 4.1%. Development should pick up 3.2% by 2023, close to the average of 3.0% between 2010 and 2019. Yields within the Commonwealth of Autonomous States (CIS) region that avoids Ukraine are expected to see a sharp decline of 7.9%, continuing the pressure of 12.0% among purchases in the region. [13]

Figure 1.1 shows the quarterly stock exchange volumes in the world until the end of 2023, calculating the error groups indicating the relative confidence intervals. Given

current GDP estimates, the improvement in the stock exchange rate by 2022 could reach 0.5% or 5.5%. These forecasts will be reviewed in October, but previous revisions may be released if immediate information confirms that. This figure is analyzed by more emerging economic data, including monthly information about the exit of a U.S. port holder. and China to arrange for the capture of ports in these countries.

Figure 1.2 shows the recent rise in global fuel costs, which predicts conflicts in Ukraine. The estimated cost of Brent Walker oil was US \$ 118 per barrel, 38% from the January level and 81% annually. (It should be noted that daily expenses are directed at the latest, ranging from the US \$ 128 per barrel per 8 Walk to US \$ 104 barrel on 1 April.[16]

In contrast to the cost of oil, the average gas cost tends to be concentrated in areas. The cost of crude gas in Europe increased by 45% between January and Go to the US \$ 41.0 million Btu, while the cost remains the same in the United Nations at about US \$ 4.9 million Btu. Higher oil costs could reduce real wages and temporary applications worldwide, while higher natural gas costs could have a significant impact on Europe.

Over the past two decades sometime around the global financial crisis, global stock exchanges have more than doubled global GDP in retail trade prices, but the proportion between exchange and GDP development has dropped to about 1: 1 in general after an emergency. If the current figure is obtained, this segment will be 1.1: 1 for both 2022 and 2023, suggesting that there is no significant change in the relationship between exchange and production. The risks of the forecast are generalized and are difficult to diagnose casually. There is little chance of going up in the war in Ukraine if it closes sooner than expected, but significant risks of retreating may increase if the war continues for too long or in the event of a conflict.

Figure 1.2 summarizes the development of the annual stock exchange volume from 2018 and the estimates for 2022 and 2023. The annual volume list in some cases compares slightly with quarterly files due to strategic comparisons, but, more often, they tell the same story. In expanding the WTO standard areas, the table additionally includes the Least Developed Countries (LDCs) survey statistics. The year 2021 saw a sharp decline

in the exchange rate after the decline caused by the epidemic by 2020, but it is possible that the development was well-grounded without repeating the waves of COVID-19 during the year. Each region reported development below the global average of 9.8% but Asia saw exports increase by 13.8%. The situation was reversed on the side of results, with North America, South America, the CIS, and Asia all recording excessive growth.

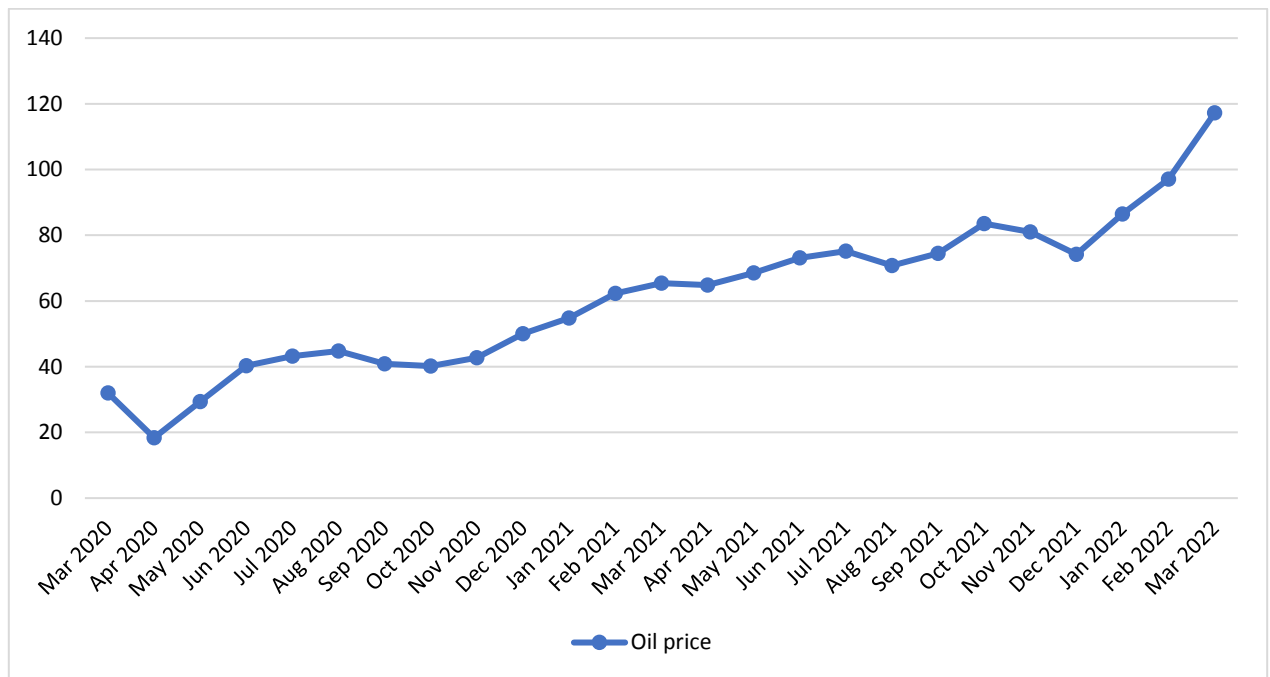


Figure 1.2: Average monthly Brent crude oil price from March 2020 to March 2022 (in U.S. dollars per barrel)

Source: Statista.com [16]

Figure 1.2 is expected to improve trade volume by 2022 by 3.4% in North America, -0.3% in South America, 2.9% in Europe, 4.9% within the CIS, 1.4% in Africa, and 11.0% in -Center East, with 2.0% in Asia. It also expects a 3.9% improvement in North America, 4.8% in South America, 3.7% in Europe, 12.0% within the CIS, 2.5% in Africa, 11.7% in the Middle East, and 2.0% in Asia. LDCs should see their deployments and the number of times increase by 3.5% and 6.6% respectively by 2022. But in Center East, all regions

saw the 2023 estimates re-evaluated. Exchange costs should increase over a short period due to sanctions, deportation, energy costs, and travel disruptions due to COVID-19.

1.2 Role and consequences of the global economy on the international trade relation

International trade allows countries to grow their markets and access commodities that would not otherwise be available locally. As a result of universal exchange, the show is highly competitive. This ultimately comes with a very competitive rating and brings a cheap home item to the consumer. Interconnectedness Globalization has taken place in the most prominent links between markets around the world as well as expanded communication and consideration of trade openness in remote parts of the world. Many speculators may be able to access speculative areas that can be used and consider modern markets in a much more dramatic way than at some later time. Potential risks and profit openness are within the reach of the most unwanted access to the advanced establishment of communications.

The goods and services that are already accessible within one nation are being made accessible to modern markets outside the nation as a result of globalization. Increasingly, nations with good relations with one another are gradually able to consolidate their economies through extended speculation and trade. Globalization has contributed to increased competition. Companies are expanding their target range, growing from close range and local nations to around the world. Suddenly, a few companies are fighting fierce competition from outside their home country. This forced them to find equipment and workers from other countries. This issue of 'identification and extraction' has turned many companies around the world, successfully looking for breeding grounds and compliance with unused surveillance. Globalization has encouraged this and has made it easier to move to global markets.

Developed structures are needed to promote globalization. Globalization has pushed us to create high-quality frameworks for global trade. ERP frameworks are one of the programs offered to strengthen international trade. The Enterprise resource arranging (ERP) can be the holder of a company (usually a manufacturer) that manages and coordinates key components of its operations. An ERP management data framework covering distances such as planning, acquisition, stocks, deals, exhibitions, refunds, and personal assets.

This new development in global trade has empowered a more efficient and effective environment. Innovation involves efficiency in global trade and reduces download and time. Increasingly, production forms need to be more efficient due to globalization as companies need to maintain their competitive advantage. However, we still find a gap between globalization and blockchain. Blockchain seems to offer support to companies that have found themselves on 'earth'. It makes a difference for companies to save time and money, and maintain uninterrupted information and communication progress.

Companies seem to be using firm contracts where they can demonstrate their trading rules. These smart contracts can be used when trading with other companies, creating a place of trust. Moultrie offers such a stage where companies can exchange securely using smart contracts that act as an escrow, enumerating all trading methods.

1.3 Indicators of post-industrialization of the national economy

Even China's financial development rate had been gradually declining for a decade sometime before the COVID -19 disaster, to the fields. After 2008, a remarkable rise in the household segment and a genuine financial downturn led to a resurgence in production. Financial analysts like Clark, Forste, and Fischer In the 1930s and 1940s, saw the decline of efficiency in the household economy as a tempting and inevitable option for advanced social orders since financial prosperity was closely related to

improving the distribution of benefits. In this program, the transition to a post-industrial society guaranteed an abundance of stuff as well as relaxation and freedom for individuals from relentless mechanical tasks. Since then, this expectation has been partially fulfilled as financial administration has advanced and production capacities permit more of the required labor to be created inside the time of the prophets.

