

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY STATE UNIVERSITY
Educational and Scientific Institute for Business Technologies “UAB”
Department of International Economic Relations

Plakhtynska Violetta Viktorivna

MASTER’S LEVEL QUALIFICATION PAPER
on the topic “ECONOMIC DEVELOPMENT STRATEGY OF FOREIGN
ECONOMIC ACTIVITY”
Specialty 292 “International Economic Relations”

Student 2 Course _____
group ME.m-91a.an

Plakhtynska V. V.

It is submitted for the Master`s level degree requirements fulfillment.

Master`s level degree qualification paper contains the results of own research. The use of the ideas, results and texts of other authors has a link to the corresponding source _____ Plakhtynska V.V

Research advisor Ph.D., Assoc.prof. _____ Domashenko Maryna Dmytrivna

Sumy, 2020

SUMMARY

of Master's level degree qualification paper on the theme
“ ECONOMIC DEVELOPMENT STRATEGY OF FOREIGN ECONOMIC
ACTIVITY ”

Student Plakhtynska Violetta Viktorivna

The main content of the master's level degree qualification paper is set out on 40 pages, including a list of used sources of 65 titles, which is placed on 6 pages. The work contains 4 tables, as well as 2 applications, which are placed on 9 pages.

KEYWORDS: ECONOMIC DEVELOPMENT, FOREIGN ECONOMIC ACTIVITY, METHODS TO INCREASE THE COMPETITIVENESS, FOREIGN RELATIONS, ECONOMIC ACTIVITY OF THE ENTERPRISE.

The purpose of the work is to study the theoretical and methodological principles and develop practical recommendations for improving the system of foreign economic activity of the enterprise.

The object of research is the management of the development of the system of foreign economic activity of the enterprise (on the example of LLC "ECOPLAST-TERNOPIL").

The subject of research - methods and strategies for the development of the system of foreign economic activity of the enterprise.

Research methods. The theoretical and methodological basis of the study is the development of domestic and foreign scientists in foreign trade, marketing theory, management and economic and mathematical modeling. During the writing of the work, the following methods were used, which are based on general scientific and empirical methodological methods of economics.

The information base of the study was the legal acts of Ukraine, scientific works of domestic and foreign scientists, monographs, information about the departments of the researched enterprise LLC "ECOPLAST-TERNOPIL", technical documentation about the products of LLC "ECOPLAST-TERNOPIL"; plans, programs and strategies for the development of the enterprise, which are posted on the official website. The factual information used in the research process contains the reporting information of the enterprise LLC "ECOPLAST-TERNOPIL".

The practical significance of the results. The level of foreign economic development of ECOPLAST-TERNOPIL LLC is analyzed. The most effective strategies of enterprise development, the best perspective ways of development are offered, the offers on improvement of foreign policy are brought and the most priority directions of development of LLC EKOPLAST-TERNOPIL are chosen. All this will bring the company new and better positions in the market, increase demand for products and improve its financial condition.

The obtained results can be used by the enterprises that are working in foreign economy sphere.

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY STATE UNIVERSITY
Educational and Scientific Institute of Business Technologies “UAB”
Department of International Economic Relations

APPROVED BY
Head of the Department

(academic degree, academic rank)

(signature) (full name)

«__» _____ 20__ .

TASKS FOR MASTER`S LEVEL DEGREE QUALIFICATION PAPER

(specialty 292 “ International Economic Relations”)

student 2 course, group ME.m-91a.an

Plakhtynska Violetta Viktorivna

1. The theme of the paper is “Economic development strategy of foreign economic activity” approved by the order of the university from « __ » _____ 20 __
№ _____
2. The term of completed paper submission by the student is «__» _____ 20 _____
3. The purpose of the qualification paper is to study the theoretical and methodological principles and develop practical recommendations for improving the system of foreign economic activity of the enterprise.
4. The object of the research is the management of the development of the system of foreign economic activity of the enterprise (on the example of LLC "ECOPLAST-TERNOPIL").

5. The subject of research are methods and strategies for the development of the system of foreign economic activity of the enterprise.

6. The qualification paper is carried out on materials of the development of domestic and foreign scientists in foreign trade, marketing theory, management and economic and mathematical modeling. During the writing of the work, the following methods were used, which are based on general scientific and empirical methodological methods of economics.

7. Approximate master`s level degree qualification paper plan, terms for submitting chapters to the research advisor and the content of tasks for the accomplished purpose is as follows:

Chapter 1 Theoretical prerequisites for the development of the system of foreign economic activity of the enterprise.

Chapter 1 deals with objectives and basic principles of foreign economic activity of the enterprise, Methods for assessing the effectiveness of foreign economic activity of the enterprise.

Chapter 2 Analysis and evaluation of the system of development of foreign economic activity LLC “Ecoplast-Ternopil”

Chapter 2 deals with analysis of the development of the system of foreign economic activity of the enterprise.

