

ECOMARKETING APPROPRIATION AT THE JSC "SUMYHIMPROM"

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Open Joint-stock company "Sumyhimprom" operates the work after appropriation of new assortment and producing the new kinds of production, following the problems of ecology, energy and resource saving.

The foreign countries are huge & perspective sale market of many products producing at OJSC. But very often exporter meets with definite impediments at the external market such as regulatory impediments in the form of decisions & directions of importer-country concerning the quality, design, ecological safety norms connected with national technical standards.

Nowadays extremely allowed throws exploitation system & the observation control system act at the enterprise as well as in the whole Ukraine. And requirements & export product quality standards became harder.

The appearance of the international standards series of ecological management systems at enterprises & companies ISO 14000 & EMAS are called one of the most important international nature saving initiatives. These quality standards are directed first of all towards standardization of harmful substances concentration in the environment. They also demonstrate the conformity of the ecological marketing management system to modern requirements.

So after conducted activity analysis of OJSC & the project of instilling the international quality standards in Ukraine it is necessary to add the following proposal to the economical situation improvement of the company: to pay more attention to the ecological & international marketing development; external market sale stimulation methods must be used only after their exact marketing research; gradually instilling international quality standards ISO 14000 & EMAS, the first, for equalizing the chances with developed country competitors, the second, for improving environmental condition in Ukraine.