Be that as it may, instead of guaranteeing post-industrial prosperity, the development of financial administration has led to a weakening economy characterized by a growing division of labor, widespread imbalances, and financial stagnation. Two broad systems can be identified in the political and financial literature on industrialization and social welfare, driven by the work of Kaldor and Baumol, which identify resource-based financial bottlenecks. Within the Kaldorian system, generation could be an interesting and irreversible movement that drives financial development. Regardless, however, it is not able to guarantee economic growth. The level of fabric generation is constantly expanding.

Flexible production fatigue as a means of increasing public wealth goes hand in hand with economic dependence on labor-intensive jobs where capital gains can be expanded through other means such as lower wages or poor working conditions. Depreciation and risky employment are not conditions for the development of the social benefits sector, but the general trends determined by the social framework of wealth itself.

In the wake of industrialization around the world, escaping the dry trap means returning to a strong production base for a few. For some, future financial prosperity is not in the industry, but in high technology. The social decision we face today is not either a renewed production or a developed social economy.

Marx's post-industrial consciousness and exploration open up the possibility of thinking about the chosen well-being where wealth production does not require us to work fast to keep up with the competition. Or perhaps the massive increase in efficiency achieved so far in mechanical capitalism paves the way for the creation of wealth resulting from free time seeking a variety of human desires, pleasures, and needs. [38]

Different industrialization strategies and techniques are used at different times and places with different success rates. The mechanical uprisings in Europe and the United States were initially strongly influenced by the mercantilist government and defense mechanisms that promoted industrial development, but later they merged with the laissez-faire or free-market approach that opened up foreign markets to increase machinery production.

In the aftermath of World War II, Latin American and African countries pursued industrial development instead of importation which included protective trade barriers combined with integrated support or government creation of domestic industries. At about the same time, parts of Europe and the East Asian economy demanded development-led development. The process underscored the strong interest in foreign trade in building an export business and often relied on the reserve of strong capital to make trade more attractive to foreign buyers. Overall, export-led developments surpass the ever-changing industries.

In short, the communist countries of the 20th century began more than once with centralized plans for the establishment of industries that were almost entirely independent of foreign or remote foreign exchange markets. These include the First and Second Five Year Programs in the Soviet Union and the Incredible Leap Forward in China. While these efforts are redirecting each economy to a more mechanized base and increasing the output of mechanical goods, it is also accompanied by constant state oppression, deteriorating living conditions and working conditions of skilled workers, and, indeed, widespread famine.

1.4 Key factors influencing the international trade relations

International trade is the exchange of goods between nations. The universal exchange allows consumers around the world to buy French wines, Colombian coffee, Korean televisions, and German cars. Global exchanges create a global economy, where

costs are influenced by several factors such as international events, trade prices, legal issues, and defense. Policy changes in one country may affect production costs and workers' compensation in another. The effect of such shifts may be to increase or decrease the cost of imported goods from nearby customers.

In a globalized world, foreign exchange increases the number of products customers can choose from, and international competition lowers the cost of those goods. Disposal is an international trade barrier that is reduced through taxation. Disposal occurs when commercial competitors send a larger number of products cheaper than those available in their home country to gain a competitive advantage in distant markets. [3] To prevent or stop the disposal of cheap international products, the government may impose tariffs or duties on these imported products.

Another tourist complaint about global trade is the long-term work situation and the need for international management in terms of safety and quality. Costs can be set to protect consumers from products that may be unsafe, such as contaminated food that may be imported, or second-class products, such as inadequate airbags. Quality standards and policies can vary greatly from country to country. International trade should strengthen common interests and good relations between nations, but in some cases the opposite is true. Nations may continue to establish obligations to take action on an exchange partner who they believe violates laws or does not comply with foreign policy principles.

In a few cases, the government will impose a tax on imported goods for political reasons. It may be necessary to complete the election guarantee, promote development in a particular industry, or speak to individuals in the general public. The government may take steps to protect and restrict trade in taxes because it fears that international trade will weaken the local economy by harming certain businesses. Although this type of defense is effective in the short term, it is often worse in the long run because it makes the taxpayer nation less competitive.

Financial security can, in the long run, weaken the businesses that you have to protect. If the furniture industry is not competitive, manufacturers will make little effort to stay competitive within the commercial center. The result is that the quality of

household goods is reduced compared to similar products worldwide. Continuous protection could lead to slower economic growth over time, and household chores will be transferred to land suppliers. [6] Protectionism is an expensive proposal because governments are constantly funding companies, which can increase the cost of substandard assets.

The level of trade between one national currency and another currency depends on the conditions of the exhibition and the general health of the global economy. The level of currency trading has an impact on global trade. When a company in one country needs assets from another, it will pay for those goods with its trading partner or with the strength of a stable economy such as the US dollar, the British pound, the Japanese yen, or the euro. It is profitable to pay for goods in one of these so-called hard currency rates because they are stable and not easily susceptible to financial shocks. [73]

Nations can influence early trade rates through financial and financial systems. Methods affecting inflation can lead to diversification. One nation may claim that another nation deliberately controls its currency to profit from the exchange rate. If two or more countries, such as the United States and China, have disputes or conflicts, it will affect global trade and affect trade standards for each country. Financial analysts are opposed to the idea of how to deal with financial changes that determine the cost of imported goods. Many experts believe that efforts to reduce exchange rates by favoring the sale of real estate are far more dangerous than profitable.

The utilization of exchange to adjust information as a financial pointer depends on the country. The foremost noteworthy effect is regularly seen in nations with restricted outside trade saves, where the issuance of exchanging information may result in noteworthy variances in their currencies. [73] Trading information is regularly the biggest component of the current account, closely observed by speculators and advertising specialists to get pointers on financial wellbeing. The current account shortfall as a rate of net household item (GDP), in specific, is taken after by signs of uncontrolled deficiencies and may be a forerunner to swelling. [7]

In any case, short-term exchange deficiencies may be considered a fundamental impediment, as they may propose that the economy is developing quickly and has to be repurchased in arrange to preserve its momentum. Trade value is a critical marker of national wellbeing. In common, financial specialists and advertising specialists show up to be more concerned with exchange shortfalls than exchange buildups, as persistent deficiencies may be a forerunner to swelling.

1.5 The effect of the Russia-Ukraine war on international trade

Domestic to 25% of the world's most rich soils, Ukraine produces wheat that nourishes numerous powerless nations, meaning the war will influence nourishment costs worldwide. Ukraine was once known as the breadbasket of the Soviet Union, and in later decades as 'the breadbasket of Europe', meaning the Russian attack is balanced to have an impact on nourishment costs over the world, particularly on those of nourishment staples such as flour and pasta, and so influencing powerless nations the most. Food and horticulture organization of the joined together countries.

Numerous economies around the world contracted in 2020 due to widespread covid-19, and a large number of macroeconomic components appeared to decline sharply. Undoubtedly, worldwide trade decreased by around 7%, as indicated by information from UN Comtrade. Ukrainian shipments were little affected by this, falling by 1.6%. This was a possible sign of solid inelastic demand for their goods. By comparison, Ukraine did not outperform the rest of the world, but it outperformed Russia overall, whose trade fell by 21%.

Ukraine's net foreign exchange adjustment also fell by about \$6.3 billion (Harvest 190.41 billion) in 2020, as the decline in imports exceeded that in exports. Ukraine imported \$53.7 billion worth of goods and shipped \$49.2 billion worth of goods. Although Ukraine was the 46th largest exporter in the world in 2020, so to speak, it specializes in certain goods, and the world depends on Ukraine for these products.

Russian intrusion will have the least impact on Ukraine's ability to export these goods in the short to medium term.

In 2021, Ukraine imported \$24.1 billion worth of goods and traded \$28.3 billion worth of goods (Figure 1.3). Russian intrusion will affect not only Ukrainian but also global trade flows as sanctions are imposed on Russia.