Chapter 3 Prospects and ways to improve the development of the system of foreign economic activity LLC “Ecoplat-Ternopil”

Chapter 3 deals with improving the process of making managerial decisions in the system of foreign economic activity of the enterprise, prospects and ways of development of the system of foreign economic activity of the enterprise.

8. Supervision on work:

Chapter	Full name and position of the advisor	Date, signature	
		task issued by	task accepted by
1			

2			
3			

9. Date of issue of the task: « ___ » 20

Research Advisor: Ph.D., Assoc.prof. _____ Domashenko M.D.

The tasks has been received: _____ Plakhtynska V.V.

CONTENT

INTRODUCTION.....	8
1. THEORETICAL PREREQUISITES FOR THE DEVELOPMENT OF THE SYSTEM OF FOREIGN ECONOMIC ACTIVITY OF THE ENTERPRISE.....	11
1.1. The essence, objectives and basic principles of foreign economic activity of the enterprise..	11
1.2. Methods for assessing the effectiveness of foreign economic activity of the enterprise.....	14
1.3. Theoretical aspects of the combination of the factor model and the system of development of foreign economic activity of the enterprise.....	17
2. ANALYSIS AND EVALUATION OF THE SYSTEM OF DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY LLC "ECOPLAST-TERNOPIL".....	21
2.1. General socio-economic characteristics of LLC "ECOPLAST-TERNOPIL".....	21
2.2. Analysis of the development of the system of foreign economic activity of LLC "ECOPLAST-TERNOPIL".....	26
2.3. The model of structural and functional relations of LLC "ECOPLAST-TERNOPIL" in the system of international business.....	29
3. PROSPECTS AND WAYS TO IMPROVE THE DEVELOPMENT OF THE SYSTEM OF FOREIGN ECONOMIC ACTIVITY LLC "ECOPLAST-TERNOPIL".....	33
3.1. Improving the process of making managerial decisions in the system of foreign economic activity of the enterprise.....	33
3.2. Prospects and ways of development of the system of foreign economic activity of the enterprise.....	37
3.3. Selection of the most priority areas of development and development of proposals to improve the system of foreign economic activity of the enterprise.....	40
CONCLUSIONS.....	43
REFERENCES.....	45
Appendix A.....	51
Appendix B.....	52
Appendix C.....	55
Appendix D.....	61

INTRODUCTION

Actuality of theme. Today, the problem of effective foreign economic activity (FEA) is quite relevant both in our country and in the international community, because such activities occur in today's global environment, which sets a strict framework for product quality, scientific and technological innovation and compliance with international standards.

In modern conditions of society development, one of the main factors that help determine the competitiveness of the enterprise is the growth rate of the system of foreign economic development. At the same time, the growth of foreign economic development of the enterprise and the ability to effectively manage it require, as a rule, higher costs in general: increase time, organizational and financial resources, structural and institutional changes.

In order for a company to become competitive and successful in maximizing its current and future revenues, it needs to direct its marketing, and through it investment, innovation and sales activities to identify and make full use of market opportunities that currently exist and are in the future. . In turn, it should be noted that the implementation of such activities at the enterprise as "FEA development management", aimed at making economically sound decisions on project management, which in effective implementation brings the company new better market positions, increases demand for products, improves its financial condition and accordingly increases the revenue side.

The increase of attention on the part of domestic and foreign scientists at the expense of the system of development of foreign economic activity of enterprises as an integral part of both the financial condition of the company and the national economy as a whole occurred at the beginning of the XXI century.

Therefore, we see that the main promising areas for solving these problems are the participation of Ukraine and domestic enterprises in scientific and technological cooperation with highly developed countries, as well as improving mechanisms for managing foreign economic activity, which, in turn, will increase the competitiveness of domestic products. markets.

The purpose and objectives of the study. The purpose of the work is to study the theoretical and methodological principles and develop practical recommendations for improving the system of foreign economic activity of the enterprise

Achieving this goal necessitated the following tasks:

- to reveal the essence, principles and features of foreign economic activity at enterprises;
- to substantiate features of management of external processes at the enterprise in modern conditions of managing;
- to analyze the management of the foreign trade development system in Ukraine and abroad;
- provide a general description of the investigated enterprise LLC "ECOPLAST-TERNOPIL";
- to analyze the level of management of innovative development at the enterprise LLC "ECOPLAST-TERNOPIL" in terms of foreign economic activity;
- to determine the socio-economic efficiency of the latest projects and products of the company LLC "ECOPLAST-TERNOPIL";
- to offer the most effective strategies of enterprise development; - choose the best promising ways of foreign economic development of LLC "ECOPLAST-TERNOPIL";
- make proposals to improve foreign economic policy and select the most priority areas of development of LLC "ECOPLAST-TERNOPIL".

The object of research is the management of the development of the system of foreign economic activity of the enterprise (on the example of LLC "ECOPLAST-TERNOPIL").

The subject of research - methods and strategies for the development of the system of foreign economic activity of the enterprise.