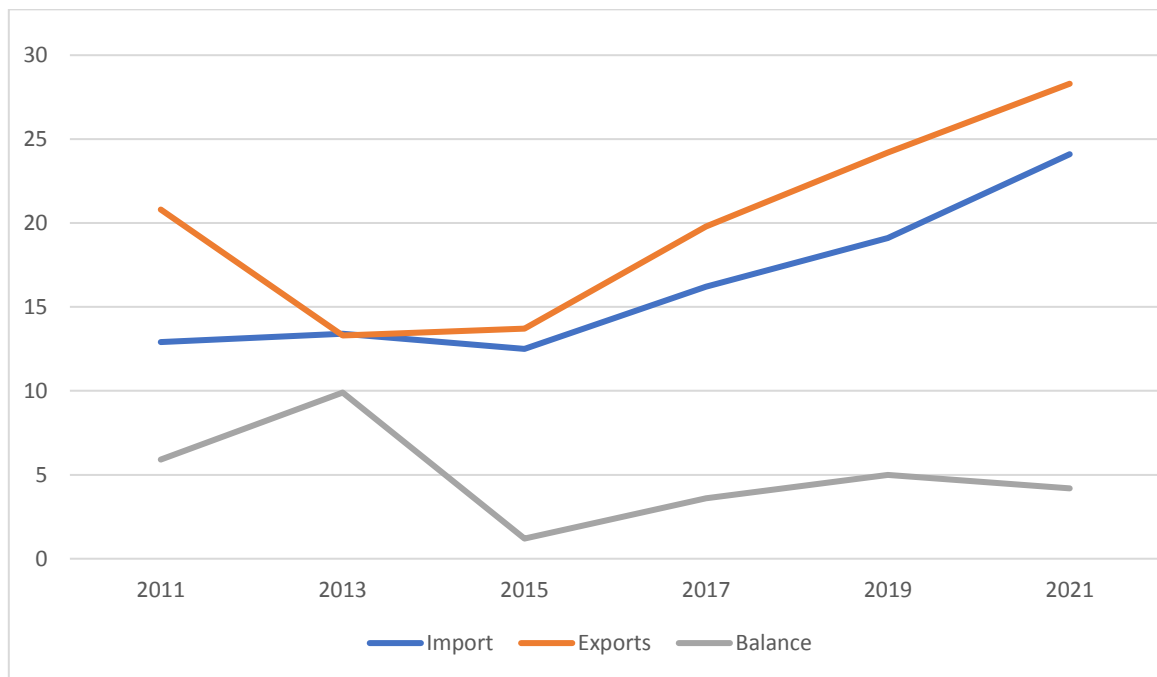


Figure 1.3: Imports, exports, and trade balance between the EU and Ukraine, 2011 – 2021

Source: Eurostat statistics “Ukraine-EU - international trade in goods statistics.”

[15]

GTAS Estimating by S&P Worldwide Showcase Insights for 2021 estimates trade in Ukrainian corn at 27.2 million tons and trade in wheat at 21.2 million tons. These two represent 12.8% and 10.5% of total world trade, respectively. Apart from corn and wheat, which undoubtedly play the main role here, we will also mention the main edible products among the ten most traded commodities: 'Animal and vegetable oils, except soybean oil', 'Sunflower seeds, rapeseed and turnip rape seeds', and 'Other grains and cereals, including rye and oats. [12]

In 2021, according to GTAS Estimating (Table 1.1), Ukraine was the second-largest grain supplier (corn, wheat, and other grains such as rye, cereals, and oats) to the European Union, accounting for 14% of total EU grain imports by the the the volume. The longer the conflict between Russia and Ukraine continues, the more it can threaten food supplies, not only for Ukraine and the region but also for the whole world. The cost of wheat and corn has skyrocketed recently because of the war, but because of the disputes, costs are expected to rise further, impacting the poorest African economies.

Table 1.1

Ukraine exports in 2021, top 10 commodities

Commodities	Million metric tones
Iron ones and concentrates	41,8
Corn	27,2
Wheat	21,2
Basic iron and steel	10,4
Salt, Sulphur, piles of earth, plastering materials, lime, and cement	7,6
Food industry residues and wastes	6,4
Animal and vegetable oils, excl. soybean oil	6,1
Flat-rolled products of iron and steel	5,4
Other grains and cereals, incl. rye, barley, oats	4,3
Sunflower seeds, rapeseed, and colza seeds	3,9

Source: IHS Markit, GTAS forecasting.

The economic disruptions brought about by COVID-19 resulted in a sharp decline in international trade during 2020. However, global trade rebounded strongly in 2021. Overall, COVID-19 reinforced the volatile pattern of global trade observed during the last fifteen years. Still, the effects of the COVID-19 economic downturn on global trade have been remarkable because of the rapidity and intensity, both in relation to the decline and to the rebound. The volatility in the value of global trade is generally larger than the fluctuations in global output, a pattern that was also observed during the last two years. Overall, the ratio of world trade over global output (a commonly used indicator to

determine globalization trends) dropped from the 28 per cent of 2019 to about 25 per cent in 2020, to then reach about 30 per cent in 2021.

Parts of Ukraine currently under fire from Russian forces play an important role in the production and distribution of wheat in that country. According to the U.S. Horticultural Service (USDA), the majority of Ukraine's wheat crop is concentrated in the southeastern part of the country. As Russian forces continue their attacks in the south, Ukraine fears that Odesa, the country's main dark seaport, will be another major target. Should Russian forces reach the dark ocean, supplies of Ukrainian wheat to the MENA region would be disrupted. The dark ocean is central to the Ukrainian wheat supply chain because shipments to MENA countries are only transported by sea, according to David Laborde, a senior fellow at the Universal Nourishment Approach Investigate Organized (IFPRI).

The wheat that individuals are as of now exchanging comes from the gathering of July 2021. That's some time recently the intrusion. Around one-quarter of the gathering is still accessible over the following three months. But the truth that people can't work within the harbor can make a deficiency for nations such as Egypt and Lebanon. If ranchers in Ukraine aren't able to develop and gather wheat crops by July 2022, the supply chain will be hindered. But indeed, in case they are, there's no ensure they will be able to utilize the fundamental framework to transport grain to the ports. The showcase cost of wheat might become a systemic issue for poorer nations within the MENA locale. It has as of now risen 35% since Russian strengths attacked Ukraine.

Cash-strapped Lebanon has, at most, one month's wheat saves and is looking for elective moment assertions from different nations, Lebanese Economy Serve Amin Salam told Reuters taking after the invasion. The Tunisian government has allegedly disallowed open authorities from commenting on wheat imports, which make up around 80% of the country's wheat reserves. Top merchant Egypt still has saved, but it is as of now looking for options from other countries. The war in Ukraine has incited Syria to begin apportioning wheat. And the World Nourishment Program (WFP) has called it "a commencement to catastrophe" for Yemen, which intensely depends on imports.

The war will influence the complete locale, agreeing to Mounir Khamis, a master in wheat supplies to the Center East and CEO at AIDCO, a Lebanon-based company centered on the deal of agrarian scavenge gear. Bringing in wheat and other grains from North or South America takes time and is greatly costly due to shipping costs. Romania, Russia, and Ukraine border the Dark Ocean. So, it's simpler to stack ships to Lebanon and other MENA nations. Although MENA nations seem to expand their supplies by exchanging with Western companies, transportation delays seem to cause a serious deficiency. A few MENA nations develop wheat themselves, but household generation doesn't completely cover by and large demand. For occurrence, Beqaa Valley is the as it were locale in Lebanon where wheat is developed. Furthermore, farmers develop as it were difficult wheat, which isn't reasonable for making bread.

Individuals won't promptly feel the expanding cost of wheat, nourishment arrangement master Laborde, as numerous MENA nations have appropriations input. But governments might begin proportioning or expanding the fetched of wheat-related things at a few arrange. Such moves may lead to social turmoil in nations as of now feeling a financial squeeze. While Egypt will likely be the MENA nation most uncovered in the aftermath of the Russian war in Ukraine, it might still be a major blow for other North African nations. To get to the Mediterranean Ocean, they might attempt to moment wheat from other nations. But such choices can't completely supplant Russian and Ukrainian imports.

CHAPTER 2. ANALYSIS OF LIOM UKRAINE ECONOMIC PERFORMANCE AND EVALUATION OF ITS COMPETITIVENESS STRATEGY

2.1 Examination of Liom Ukraine's financial execution and assessment of its competitiveness methodology

Businesses, as autonomous parts of the economy, produce products and provide a range of services to meet the needs of the population and their production. A modern enterprise can be a complex entity that combines and uses different resources: People, materials, money, data, etc. Successful management of enterprises is inconceivable without taking into account their essence and interrelationships. The well-being of the populace and the financial control of the state as a whole usually depend on how businesses utilize their assets, the quality and competitiveness of their products, and inventive redesigns. The reason for this paper is to look at the agro-industrial exchange relations between Ukraine and the United States using "Liom Ukraine" as an example.

To achieve this goal, we set and carried out the following tasks:

- to conduct a joint colleague with the commercial company; - to analyze the state and operations in specific regions of the company;
- to present the financial organization and activities of the company;
- to study the faculty management;
- to reveal the management of advertising and logistics;
- to determine the management of the company's cross-border activities;
- to prove the management of the accounting and the fund in the enterprise;
- to present the important management of the company;
- to show the management of the innovation activities of the company;
- to create a regulation to expand the efficiency of the enterprise. The subject of consideration is the compulsory enterprise "Liom Ukraine". The subject of consideration is the highlights of the enterprise administration and administration of its activities. The

company is located at the legitimate address: 49022, Kyiv locale, Shevchenkivskyi locale, Starovokzalna street, house 18.

2.2 Analysis of economic activity and financial state of Liom Ukraine

The goal of Liom Ukraine LLC is to meet the needs of consumers to make a profit and make a significant contribution to the economic development of Ukraine.

The following long-term goals of Liom Ukraine LLC contribute to achieving a defined goal: increasing customer engagement and attracting new customers; increase in production value; maintaining corporate position in the Ukrainian market through continuous quality development; timely and complete supply of business with the necessary production equipment; introduction of advanced technology and new equipment in production processes; increasing the level of motivation of employees.

At Liom Ukraine LLC, personnel management responsibilities are the responsibility of the HR manager. The head of economic support of the business is responsible for material resources.

Test laboratory functions include mandatory testing of raw materials supplied to factories, testing of finished products, and implementation of its development and development. The production unit organizes the work of the shops, monitors the supply of unripe items on time, and organizes the distribution of resources.

The role of the financial director is closely linked to the information function. The duties of the finance and accounting department are to process and analyze business data, prepare periodic reports, provide relevant information to regulatory authorities, etc.

The contract department ensures compliance with the terms and conditions specified in the contracts with consumers of products produced by the company, monitoring their time use.

Considering the business environment, it is worth noting the distribution of competitors LLC "Liom Ukraine" directly, which is a great advantage in the activities of a group of companies (Table 2.1).

Table 2.1

Competitive business environment

Name	Specialization		
ТОВ «АДМ ТРЕЙДІНГ Україна»	Producer	Sunflower seeds	Trade-in grain crops and mineral fertilizers
ДП «САНТРЕЙД»	Producer	Sunflower seeds	Transfers of vegetable oils

Source: Liom Ukraine competitor information sheet.

The market value of these companies is 44%. If a company takes a strong position in the Kyiv regional market and is a leader, and establishes export relationships, it is difficult to compete with the above areas.

Rapid changes in the technology environment could put a company at risk of losing a competitive advantage. New technologies affect the production efficiency and product development that consumers expect. But not all organizations are significantly influenced by rapid scientific and technological advances.

The PEST Analysis (sometimes called the STEP) is a marketing tool designed to identify the environmental (P - political), economic (E - economic), social (S - social), and functional (T - technological) factors of corporate business (Table 2.2).

Table 2.2

PEST-review of Liom Ukraine LLC

Political	Economy
- Lack of effective financial development and R&D system, taking into account the limited budget capacity of the Ukrainian state and the lack of banking support, as well as clear state control over targeted spending.	- Declining investment in the industry with a high rate of depreciation; - Lack of documentation of industrial development strategies, aimed at ensuring the successful development of industrial enterprises, Ukraine's road infrastructure, including port infrastructure, terminals, trains, and development taking into account the needs of property owners, and goods. transfers, terminal operators, which prevent further

	investment and modernization of fixed assets, ensure their re-equipment and technology follow international standards; - the economic situation in Ukraine; - inflation; - The strength of the hryvnia exchange rate against the US dollar; - energy costs.
Social	Technological
- Unfair competition from producers, which arose as a result of cheap labor and state support for the export of the country.	- A high rate of inflation is detrimental to business activity because due to the scarcity or extreme aging of the food industry it is impossible or economically inefficient and dangerous.

Source: Company's data analysis.

Therefore, based on the analysis, it can be said that the LLC "Liom Ukraine" is significantly affected, especially by economic and political factors. The technical aspects, on the contrary, have a positive impact on the company.

Economic planning and business activities. To analyze the technical and economic indicators of a business, we use data from form 1 "Balance Sheet" and form (Table 2.3) "Report on financial results" for 2020 - 30.09.2021, provided in Appendices.

Table 2.3

Indicators to assess the asset and liability status of LLC "Liom Ukraine"
2020 - 30.09.2021

Indexes	Method of calculating the indicator	Year		Deviation from 30.09.2021 to 2020	
		2020	30.09.2021	+/-	%
1	2	3	4	6	7
1. Total value of assets (property)	Ф.1. p.1300	23168,9	24415,5	1246,6	5,4
2. The value of non-current (long-term, permanent) assets	Ф.1. p.1095	7,1	55,1	48	676,1
3. The value of current (mobile) assets	Ф.1. p.1195	23161,8	24360,1	1198,3	5,2
4. The cost of tangible current assets (inventories)	Ф.1. p.1100	42,1	0,5	-41,6	-98,8

5. Accounts receivable for goods. Work, services	Φ.1. p.1125	-	-	-	-
6. Cash	Φ.1. p.1165	5763	88,3	-5674,7	-98,5
7. Equity	Φ.1. p.1495	5488,5	6321,6	833,1	15,2
8. Long-term liabilities for the formation of non-current assets	Φ.1. p.1595	-	-	-	-
9. Short-term bank loans	Φ.1. p.1600	1453,4	-	-1453,4	-
10. Current liabilities	Φ.1. p.1695	17135,7	16685,1	-450,6	
11. Working (net working capital), (availability of own current assets)	Φ.1.(p.1195 -p.1695)	6026,1	7675	1648,9	27,4
12. The cost of fixed assets:	Φ.1. p.1010	4,8	1,8	-3	-62,5
- original	Φ.1. p.1011	181	207,6	26,6	14,7
- the amount of wear	Φ.1. p.1012	-176,1	-205,8	-29,7	16,9

Source: Report on indicators to assess the state of the assets and liabilities of the company. [64]

From Table 2.3 Indicators of total assets increased by 5.4%, value of non-current assets by 676.1%, current asset value - by 5.2%, equity - by 15.2%, operating costs - by 27.4%.

Instead, the value of current assets decreased by 98.8%, cash - by 98.5%, and the value of fixed assets by 62.5%.

The following phase of the analysis to assess the financial stability of Liom Ukraine LLC:

The coefficient of autonomy (coefficient of concentration of equity) indicates an equal distribution throughout the balance sheet: $K.a. = \phi.1 \text{ episode. } 1495: \phi.1 \text{ p. } 1900$ (3.1)

Equity share should be high enough, be 50%. We list the coefficients of business independence:

$$K.a. \text{ on } 31.12.2020 = 5488.5: 23167.9 = 0.24$$

$$K.a. \text{ at } 30.09.2021 = 6321.6: 24415.5 = 0.26$$

As can be seen from the calculation, from 31.12.2020 - 24%, from 30.09.2021 - your balance sheet budget was 26%, much lower than the normal value.

The financial dependence coefficient - the opposite of the coefficient of autonomy
- indicates the total value of a business asset per 1 UAH. your funds: $K_f \text{ with.} = \phi.1p. 1900: f.1 p. 1495 (3.2)$

The normative value of the identifier is less than 2.

We list the coefficients of financial dependence on a business:

$Cf. \text{ with. on } 31.12.2020 = 23167.9: 5488.5 = 4.22$

$Cf. \text{ with. at } 30.09.2021 = 24415.5: 6321.6 = 3.86$

The index growth reflects an increase in the amount of borrowing to finance the business.

The equity maneuverability ratio is calculated as the sum of the total loan amount and the amount of your loan:

$K m. = \Phi.1 (p.1595 + p.1695): \phi.1 p.1495 (3.3)$

$By m. \text{ Date } 31.12.2020 r. = 17135.7: 5488.5 = 3.12$

$By m. \text{ At } 30.09.2021 = 16685.1: 6321.6 = 2.64$

Statistics show improvements in the financial stability of a business.

The loan stabilization coefficient reflects the ratio of the loan amount to the total business capital:

$To k. Z. \kappa. = \phi.1 (p. 1595 + p. 1695): \phi.1 p. 1900 (3.4)$

The normative value of the identifier is <0.5 .

We list the coefficients of focusing on a business loan:

$To k. Z.k. \text{ dated } 31.12.2020 r. = 17135.7: 23168.9 = 0.74$

$To k. Z.k. \text{ on } 30.09.2021 r. = 16685,1: 24415,5 = 0.68$

Borrowing the full amount of funding sources is slowly increasing, which is not always well thought out.

We summarize the indicators of financial stability of the company LLC "Lyom Ukraine" between 2020-30.09.2021 in (Table 2.4).

Table 2.4

Indicators of financial stability of LLC "Liom Ukraine" for 2020 - 30.09.2021

Characteristic	Year		30.09.2021 to 2020	
	2020	30.09.2021	+/-	%
1. Coefficient of autonomy (concentration of equity)	0,24	0,26	0,02	8,3
2. Coefficient of financial dependence	4,22	3,86	-0,36	-8,5
3. Equity maneuverability ratio	3,12	2,64	-0,48	-15,4
4. Rated capital concentration ratio	0,74	0,68	-0,06	-8,1

Source: Liom Ukraine year report of financial stability. [59]

30.09.2021 to 2020. Analyzing the data in Table 2.4, we can conclude that there have been negative changes in the formulation of indicators of financial stability - a decrease in the amount of the financial dependence coefficient, and increased corporate confidence in borrowing. However, the coefficient of autonomy has increased.

Therefore, it is safe to say that the company with limited liability "Liom Ukraine" is profitable, solvent, and occupies a highly competitive position in the market for sunflower products.

2.3 Investigation of foreign economic activity of Liom Ukraine

One of the most important ways to increase productivity is the development of the foreign economic activity of its business structures, which is not possible without the successful development, selection, and implementation of an international business marketing strategy. However, the definition of effective business activities in the foreign economic sector and the development and implementation of an international trading strategy is not possible without a careful analysis of its status.

For a more complete description of the work of Liom Ukraine LLC in the foreign market, the coefficient of the fulfillment of obligations in quantity and quantity is determined by both the individual assets and their completeness. To determine these indicators, we use the initial data from (Table 2.5).