Research methods. The theoretical and methodological basis of the study is the development of domestic and foreign scientists in foreign trade, marketing theory, management and economic and mathematical modeling. During the writing

of the work, the following methods were used, which are based on general scientific and empirical methodological methods of economics.

The information base of the study was the legal acts of Ukraine, scientific works of domestic and foreign scientists, monographs, information about the departments of the researched enterprise LLC "ECOPLAST-TERNOPIL", technical documentation about the products of LLC "ECOPLAST-TERNOPIL"; plans, programs and strategies for the development of the enterprise, which are posted on the official website. The factual information used in the research process contains the reporting information of the enterprise LLC "ECOPLAST-TERNOPIL".

The scientific novelty of the work is to improve the system of foreign economic activity of the enterprise on the basis of the proposed strategies and models of development of LLC "ECOPLAST-TERNOPIL", in particular in such areas as research and development, development of scientific and innovative infrastructure and scientific and technical integration of the enterprise.

The practical significance of the results. The level of foreign economic development of ECOPLAST-TERNOPIL LLC is analyzed. The most effective strategies of enterprise development, the best perspective ways of development are offered, the offers on improvement of foreign policy are brought and the most priority directions of development of LLC EKOPLAST-TERNOPIL are chosen. All this will bring the company new and better positions in the market, increase demand for products and improve its financial condition.

Approbation of work results. The main issues and conclusions of the research of one of the key issues of the researched enterprise were presented at the scientific-practical conference among students and young scientists.

1. THEORETICAL PREREQUISITES FOR THE DEVELOPMENT OF THE SYSTEM OF FOREIGN ECONOMIC ACTIVITY OF THE ENTERPRISE

1.1. The essence, objectives and basic principles of foreign economic activity of the enterprise

The most important condition for the formation of market relations in our country is its integration into the world economic space and participation in various types of international business, through which countries carry out international economic cooperation. Such cooperation includes foreign economic activity of economic entities of different countries, for example, enterprises, which is a central component of the economy of any state. FEA of enterprises is carried out through the implementation of foreign economic relations, is considered a necessary part of economic activity and can positively affect production efficiency, technical level and product quality [21, p. 45].

Experts highlight the following differences between foreign economic activity and other economic activities. Foreign economic activity is part of the foreign economic policy of the state, which is a catalyst for market transformation in the country and the formation of diplomatic relations with another country. The advantages of the international division of labor and international economic relations allow foreign trading companies to cooperate with those countries and partners that are profitable [25, p. 76].

The Ukrainian Law "On Foreign Economic Activity" defines foreign economic activity as the activity of economic entities of Ukraine and foreign economic entities, which is based on the relationship between them both in our country and abroad [19].

AP Hrebilnyk defines foreign economic activity as the management of citizens of Ukraine and foreign citizens, based on the relations between them, which take place both on the territory of Ukraine and abroad [12, p. 48]. MI Didkovsky

mainly uses the concept of "FEA" to characterize foreign economic transactions at the micro level; operations aimed at making a profit in self-sufficiency [16, p. 19].

By synthesizing the approaches, we can conclude that foreign economic activity is mainly carried out at the company level. Thus, we can define the company's foreign economic activity as a process that directs the company to foreign markets through the implementation of foreign economic relations, ie trade, cooperation, services, joint ventures, participation in the integration and globalization of organizations and others. effectively use the benefits of the international division of labor.

The subjects of foreign economic activity include individuals, legal entities, associations of individuals, legal entities, individuals and legal entities that are not legal entities in accordance with the legislation of Ukraine, structural units of business entities, other business entities.

The types of foreign economic activity carried out in Ukraine by the subjects of this activity include [25, p. 377]:

- export and import of goods, capital and labor;
- provision of services to subjects of foreign economic activity, including: production, transportation, insurance, consulting, marketing, export, brokerage services, agency, shipping, management, accounting, audit, legal, tourist and others, which are not directly and exclusively prohibited by law our country;
- provision of the above services by subjects of foreign economic activity to citizens of our country;
- scientific, scientific and technical, scientific and production, production, training and other cooperation with the subjects of foreign economic activity;
- education and training on a commercial basis;
- international financial transactions and transactions with securities in cases provided by the legislation of Ukraine;
- credit and settlement operations between subjects of foreign economic activity and foreign subjects of economic activity;

- creation by citizens of foreign economic activity of banking, credit and insurance corporations outside our country;
- creation by foreign operators of economic activity of the specified institutions in the territory of Ukraine in the cases provided by the laws of Ukraine;
- barter transactions and other activities based on forms of counter-trade between the subjects of foreign economic activity;
- lease, including leasing, transactions between foreign entities;
- operations related to the purchase, sale and exchange of currencies at currency auctions, currency exchanges and the interbank foreign exchange market;
- to work on a contractual basis of individuals from our country with foreign economic entities both in our country and abroad;
- work of foreign persons on a contractual basis with the subjects of foreign economic activity both on the territory of our country and abroad;
- other forms of foreign economic activity, which are not directly and exclusively prohibited by the laws of Ukraine.