Table 2.5

**Execution of the supply plan for export operations Liom Ukraine LLC for
2020-2021**

	2020		2021	
	Planned	Actual	Planned	Actual
Price per unit of goods	5,9	5,8	5,55	5,6
Quantity of goods	1225400	1214952	1428553	1437892

Source: Liom Ukraine annual report of the supply plan.

According to (Table 2.5) calculate the coefficient of performance of obligations at cost for the final indicator, calculated by the formula:

$$K_{the\ cost\ of\ fulfilling\ obligations} = \frac{\sum_{i=1}^n Q_{\phi} \times P_{\phi}}{\sum_{i=1}^n Q_n \times P_n} \quad (1)$$

where Q_{ϕ} and P_{ϕ} – actual prices and quantity of goods;

K - The amount of the cost of fulfilling obligations;

Q_n and P_n – planned peaks ad quantity of goods;

N is the number of types of goods.

$$K_{the\ cost\ of\ fulfilling\ obligations} = \frac{1214952 \times 5,8}{1225400 \times 5,9} = 0,97 \text{ (2020 year)}$$

$$K_{the\ cost\ of\ fulfilling\ obligations} = \frac{1437892 \times 5,6}{1428553 \times 5,55} = 1,02 \text{ (2021 year)}$$

The coefficient of the fulfillment of obligations on exports of goods by physical volume for the consolidated indicator is calculated by the formula:

$$K_{physical\ circumstances\ of\ the\ fulfillment\ of\ obligations.} = \frac{\sum_{i=1}^n Q_{\phi} \times P_n}{\sum_{i=1}^n Q_n \times P_n} \quad (2)$$

where Q_f and P_n – the value of export of goods in the reporting period is listed at planned prices;

K - The amount of the cost of fulfilling obligations;

Q_n and P_n – the planned cost of exporting goods

$K_{physical\ circumstances\ of\ the\ fulfillment\ of\ obligations} = \frac{1214952 \times 5,9}{1225400 \times 5,9} = 0,99$ (2020 year)

$K_{physical\ circumstances\ of\ the\ fulfillment\ of\ obligations.} = \frac{1437892 \times 5,55}{1428553 \times 5,55} = 1,006$ (2021 year)

The coefficient of the fulfillment of obligations to export goods at a price for the consolidated indicator is calculated by the formula:

$$K_{obligations\ fulfillment\ prices.} = \frac{\sum_{i=1}^n \frac{Q_{\phi} \times P_{\phi}}{Q_{\phi} \times P_n}}{\sum_{i=1}^n \frac{Q_{\phi} \times P_{\phi}}{Q_{\phi} \times P_n}} \quad (3)$$

Q_f and R_f – the actual value of exports;

K - The amount of the cost of fulfilling obligations;

Q_f and P_n – the value of exports of goods in the reporting period is listed at planned prices.

$$K_{obligations\ fulfillment\ prices.} = \frac{1214952 \times 5,8}{1214952 \times 5,9} = 0,98 \text{ (2020 year)}$$

$$K_{obligations\ fulfillment\ prices.} = \frac{1437892 \times 5,6}{1437892 \times 5,55} = 1,01 \text{ (2021 year)}$$

Let's calculate the price indices, volume, prices, composition, and value, which show how much and when the value and volume of exports and average prices have changed. The data for calculating the above indicators are given in (Table 2.6).

Table 2.6

Data on Liom Ukraine exports for 2020-2021

Product name	2020			2021		
	Number of goods, kg	Price per unit, UAH	Cost, thousand UAH	Several goods, kg.	Price per unit, UAH	Cost, thousand UAH
Sunflower seed	1214952	5,8	7046721,6	1437892	5,6	8052195,2

Source: Liom Ukraine data.

The calculation of the following indices is based on the formulas:

- Value index:

$$I_{value} = \frac{\sum_{i=1}^n Q_1 \times P_1}{\sum_{i=1}^n Q_0 \times P_0} \quad (4)$$

where Q1 and P1 - prices and quantity of goods in the reporting period;

Q0 and P0 - prices and quantity of goods in the base period.

$$I_{value} = \frac{1437892 \times 5,6}{1214952 \times 5,8} = 1,14 \text{ (2021 p.)}$$

The change in the value of exports can be caused by many factors, but you can investigate the impact of changes in price and physical volume using the following formulas:

- Price index:

$$I_{price} = \frac{\sum_{i=1}^n Q_1 \times P_1}{\sum_{i=1}^n Q_1 \times P_0} \quad (5)$$

$$I_{price} = \frac{1437892 \times 5,6}{1437892 \times 5,8} = 0,96 \text{ (2021 p.)}$$

- Volume index:

$$I_{physical\ volume} = \frac{\sum_{i=1}^n Q_1 \times P_0}{\sum_{i=1}^n Q_0 \times P_0} \quad (6)$$

$$I_{physical\ volume} = \frac{1437892 \times 5,8}{1214952 \times 5,8} = 1,18 \text{ (2021 year)}$$

The change in physical volume is due to the cumulative change in the quantity and quantitative structure of goods. Hence, the index of physical volume is the product of the index of quantity and the index of the structure. The impact of each of these factors should be determined separately:

- Quantity index:

$$I_{quantity} = \frac{\sum_{i=1}^n Q_1}{\sum_{i=1}^n Q_0} \quad (7)$$

$$I_{quantity} = \frac{1437892}{1214952} = 1,18 \text{ (2021 year)}$$

- Structure index:

$$I_{structures} = \frac{\sum_{i=1}^n Q_1 \times P_1}{\sum_{i=1}^n Q_1 \times \bar{P}_0} \quad (8)$$

where - the \bar{P}_0 average price of goods in the base period, and is determined by the formula:

$$\bar{P}_0 = \frac{\sum_{i=1}^n Q_0 \times P_0}{\sum_{i=1}^n Q_0} = \frac{1214952 \times 3,8}{1214952} = 3,8 \text{ for the 2020 year}$$

$$\bar{P}_0 = \frac{\sum_{i=1}^n Q_0 \times P_0}{\sum_{i=1}^n Q_0} = \frac{1437892 \times 5,6}{1437892} = 5,6$$

(2021 year)

The average price of the product is known, calculate the index of the structure:

$$I_{structures} = \frac{1437892 \times 5,8}{1437892 \times 5,6} = 1,04 \text{ (2021 year)}$$

As the volume structure index is close to one, this means that within the product group it reduces the share of more expensive goods by increasing the share of cheap goods.

Now, by estimates, it is possible to perform an analysis of the fulfillment of contract obligations and an analysis of the export flexibility of Liom Ukraine LLC.

Analyze business export operations in recent years, the first data of which is given in (Table 2.7).

First, you need to analyze the fulfillment of contractual obligations. To do this, use formulas 1, 2, and 3. The calculation results are given in (Table 2.7).

Table 2.7

Fulfillment of the company's contractual obligations for export

The name of the coefficient	2020	2021
Coefficient fulfillment of obligations by value	0,97	1,02
The coefficient of the fulfillment of obligations by physical volume	0,99	1,006
Price fulfillment ratio	0,98	1,01

Source: Liom Ukraine data.

According to calculations, contracts were not fulfilled by almost 3% in 2020, and in 2021 - 102% of contracts were over fulfilled. Defaults in 2020 occurred due to defaults on physical volume by 1% and default on prices by 2%. In 2021, the contracts were fully implemented.

Next, it is necessary to analyze the dynamics of exports of LLC "Liom Ukraine". The results of index calculations are given in (Table 2.8).

According to the results of calculations, in 2021 there was an increase in exports due to an increase: in the value index by 14%, and the volume index by 18%.

Table 2.8

The results of the calculation of indicators of the dynamics of exports of the enterprise

Index name	Value 2021
Value index	1,14
Physical volume index	1,18
Price index	0,96
Structure index	1,04
Quantity index	1,18

Source: Liom Ukraine report of enterprise export.

Fulfillment of obligations on exports and imports of goods and services is associated with the cost of paying the bills of suppliers of export and import goods and the payment of overhead costs for exports and imports of goods. These funds of the enterprise should be used most rationally and efficiently.

2.4 Analysis on the competitiveness of Liom Ukraine

We will conduct research on the enterprise at the strategic level to determine opportunities for its further development and the main areas of improvement of the company.

To diagnose the strategic positions of Liom Ukraine LLC, a SWOT analysis was conducted by analyzing the strengths and weaknesses of the company, as well as the threats and opportunities of the external environment.