Intermediary activity, when the ownership of the goods does not pass to the intermediary, is carried out without restrictions.

State participation in the sphere of economic relations requires a detailed analysis both in terms of the efficiency of the national economy as a whole and at the level of an individual company. The effectiveness of foreign economic activity of domestic enterprises is due to the solution of national problems, namely: in our country the main directions and mechanisms of structural adjustment of the economy are not fully defined taking into account the peculiarities of the world economic system and real directions of Ukraine's integration into it; expensive security issues in foreign economic relations, which need to be addressed from the standpoint of active competition in the world market [24, p. 39]; insufficient stability of the existing financial and banking system; creating optimal conditions for competition between domestic and foreign producers; increase in national production.

Thus, the foreign economic activity of the enterprise is a complex system that should be analyzed, taking into account the forms of foreign economic relations such

as trade, provision of financial, production, investment services, which describe foreign economic activity using the relevant indicators.

The use of these principles of foreign economic activity provides an opportunity to create goals and objectives, helps to monitor the implementation of plans and reduce the duration and cost of foreign economic activity.

1.2. Methods for assessing the effectiveness of foreign economic activity of the enterprise

The analysis of foreign economic relations focuses on the study of the results of production, economic and financial activities of companies.

The analysis of economic activity of the enterprises, associations, firms is carried out with use of various receptions: logical; statistical; mathematical; integrated; heuristic, etc. [55, p. 70].

Data from accounting and operational accounting and reporting and other sources of information are used to analyze business activities. The materials used in the analysis should be checked. In some cases, the digital data included in the analysis is rounded for presentation in tables.

At this stage of direct study of the materials used, various analytical methods and methods of statistical processing of materials are used. At the same time calculate various analytical indicators in the form of absolute, relative and average values; calculate the influence of interacting factors; create schemes of interconnection; make time series, graphs and charts, analytical tables. The result is the formulation of conclusions and, based on the results of the analysis, the necessary proposals.

Thus, the main tasks of foreign trade analysis are:

- assessment of the level and quality of the company's fulfillment of obligations under contracts with foreign partners;
- characteristics of the dynamics of the company's foreign economic activity;

- assessment of the rational use of funds raised to fulfill obligations under contracts - the central, most difficult analytical task.

Execution of this task involves further or parallel study of the turnover of working capital of the enterprise, the study of overhead costs for exports and imports of goods, the study of the effectiveness of foreign economic transactions; generalization of preliminary results of the analysis with the use of the coefficient of profitability of working capital, which will answer the question - how rationally, ie, economically justified working capital was used in the FEA of the enterprise; assessment of the company's financial results; characteristics of the financial condition, solvency and profitability of the company [59, p.32].

There are the following indicators of foreign trade efficiency:

- economic efficiency of foreign economic operations;
- economic effect of foreign economic transactions;
- economic efficiency of exports or imports;
- economic impact of exports or imports;
- budget efficiency of exports or imports;
- budgetary impact of exports or imports;
- indicators of export opportunities and the need to import resources;
- coefficient of manufacturability of a certain type of product;
- export costs;
- foreign exchange earnings from exports;
- monetary efficiency of exports;
- cost of imported products;
- monetary efficiency of imports;
- import index;
- foreign exchange earnings per unit of output;
- price index for domestic goods;
- index of structural changes;
- index of business conditions [9].

Characteristics of the main economic methods for assessing the effectiveness of foreign economic activity of enterprises:

A) Assessment of the level and quality of fulfillment of obligations under contracts with foreign partners. Obligations under contracts must be fulfilled in relation to the delivery of goods, quality and quantity of goods. According to the annual report of the company, the ratio of overdue liabilities is summarized by the formula:

$$(\Sigma K_{np} / \Sigma K_e) \times 100\%, \quad (1.1)$$

where ΣK_{pr} - export value of goods under all contracts overdue during the year; ΣK_e - the sum of all export contracts to be performed for this year.

The debt indicator is displayed for all exports per year, for exporting countries and goods. The indicators for the reporting year are compared with the indicators for the previous year.

If a company supplies low-quality goods, the foreign buyer claims quality requirements that are usually met, which causes losses and undermines the company's position as an exporter. As a generalizing criterion in assessing the company's performance on the quality of goods, it can be used as an indicator of the percentage of satisfied complaints in the value of goods supplied. In addition, the complaints themselves are considered.

B) Assessment of the competitiveness of goods. Competitiveness of goods and services means their ability to withstand similar goods and services of other producers, which are sold in this respect at prices that are not lower than the market average. The level of competitiveness of goods and services is determined by a set of different technical and economic factors: quality and cost, forms and methods of trade, prices, terms of delivery and transport, compliance with local market conditions, types and forms of payments by consumers and sellers, prestige, advertising efficiency, etc. . [18, p. 47].

Analysis of the competitiveness of goods exported by a foreign economic company should be accompanied by the development of appropriate recommendations for suppliers - domestic producers of goods, aimed at improving the competitiveness of these goods.