Table 2.9

Component matrices of SWOT activity of Liom Ukraine LLC

Opportunities	Points	Threats	Points
The company is adapted to innovations based on the achievements of modern technologies	4	High-interest rates on bank loans	5
Reducing the number of staff	4	High inflation, devaluation of the hryvnia	5
Decrease in industrial production	5	The unstable political situation in the country	5
Reducing the level of the tax burden	3	The low purchasing power of consumers	5
High level of enterprise competitiveness	5	The pricing policy does not take into account the high cost of a trade	5
Possibility of cooperation (reduction of expenses)	4	Competition in the market is intensifying	4
TOTAL	25	TOTAL	29
Strengths	Points	Weaknesses	Points

Activities in a fairly stable and well-known market segment	4	Lack of a system for collecting and analyzing market information (information and analytical sector)	5
Recognized market leader	5	High costs for the logistics process	5
Ability to serve additional groups of consumers	5	Low level of analytical work at the enterprise	5
Provision of material and technical capacities	5	The unstable financial position of the enterprise	5
High level of professional education of trade and technological personnel	4	The lack of a controlling system does not take into account the principle of profitability of sales in the formation of the system of trade.	5
TOTAL	23	TOTAL	30

Source: Liom Ukraine SWOT matrix by company data. [71]

Conditionally indicate the degree of influence of external and internal factors on the activities of the studied enterprise. It is determined by experts on a five-point scale:

opportunities: 5 - very high, 4 - high, 3 - medium, 2 - low, 1 - very low;

threats: 5 - very strong, 4 - strong, 3 - medium, 2 - weak, 1 - very weak;

strengths and weaknesses: 5 - very high value, 4 - high, 3 - medium, 2 - low, 1 - very low.

The general estimation of each of the four parameters of the SWOT card is calculated. As you can see from (Table 2.10), the greatest influence on the activities of the studied enterprise has its internal weaknesses (30 points). There was also a strong threat from the environment (29 points). To determine the links between opportunities, threats, strengths, and weaknesses of the enterprise, we will compile a summary matrix SWOT (Table 2.10).

The product of the factors presented in the SWOT map allows us to obtain the corresponding values in the fields of the SWOT matrix ("Weakness and opportunities", "Weakness and threats", "Strength and opportunities", "Strength and threats"). Most of them determine the main strategic goal, the direction of development of the technology

of trade of the studied enterprise, and the choice of the development strategy of the enterprise.

Table 2.10

Summary matrix of SWOT-analysis in LLC "Liom Ukraine"

		Opportunities	Threats
		Points (25)	Points (29)
Strengths	Points (23)	$23 * 25 = 575$	$23 * 29 = 667$
Weaknesses	Points (30)	$30 * 25 = 750$	$30 * 29 = 870$

Source: Liom Ukraine data

Thus, we can conclude that Liom Ukraine LLC is developing quite successfully, but it should expand its markets to increase profitability. The development of the enterprise is at a relatively high level and has all the opportunities to further develop and increase competitiveness and position itself in the market as a powerful player.

CHAPTER 3. STRATEGIC PRIORITIES FOR IMPROVING INTERNATIONAL TRADE RELATIONS

3. 1 Key needs for progressing worldwide exchange relations

There are quite a several divisions in the company, but the marketing functions of the company are performed by a specially created marketing department.

The closest interaction of the marketing department is manifested with the commercial department and the logistics department, this interaction is carried out under the guidance of the Deputy. Director of Commercial Affairs.

The main tasks of the analysis are:

- checking the intensity of planned tasks;
- assessment of the implementation of the plan (agreements, contracts), composition, product quality, rhythm, and uniformity of production;
- identifying the reasons for deviations from the plan and the level of previous periods;
- identification of reserves for growth in production and sales, improving product quality, and ensuring the rhythm and uniformity of production;
- conducting market research.

The following sources of information are used for the analysis:

statistical reporting:

- Form № 1-P (urgent) "Urgent report on the production of industrial products (works, services)";
- Form № 1-PE "Monthly Report on Economic Indicators";
- Form № 1-entrepreneurship "Report on the main indicators of the enterprise";
- Form № 1P-NPP "Report on industrial production";

accounting (financial) reporting:

- Form № 2 "Report on financial results";

- planned tasks, contracts, agreements, and government orders;
- norms, standards, etc .;
- operational report on production, shipment, and sale of products.

Estimation of the intensity of the plan is carried out by comparing the planned volume of production with the average capacity:

$$K = \frac{Q_{пл} \times 100}{N_{пл}}, (5.1)$$

where K is the coefficient of the intensity of the planned task;

$Q_{пл}$ - the volume of production according to plan;

$N_{пл}$ - planned average production capacity of the enterprise.

The higher the coefficient of the intensity of the planned task, the better it is expected to use the production capacity of the enterprise.

Execution of the plan and the dynamics of production and sales is determined by comparing the actual (reporting) values of indicators with the planned values and data of the previous period.

Absolute changes (absolute increase or decrease) and relative changes (growth rate, increase) are estimated.

Table 3.1 shows an example of an analysis of the plan and the dynamics of production.

Analysis of the data in (Table 3.1) shows that the volume of production in the reporting period increased compared to the plan by UAH 1570000. or by 28.6%, and compared to the previous period of growth amounted to 1830000 UAH., which is a percentage of the 47.2%. Only the production of one type of product has not changed compared to the plan, which in value terms is UAH 1050,000.

It is necessary to compare the volume of production for different periods with incomparable prices.

Table 3.1

Evaluation of the implementation of the plan and the dynamics of production

Types of products	Price per 1 ton, UAH	Manufactured products			The volume of products, UAH.			Report deviation from (+, -)		Report in% to:	
		Ahead of the period	Current period		Previous period	Current plan		Previous period	Plan	Previous period (gr.7: gr.5) x100	Plan (gr.7: gr.6) x100
			Plan	Report		Plan	Report				
Sunflower seeds	26000	80	90	110	2080000	2340000	2860000	780000	520000	137,5	122,2
Seeds of medium oleic sunflower	30000	60	70	95	1800000	2100000	2850000	1050000	1050000	158,3	135,7
Total	-	-	-	-	3880000	4440000	5710000	1830000	1570000	147,2	128,6

Source: Liom Ukraine data. [4]

If there is a change in prices in the reporting period compared to the previous one, it is necessary to determine the extent to which changes in output and prices affected the change in the value of products in the reporting period compared to the previous one (Table 3.2).

Data analysis (Table 3.2) shows that the value of products in the reporting period compared to the previous one increased mainly due to an increase in the physical volume of products - by UAH 6.4 thousand, while due to changes in prices, also increased by UAH 6.4 thousand.

The logistics activities of Liom Ukraine LLC are one of the main ancillary areas in the company's activities, as it provides links with the company's environment, as well as provides internal production links in the manufacture of products. Due to the reengineering of logistics processes, the company can manage the flow of goods "from one source", which reduces the time from production to delivery of goods to the final recipient.

Table 3.2

**Estimation of influence of changes of physical volume and average prices on
change of cost of separate groups of homogeneous production**

Homogeneous product groups	Previous period		Reporting period		Average price		Deviation s in the cost, total thousand UAH (gr.4-gr.2)	Including under the influence of change	
	Quantity, items.	Cost in current prices, thousan d UAH	Quantit y, pcs.	The cost in current prices, thousan d UAH	Prelimina ry period, thousand UAH (group 2: group 1)	Reportin g period, thousand UAH (group 4: group 3)		Physical volume, thousan d UAH (gr.3- gr.1) gr.5	Averag e price, thousan d UAH (gr.6- gr.5) gr.3
Sunflower seeds	80	20	90	26	0,25	0,29	6	2,5	3,6
Seeds of medium oleic sunflower	60	23,5	70	30	0,39	0,43	6,5	3,9	2,8
Total	-	43,5	-	56	-	-	12,5	6,4	6,4

Source: Liom Ukraine data. [67]

At this stage of enterprise development, logistics introduces numerous links with many functional areas of the company, such as production, marketing, and accounting. The increase in interest in the role of customer service in gaining a competitive advantage in the market was determined by two main factors:

- constant increase in customer expectations of the manufacturer;
- reducing the strength of traditional brands.

One of the main tasks of enterprise logistics is the optimization and management of internal production processes.

Sunflower seed logistics includes managing the flow of these products and information throughout the production chain (supply of raw materials and packaging, storage, transportation, distribution).

Consider the logistics chain of proof of production of the company LLC "Liom Ukraine" (Fig. 3.1).

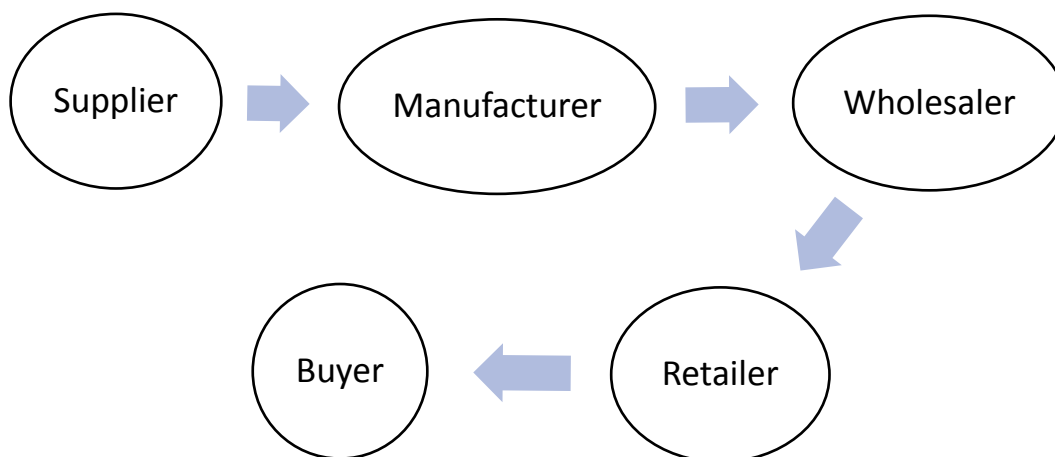


Figure 3.1: Logistics chain of bringing Liom Ukraine products to the consumer

Source: Supply chaine logistique.

Following the defined chains of logistics, the organizational structuring of the logistics system, as an integral part of internal activities is determined by the overall strategy of the enterprise, as well as the competitive strategy of LLC "Liom Ukraine". The logistics department of the enterprise performs the following functions:

- control of timely delivery of products to the client by orders and concluded agreements;
- timely and high-quality registration of sales documentation;
- ensuring the preparation of effective delivery routes;
- accounting for the execution of orders, shipments, and balances of unsold products;
- maintaining the optimal level of costs for the payment of freight forwarding services;
- taking measures to reduce the cost of warehousing, warehousing operations, and resources;
- control of stocks in the warehouse;
- ensuring the minimization of product shortages and product rotation in the warehouse;

- taking measures for the rational use of transport and storage equipment;
- inventory management, sales dynamics analysis;
- control of planning the optimal amount of inventory required for continuous sale;
- quality control and inventory life;
- budgeting of the logistics department.

In general, the logistics department at the enterprise allows to concentrate the company's efforts to optimize the number of stocks of raw materials and finished products required for the efficient operation of the industrial enterprise.

Let's analyze the costs of the logistics department of Liom Ukraine LLC (Table 3.3).

Analyzing the table, we see that costs are constantly rising, although not by a large percentage. But in 2021 the costs of sales and logistics administration decreased. This is due to the reengineering and modernization of the logistics system both inside and outside the company, as in 2021 new equipment was purchased for production and transportation in the technological process, as well as radically changing the ordering system and forecasting consumer demand. Based on the overall development of the enterprise, we can say that the increase in logistics costs is caused by an increase in sales.

Table 3.3

**The structure of logistics costs of LLC "Liom Ukraine" for 2020-30.09.2021,
thousand UAH**

Logistics costs article	2020	30.09.2021	Absolute deviation 30.09.2021/ 2020	Relative deviation 30.09.2021 / 2020
Selling expenses	307,1	167,7	-139,7	-0,45
Warehouse costs	502	63,2	13,1	0,26
Production logistics costs	48,9	61,6	12,7	0,26
Purchase costs	313,0	583,5	270,5	0,86
Transportation costs	371,5	539,4	167,9	0,45
Expenditures on logistics administration	78,6	58,4	-20,2	-0,26

Source: Liom Ukraine report of structure of logistics. [42]

Warehouse expenses increased by UAH 13.1 thousand, or 26%. Warehouse costs increased in proportion to changes in inventories.

Production logistics costs have increased over the last year by UAH 12.7 thousand.

Purchase costs increased by UAH 270.5 thousand. as we can see this is the biggest cost along with the cost of transportation. The increase in procurement costs is due to the above-mentioned increase in sales, which entails an increase in purchases of raw materials and costs for their transportation, storage, and more.

Transportation costs are also significant, as they include:

- 1) payment of the tariff (freight) for transportation and unloading-loading of goods (provided that such costs are borne by the buyer);
- 2) fare with all additional fees (except penalties), if such costs are borne by the buyer;
- 3) costs of fire and guard protection when transporting stocks to the buyer by transport (provided that such costs are borne by the buyer);
- 4) the cost of delivery and unloading in the warehouses of the enterprise stocks received (except for wages of permanent warehouse workers, which belongs to the costs of maintaining factory warehouses).

Thus, we observe that the logistics costs of the enterprise are constantly increasing. The main reason for the increase in costs is the increase in sales, and the company over time has become more rational to use the funding for sales and logistics costs, caused by reengineering of logistics processes, which at the same time, in turn, decreases.

3.2 Implementation of modern approaches to increase international competitiveness of Liom Ukraine

Innovative activity should be an organic component of the strategic development of the enterprise. It is one of the main factors in gaining a competitive advantage. Even innovative technology projects (the development of new industrial technologies) can have less effect on the company than minor changes in the organization of management if such projects do not harmonize with corporate strategy.

A component of the assessment of innovation development according to Burma is the calculation of innovation potential. The assessment is based on a comprehensive analysis of the company on fifteen indicators that reflect the real state of development of the company. Evaluation is an expert method, each indicator is evaluated on a scale from 0 to 10. [47]

We will analyze the enterprise by organizational and managerial, production and market indicators, the results of the assessment of the innovative potential of the enterprise are given in (Table 3.4).

Table 3.4

Assessment of the innovation potential of Liom Ukraine LLC

№	Indicator	The weight of the indicator R_i	The quantitative value of the criterion K_i (0 to 10)
<i>The organizational and managerial potential of the enterprise</i>			
1	Availability and characteristics of departments of analysis, marketing, forecasting, strategic planning etc.	6	6
<i>Personnel potential of the enterprise</i>			
2	Level of education and qualification of senior managers	9	9
3	Level of education and qualification of middle managers (heads of departments)	7	9
4	The average age of employees: in the main production in the science and technology sector in management	3	6
		4	6
		5	7
5	The share of staff training costs in overhead costs	5	2
<i>Production and scientific and technical potential</i>			
6	The age structure of basic production equipment	6	9
7	Certification of production	10	8
8	Availability of balance and usage indicators of intellectual property	5	7
9	Level of production technologies	8	6
10	Characteristics of the information used technologies (in design, construction, etc.)	8	9
<i>Market potential of the enterprise</i>			
11	The structure of consumers of products	8	6

12	Availability and characteristics of sales service systems, maintenance and operation of products for consumers	9	8
14	Participation in domestic and international exhibitions, fairs, competitions	8	9
15	Indicators of advertising activity (nomenclature of advertising products, the share of advertising costs in overhead costs)	6	6

Source: "Liom Ukraine" data. [45]

Assessing all fifteen indicators, we can calculate the innovative potential of the enterprise by formula (9):

$$III = \frac{\sum_{i=1}^n K_i \times P_i}{\sum_{i=1}^n P_i} = 784 / 102 = 7,686, (9)$$

where K_i is the numerical value of the i -th criterion;

P_i is the weighting factor of the corresponding criterion;

n is the number of evaluation criteria.

Using the previously established ratios of quantitative and qualitative values of the criteria, we can consider the innovation potential of the enterprise "high" if the estimated value of its PP is in the range of 8-10, "average" if the PP is obtained in the range 4-7.9 and "low" at $PP < 4$.

In our case, the level of innovation potential is average.

And the last stage in Burmak's method is to calculate the level of development of the enterprise, which takes the form of formula (10):

$$Pp = \sqrt{0,58P_K^2 + 0,42P_{II}^2} \quad (10)$$

$$Pp = \sqrt{0,58 * 0,68^2 + 0,42 * 0,768^2} = 0,718$$

Therefore, since the level of development can be from 0 to 1, we can say that LLC "Liom Ukraine" has an average level of innovative development, so it would be appropriate to propose measures to improve this indicator. [47]

Let's analyze Liom Ukraine LLC from the point of view of organizational and economic support and identification of the company's strategy. There are two types of

companies in innovation development: leaders and followers. Depending on the strategy, the company can calculate to which type the company belongs. To do this, we conduct an analysis, the results of which are shown in (Table 3.5).

Table 3.5

Indicators of innovation activity of Liom Ukraine LLC

Indicator	Calculation	Correspondence of the strategy result	Conclusions
Intellectual Property Ratio (CI)	$K_{ic} = \frac{B_i}{A_{na}} = 420 \text{ thousand} / 1240 \text{ thousand} = 0,33.$	$K_{ic} \geq 0,10$ - strategy of the leader; $K_{ic} \leq 0,09$ - follower strategy	The strategy of the leader
Ratio of R&D personnel (CPR)	$K_{np} = \frac{\Pi_H}{\Psi_n} = 12/76 = 0,16$	$K_{np} \geq 0,20$ – strategy of the leader; $K_{np} \leq 0,19$ – follower strategy	Follower strategy
R&D property ratio (R&D)	$K_{nb} = \frac{O_{\partial n}}{O_{bn}} = 1420 \text{ т} / 4321 \text{ thousand} = 0,33$	$K_{nb} \geq 0,25$ – strategy of the leader; $K_{nb} \leq 0,24$ – follower strategy	The strategy of the leader
Coefficient of development of new equipment	$K_{om} = \frac{O\Phi_H}{O\Phi_{cp}} = 1630 \text{ thousand} / 6200 \text{ thousand} = 0,26$	$K_{om} \geq 0,35$ – strategy of the leader; $K_{om} \leq 0,34$ – follower strategy	Follower strategy
New product introduction ratio (KVP)	$K_{en} = \frac{VP_{hn}}{BP} = 1$	$K_{en} \geq 0,45$ - strategy of the leader; $K_{en} \leq 0,44$ – follower strategy	The strategy of the leader
Innovation Growth Ratio (Kiz)	$K_{iz} = \frac{I_{\partial n}}{I_{3a2}} = 320 \text{ thousand} / 1270 \text{ thousand} = 0,25$	$K_{om} \geq 0,35$ – strategy of the leader; $K_{om} \leq 0,34$ – follower strategy	Follower strategy

Source: Liom Ukraine data.