C) Characteristics of the dynamics of exports (imports) of goods and services.

As already mentioned, for a more complete description of the company's export activities, exports of goods and services for the reporting year are compared with exports for the previous year. Such a comparison should be made in a few years. The purpose of such a study is to find out what changes have taken place in the commodity structure of exports, in the development of new types of exports and their geographical direction, how exports have changed at current and constant prices, how average export prices have changed. The study of the dynamics of exports over several years also takes into account the growth rate of exports for each year and the average annual growth rate of exports for the entire study period.

D) Assessment of the rational use of working capital in the export and import of goods. In order to answer the question of how rationally used working capital of the enterprise in the export and import of goods, it is necessary to thoroughly study: the turnover of working capital; overhead costs for export and import of goods; efficiency of export and import of goods.

1.3. Theoretical aspects of the combination of the factor model and the system of development of foreign economic activity of the enterprise

The importance of foreign trade is difficult to overestimate. On the one hand, it is expressed as a result between the state and between the regional geographical division of labor, and on the other - a condition for improving the efficiency of the regional economy. Focusing on large-scale international exchange is unbeatable, because it allows you to expand the range and number of different consumer goods provided to the population and used in the national economy.

There are markets for products: external and internal. The company enters the foreign market just when the level of use of the company's capabilities is not full. There is a need for the formation of purposeful and effective foreign economic activity in order to obtain future maximum profits.

The formation of foreign economic activity cannot be imagined without strategic management within the framework of international competition and mobility of economic growth factors, increasing the quality of the production process in accordance with international product quality standards and adapting the developed strategy to the dynamics of the environment both internal and external.

The role of the state in carrying out business activities is based on the principles of sovereignty of the people, the rule of law, freedom of enterprise, ensuring food, economic and technical security of the country. Each country seeks to maximize gross national product by modernizing and optimizing the following industries: heavy engineering, light industry, manufacturing, and agriculture.

Globalization as a process of development provides an increase in the relationship between different regions, national economic systems, free movement of capital and labor should be based on systematic control and modeling of the hidden mechanism of regulation of export-import policy.

The main problem of the modern market is its overflow with quality goods and related services.

It is the internal sources of the enterprise that are the main basis for growth and effective development as a whole. By implementing and complying with the limits of the strategy, well-known and accepted in world practice methods are used. These include: expanding the production of finished products; reduction of production costs; to involve all fixed assets available at the enterprise; correct staff motivation.

The above methods of doing business are often accompanied by the following negative aspects: reduced quality of the final product, low level of consumer properties, inconsistency with modern market needs [40, p. 160-168].

At the microeconomic level of the system there are relations of special division and cooperation of labor between their owners, managers and teams within: intra-industry competition and monopoly, expressed in market production prices, and realized through the activities of the enterprise focused on the domestic market; international competition, which is expressed in world prices, and is realized through foreign economic activity of the enterprise.

At the intra level of the economic system of the enterprise at the stage of the reproduction process relations are formed between groups of employees, business entities, in its main and infrastructural links, expressed in the estimated prices of parts of the total product.

An attempt was made to classify the analyzed approaches to the definition of "development system", which made it possible to understand the essence of the strategy of foreign economic activity to unify accounting for the specification of activities and development of industrial enterprises as economic systems and their place in foreign economic activity.

Given the inefficiency and unprofitability of operations from foreign economic activity of industrial enterprises occurs due to poor management, lack of experience and application of outdated management methods, even sometimes in terms of Ukrainian reality, methods and techniques of work among staff. Also, at some enterprises there are no signs of purposeful, systematic activity in this direction due to the low quality of management and the level of staff development.

It is proposed to take the following basic principles as the basis for the formation of the model of development of foreign economic activity of the enterprise, namely: foreign economic activity strategy and long-term goals; internal organizational structure; external environment, which forms the limitations of the system; financial, material, time and other resources that ensure its functioning; center of management decisions, which allowed us to clarify the concept of management system of foreign economic activity of the enterprise and determine its features, basic components of the concept of management of foreign economic

activity, to propose the concept of organizational and economic mechanism of foreign economic activity management. system approaches [1, p. 248-251].

This situation is further complicated by the fact that the rather diverse experience of senior managers involved in strategy development, which leads to one-sidedness, one-sidedness of the developed strategy: commercial director or marketing director as a basis for the strategy are usually client component; operational senior management - quality, production time, etc .; the financial director considers the main component of the developed strategy of growth of incomes and profits; HR Director - staff training and development; technical director - develops such a component of the strategy as the development and improvement of technology, equipment, etc.

Thus, as a basis of methodical provisions of development and realization of model of strategy of development of foreign economic activity of the industrial enterprises, it is necessary to take at least two principles: it is a principle of universality and a principle of system [43, p. 56-62].