The analysis of the innovative activity of the enterprise shows that the enterprise is at the average level, as the indicators are divided into two parts. According to three ratios, the company demonstrates its strengths in the market and is the leader, but according to three others, the company is a follower.

Thus, having conducted a comprehensive analysis of the innovative development of LLC "Liom Ukraine" using the methods of Burma and analysis of the coefficients of innovation activity of the enterprise, we can say that there are several problems at the enterprise. The most important problems are the lack of qualified personnel, the high workload of existing specialists, and the low competitiveness of pumping equipment. [47]

3.3 Leveraging technology for strengthening international trade relations

Nowadays, Governments and policymakers still have a critical part to play in the preparation of financial advancement. In a time of free exchange and universal competition, mechanical overhauling, and development constitute a fundamental ladder for creating nations within the locale to create their economies and climb up the worldwide esteem chains. Depending absolutely on the advertise will likely bolt creating nations, particularly the slightest created nations, into their regions of comparative focal points, such as labor-intensive and low-technology businesses, and compound their marginalization within the worldwide advertising [74].

An all-encompassing approach should be adopted by the nations within the locale to address the challenges of economic development and mechanical overhauling. Government approaches ought to point to forming an empowering environment so that the showcase energizes advancement. This empowering environment ought to too encourage collaboration between numerous partners such as colleges, inquire about education, firms, endeavors, universal companies, and multinational organizations for the purposes of advancement.

Nations within the locale have to be proactive in receiving modern advanced

advances such as enormous information and e-commerce. [74] Whereas debates on the stars and cons of these advances will proceed, in reality, there's no turning back; these advances proceed to enter each nation. Undoubtedly, nations within the locale ought to take advantage of the unused openings for commerce and exchange that are created by these advances. On the other hand, the dissemination of these advances forces new challenges on rules and controls.

Competitive analysis of different varieties of sunflower seeds has shown that the technical components of the product are incomplete.

When we consider the competitive concept of a product from the perspective of the person who will use the product, the main features of the consumer are the quality and price of the product. The impact of these indicators determines the future demand for commodities in the market.

Solving the problem of low level of product competition requires not only the definition and implementation of the steps but also requires a set of technical and organizational functions.

Therefore, when determining the competitive level of sunflower seeds, we will outline key guidelines for improving this indicator:

- to improve the business management system by taking advantage of every opportunity, to promote the development of professional skills, the use of modern methods, models and management systems in the economic process;
- systematic monitoring of the external and internal environment of the business, implementation of comprehensive diagnostics, and provision of prompt information in case of problems, as well as adaptability and problem, solving;
- an analysis of the performance of the marketing area, which includes a systematic study of the dynamics of supply and demand in the market, consumer price analysis, and forecast of changes in market conditions;
- an incentive to increase innovation by introducing the latest technologies and equipment in the manufacturing process, and developing a competitively competitive structure;

- the introduction of financial analysis in production and economic activity, which predicts the value of goods, and assesses the level of competitiveness of products at all stages of their existence;

- the development of organizational and technical production equipment, through the revision of fixed assets, automation management, authorization of the new production line, and the use of the latest technology and business management technologies;

- conducting a systematic evaluation of the security of business resources at all stages of production, developing strategic resource storage technology;

- to improve the suspension of products, as a result of a review of all aspects of the cost of goods that will be received y the period of production;

- the introduction of new production facilities and fixed assets, namely the introduction of the most powerful technologies in the production system, to increase the productive capacity of the business;

- conducting a systematic analysis of market conditions, and creating all the conditions for timely response to market changes;

- to study and research the practice of international and Ukrainian businesses in the food industry.

If the above areas are operational, they will not only improve the competitiveness of our company's sunflower seeds but also the environmental and economic situation across the country.

Therefore, we can conclude that for the seeds of sunflower LLC "Liom Ukraine" to gain a competitive advantage over LLC "ADM TRADING Ukraine", it is necessary to take many steps to improve the internal structure of the product. Also, it is necessary to comply with the requirements and indicators of product competition and to conduct systematic analysis and evaluation of the internal and external environment of the business.

Key activities to improve product competitiveness are:

- conducting market research on market conditions;

- technological advances and equipment used in production;

- a change in the cost of goods by reviewing production costs per unit output;
- change of business personnel policy, with the inclusion of various measures to encourage employees to improve the quality of work, etc .;
- the transformation of the structure of a business organization, which focuses on producing high-quality products following established standards and norms.

By implementing its production strategy, Liom Ukraine LLC will not only achieve its goal but will also improve its financial position, gain market competitive advantage, improve relationships with partners and suppliers, gain new customers and increase market share.

CONCLUSIONS AND PROPOSALS

Economic theory indicates that international trade raises the standard of living. A comparison between the performance of open and closed economies confirms that the benefits of trade in practice are significant.

Long-term worldwide exchange and speculation may lie someplace between the extremes of the status quo and a reversion to protectionism. This would include an intensive amendment and rebalancing of multilateral standards, to require an account of major worldwide changes on numerous fronts. The EU has customarily been a driving player in the creation of worldwide education and standards. But the days when Europe seems to dictate the worldwide motivation are over. Europe's part will be progressively a matter of looking to impact occasions, instead of attesting dominance. Within the coming decades, inside solidarity and a solid sense of common reason will be all the more imperative.

According to the Company Liom Ukraine, the reason for the establishment and operation of the Company is to conduct financial transactions for the benefit of the Company. Liom Ukraine LLC can be a legal substance from the date of its state registration. The Company operates under the current legislation in Ukraine. The company operates based on the Constitution, has an independent balance sheet, current, cash, and other bank accounts, operates based on a full financial settlement, self-financing, and self-sufficiency, brand, and trademark. The organizational structure of Liom Ukraine LLC includes a complex structure. Liom Ukraine LLC is headed by a chief executive. Thus, the company has a linear-functional structure. The mission of Liom Ukraine LLC is to fulfill the wishes of buyers to create benefits and make a remarkable contribution to the financial progress of Ukraine.

At Liom Ukraine LLC, the director of HR is responsible for managing the workforce. The head of the company's finance department can work with fabrics. Liom Ukraine LLC is productive, resolvable, and has a highly competitive position in the

advertising of sunflower products. The coordination tasks of Liom Ukraine LLC are one of the most important tasks of the company, as they connect with the environment of the company and move the production of products inside. Coordination of sunflower seeds includes monitoring the flow of these items and data on the entire production chain (supply of raw materials and bundling, capacity, transport, transportation).

The company's coordination costs are continuously increasing. The main reason for the increase in costs is the increase in business transactions. Over time, the company has moved to subsidize deal-making and coordination costs by reengineering forms of coordination, which in turn leads to a decrease. One of the most important ways to increase the efficiency of generation is to improve the external financial movements in the trade structures, which is not possible without the effective improvement, selection, and use of the universal advertising technology of the enterprise. Per the results of the calculations in 2021, there was an increase in shipments due to a 14% increase in the value list and an 18% increase in the volume list. In 2020, nearly 3% of contracts were not fulfilled, and in 2021, 102% of contracts were over fulfilled. Defaults in 2020 were due to physical volume defaults of 1% and cost defaults of 2%.

At Liom Ukraine LLC, an accounting office was established under the leadership of the chief accountant to ensure high-quality and ideal accounting and to evaluate accounting. One of the most important perspectives of proper accounting in compliance with the archive stream of LLC "Liom Ukraine" is represented by the significant organizational and regulatory records issued by the authorities under their due powers. LLC "Liom Ukraine" applies a non-uniform form of accounting. Data 1., 2., 3., 4., and 5. are entered into the balancing sheet, which shows and verifies the turnover and correctness of registers and balances on each account. Key and current charge arranging is carried out at Liom Ukraine LLC. The company too has no bank advances for more than one year, and long-term financing is given by other long-term budgetary liabilities. Liom Ukraine LLC is creating very effectively, but it must extend its markets to extend productivity. The improvement of the endeavor is at a generally tall level and has all the

openings to further create and increment competitiveness and position itself within the advertise as a capable player.

Having conducted a comprehensive investigation of the imaginative advancement of LLC "Liom Ukraine" utilizing the strategies of Burma and examination of the coefficients of development movement of the venture, we will say that there are several issues with the undertaking. The foremost vital issues are the need for qualified staff, the tall workload of existing pros, and the moo competitiveness of pumping hardware. [47]

Investigation of the competitiveness of diverse sorts of sunflower seeds appeared that the specialized components of the item are not idealized. The most ranges of change of this pointer are making strides in the administration framework, efficient observing of the outside and inner environment, operational investigation of the marketing environment, which could be an orderly think about of the elements of supply and request within the showcase, moving forward organizational and specialized gear, advancement of generation gear and settled resources. to conduct an efficient investigation of advertising conditions.

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