2. ANALYSIS AND EVALUATION OF THE SYSTEM OF DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY LLC "ECOPLAST-TERNOPIL"

2.1. General socio-economic characteristics of LLC "ECOPLAST-TERNOPIL"

Limited Liability Company "ECOPLAST-TERNOPIL" was established on the basis of the transformation of the Joint Venture "VATRA-ECOPLAST-TERNOPIL" in accordance with the decision of the Participant № 195 of January 14, 2010 in accordance with current legislation of Ukraine. The company carries out its activities on the basis of full self-financing and self-financing, owns its own property and is liable for its obligations within the property belonging to it. In its activities, the Company is guided by the Law of Ukraine "On Business Associations", the Civil Code of Ukraine, the Commercial Code of Ukraine, this Statute and other regulations.

Therefore, this company is a legal entity in accordance with the laws of Ukraine, has its authorized capital divided into shares, the amount of which is defined in the Charter; has an independent balance, current and other accounts, including currency, in banking institutions, round and other seals with the emblem, corner and other stamps, trademarks and logos, letterheads, other necessary attributes.

Company Name: 1) Full name of the Company: Limited Liability Company "ECOPLAST-TERNOPIL"; 2) Abbreviated name of the Company: LLC "ECOPLAST-TERNOPIL".

Location of the Company: Ukraine, 46000 Ternopil, blvd. Prosvity, 21a, room 4
EKOPLAST-TERNOPIL Limited Liability Company is the legal successor of the VATRA-EKOPLAST-TERNOPIL joint venture, which was established in accordance with the Agreement on the Establishment of the VATRA-EKOPLAST-TERNOPIL Joint Venture of July 30, 1993.

In April 1905 in Rudna (Czech Republic) the founder Vasily Vladimirovich Nalyvayko opened a small workshop for the production of industrial electrical equipment. A few years later, the workshop was transformed into a real factory, the first devices for lighting industrial shops and premises were produced, and later for street lighting. In the 50's the production of lighting fixtures became the main specialization of the enterprise. Since then, the company's success in the field of lighting has been counted and international expansion has begun - the first company outside the Czech Republic is located in the suburbs of Prague, later - Poland, America, Germany, Spain, Romania, Colombia. A whole group of companies using the same approaches and lighting techniques, which quickly gained recognition in international markets.

Since 1978, Nalyvayko has been connecting himself exclusively to lighting fixtures. The production program provides a set of applications of high-quality technical lighting for different light sources, namely: street functional and decorative lighting, indoor and outdoor industrial lighting of tunnels, pedestrian crossings, lighting of bridges with continuous light trestle; lighting of sports complexes, road junctions, other large areas with floodlights; outdoor decorative lighting; specialized lighting of greenhouses, hothouses, subway stations.

All products are subject to thorough inspection in a special certified laboratory of the Center for Development and Research of the Nalyvaiko Group in the Czech Republic and in the laboratories of the Ukrainian Lighting Institute. No product can enter the market without passing certification tests for compliance with Ukrainian and international standards.

The joint venture has extensive practical experience in participating in lighting programs for the reconstruction of urban outdoor lighting, starting from the moment of design. Based on the results of the research, VATRA-ECOPLAST-TERNOPIL specialists prepare recommendations on the choice of the type of lighting fixtures, the required lamp power, and calculate the economic effect of the project implementation. Complex development of lighting projects allows the most rational use of lamps of own production.

Another area of activity of the enterprise is architectural lighting of buildings and structures. In preparation for the summit of the presidents of Central and Eastern European countries, LLC "ECOPLAST-TERNOPIL" won the right to conduct complex works on street lighting and architectural lighting of five objects of Odessa: Odessa Opera House, House of Scientists, National Museum and House of Culture. In September 2004, EKOPLAST-TERNOPIL LLC illuminated the Dnieper HPP.

About 30% of products are exported to Eastern and Western Europe. The purpose of LLC "ECOPLAST-TERNOPIL" is to conduct business activities in the field of production, trade and services.

It can also be noted that the subject of activity of LLC "ECOPLAST-TERNOPIL" is: development, design, manufacture and sale of electric lighting fixtures and street accessories; design of external engineering networks, systems and structures; power supply and electrical equipment; electric lighting; installation of structures of external engineering networks and systems; production of household and industrial electrical appliances; wholesale and retail trade in electrical, industrial and household electrical appliances; construction, repair and carpentry; wholesale and retail trade in construction materials of various types; procurement, processing and sale of secondary raw materials and production waste; repair, restoration, modernization of any products related to lighting and street accessories, means of production and products for industrial and technical purposes [37].

The main activities of the enterprise: production of high-efficiency lamps for lighting streets, roads, highways, bridges, tunnels, intersections, pedestrian crossings, gas stations, sports centers and buildings; development and implementation of projects for the reconstruction of outdoor lighting in cities; execution of architectural under the world; provision of industrial services, as well as commercial and intermediary services to enterprises, organizations and citizens; the sale of the above products both in Ukraine and abroad, the company carries out independently or through third parties.

EKOPLAST-TERNOPIL LLC can also establish subsidiaries, branches and representative offices on the territory of our country, as well as abroad. Branches,

representative offices and subsidiaries are established in accordance with the legislation of the country of their location. The decision to establish branches and representative offices is made by the Supreme Governing Body of EKOPLAST-TERNOPIL LLC. Branches and representative offices carry out their activities in accordance with the legislation of the country of their location and on the basis of the provisions approved by the Supreme Governing Body of ECOPLAST-TERNOPIL LLC.

The participant of EKOPLAST-TERNOPIL LLC is liable within the limits of its contribution and is responsible for the obligations of the Company in case of liquidation, foreclosure on the property of EKOPLAST-TERNOPIL LLC in accordance with the current legislation. It is not responsible for the personal obligations of the participant. Recovery of a part of the property of ECOPLAST-TERNOPIL LLC on the personal debts of its participant is allowed only in case of insolvency of the participant and to cover his debts for insufficiency of his other property to satisfy creditors' claims.

Regarding the organizational structure of management in LLC "ECOPLAST-TERNOPIL", it is a set of units of its management staff, taken in the subordination and interconnection of information flows of management decisions. In LLC "ECOPLAST-TERNOPIL" there is a linear structure of the organization which is a type of hierarchical (bureaucratic) structure based on the principles of centralism and single leadership. Therefore, in the company "ECOPLAST-TERNOPIL" with such a structure, each production and management unit is headed by a manager who has all the powers and manages the area of work entrusted to him alone, while he is fully responsible for the results of his unit [55, p.71] .

ECOPLAST-TERNOPIL LLC employs about 84 people, which is beneficial for employees and the company itself. The staff of ECOPLAST-TERNOPIL LLC is friendly, grouped, highly qualified.

The linear management structure is used by small and medium-sized firms that carry out simple production, in the absence of broad cooperation between enterprises.

Advantages of this structure: simple construction; flexibility, dynamism; concentration on a specific market with a specific range of goods and services; unambiguous restriction of tasks, competence, responsibility.

Disadvantages of this structure: difficult links between instances; the manager is responsible for everything; concentration of power in the ruling elite; strong load of middle management levels; as it grows, there is a crisis of leadership [55, p.73].

Below we consider the main economic indicators of LLC "ECOPLAST-TERNOPIL" for 2015-2016 (Table 2.1).

Table 2.1 – The main economic indicators of ECOPLAST-TERNOPIL LLC for 2015-2016

Indexes	2015	2016	Absolute deviation, (+/-)	Growth rate, %
1. Volume of manufactured products, thousand UAH	13439.8	13284.3	-155.50	98.8
2. Volume of sold products, thousand UAH	12857.7	13387.5	+529.8	104.1
3. Labor productivity per employee, thousand UAH	134.4	135	+0.6	100.4
4. Fixed assets, thousand UAH	8757.5	9055.8	+298.8	103.4
5. Profitability of production, %	28	24	-4	85.7
6. Net profit, thousand UAH	2007.9	2070.5	+62.6	103.1

The increase in profits is planned on the basis of increased sales of lamps based on LED technology. It is also worth noting that the company from time to time there is a problem of lack of production capacity for the production of lamps based on LED technology. The problem is that most orders are unexpected, that is, it happens that in a given week comes a few customers with large orders and you need to fulfill orders in the shortest possible time. This is where the problem called "Insufficient production capacity" manifests itself.

2.2. Analysis of the development of the system of foreign economic activity of LLC "ECOPLAST-TERNOPIL"

It should be noted that Ternopil Limited Liability Company "ECOPLAST-TERNOPIL" has a fairly large market share in our country, as well as established and tested foreign economic relations with many companies in the CIS and Western countries. On the territory of our country we can identify the following main distribution channels of LLC "ECOPLAST-TERNOPIL" which are characterized as follows: about 5-10% of the company's products are sold through exhibitions and fairs; 35% - through the regional offices of ECOPLAST-TERNOPIL LLC, which are located in such large cities of our country; 20% of products are distributed through the use of a new information sales system; 30-35% of EKOPLAST-TERNOPIL products are sold through connections with potential customers.

Also, it should be noted that LLC "ECOPLAST-TERNOPIL" covers more than 15% of the lighting market. The main competitors of the company are: "Elo-pro" Kyiv; "FIRE" Ternopil; "Edison-Trade" Kharkiv; Lighting Plant, Zaporizhia; General Electronic; Philips.

It should be noted that there are many small companies on the market that do not sell cheap Chinese products. The company uses the principle of direct marketing when creating distribution channels.

If we analyze foreign markets, LLC "ECOPLAST-TERNOPIL" carries out the following types of foreign economic activity: export; imports; operations with toll raw materials; barter transactions [17, p.45]. Products are exported mainly through direct sales agreements. The main export products of the company are control gear (ballasts) and industrial lamps. It should also be noted that LLC "ECOPLAST-TERNOPIL" is one of the largest manufacturers of ballasts not only in our country but also in Europe.

A rather important factor is that EKOPLAST-TERNOPIL LLC has established foreign economic relations with several companies, both in the CIS and in Western countries. The company has two services dealing with foreign economic

cooperation: the sales group (CIS) and the foreign economic department, which is directly subordinated to the Deputy General Director and which is responsible for foreign economic activity with foreign countries. The key tasks of the Department of Foreign Economy are: study of markets and purchase of goods; providing the company with imported materials, components, raw materials necessary for its smooth operation; concluding sales contracts; exhibition activity; ensuring the receipt of foreign currency for products sold in foreign markets; preparation and implementation of advertising of their goods; organization of meetings with foreign business partners; marketing activities; drawing up long-term plans for exports and imports [18, c, 231].

As for sales markets, the main share falls on the CIS countries, 45%, exports are exported to Russia - 25% to other countries, about 30% to Central and Western Europe. The company does not cooperate with intermediaries, but it has a network of dealerships and branded stores, in particular in Russia: Krasnodon, Ekaterinburg, Moscow and some other countries. Through its own representative offices LLC "ECOPLAST-TERNOPIL" sells about 15% of its products [37].

When setting the price for export products, EKOPLAST-TERNOPIL LLC takes into account two factors: its own cost and the planned rate of profit of the enterprise and the price of similar products of its competitors - world-famous companies. Therefore, as a result, in order to have sales on the foreign market, the price of products must be slightly lower than the prices of registered manufacturers and at the same time bring the company a certain profit. At the same time, a significant relief for the company is that export products are not subject to VAT. It should be noted that the products exported are almost 100% industrial, and in total, the largest share falls on ballasts (ballasts). The capacity of the western ballast market is 60 million units, and 75 million units are produced here. Thus, the competition is very high, so the quality of manufactured products plays an important role.

It should be borne in mind that in order to send manufactured products for export and need to suffer certain losses (Table 2.2).

Table 2.2 – Expenses for the sale of products for export 10 months of 2015
[49]

Costs	Amount (UAH)	%
1. Customs services	5284,09	0,23
2. Customs uniforms	6612,39	0,29
3. Brokerage services	6935,00	0,30
4. Transport	131724,10	5,79
5. Certificates (TTP)	9079,60	0,40
6. Total exported	2275299,09	
Total costs	159635,18	k = 7,02%

From the table above, it can be seen that the largest amount of costs for the sale of products for export is transport - 5.79%, certificates (TTP) - 0.40%, brokerage services - 0.30%, and therefore the total ratio of exports is 7.02%.

To create competitive products, the company must ensure the supply of high quality materials and components. Most of them, LLC "ECOPLAST-TERNOPIL" buys abroad, because they are not manufactured in our country, and if they are manufactured, the prices are too high.

The company imports mainly ballast impregnating varnish from Germany, steel and aluminum tape, cartridges and starters for lamps, powder paint.

Enameled copper wire is imported from Poland, polyamide from Hungary, and chemicals from Germany. In addition, ECOPLAST-TERNOPIL LLC also imports equipment from Austria and Germany. It also carries out barter and toll transactions with Poland, Germany and Hungary.

It should also be noted that most of the authorized capital belongs to foreign investors. The value of this investment is increasing in the aspect that LLC "ECOPLAST-TERNOPIL" not only uses the funds provided by foreign partners, but also successfully attracts and masters the western leading scientific and technical base [37]. To increase sales, the company needs to constantly improve the range of its products. The main thing is to guess the desires of consumers, offering them new products, not only relevant to the general direction of technology and fashion, but also those that have specific consumer properties. Obviously, standard instructions

and traditional modeling methods are not suitable for the development of such products [36, p.189].

It is planned: to stop further decline in production, to achieve a gradual increase in its volume; ensure that stocks of finished products do not exceed the volume of 45-day output; significantly increase cash inflows and reduce the share of barter; significantly expand markets in the west, increasing foreign exchange earnings by at least 1.5 times; intensify work on the sale of illiquid property of the enterprise; implement an investment program.

2.3. The model of structural and functional relations of LLC "ECOPLAST-TERNOPIL" in the system of international business

No significant or recurring complaints have been reported recently, but it must be acknowledged that the problem with the beating of diffusers and other elements during transportation, due to careless handling of packaging, transportation in violation of the requirements for a particular mode of transport has not been fully resolved. It is not always possible to maintain the level of quality during the forced replacement of materials and components due to unstable operation of the adjacent, although the products comply with applicable regulations.

Typical types of disadvantages: industrial lighting - is damage to the coating during transportation, the presence of bumper on cast parts; household lamps - beating diffusers during transportation; searchlight equipment - unreliability of VZU2 components, which have now been abandoned, and some cases of complete set failure; lamps and protective glass.

The characteristic lack of raw materials should include deviations from the specified chemical composition of silumin and chemicals. Incoming quality control of materials and components is carried out by employees of the incoming control group and relevant laboratories in the following sequence:

1. Checking the accompanying documentation.

2. Selective inspections: external inspection of packaging, packaging for damage, packaging covers, seals, compliance with product labeling, which is specified in the accompanying documentation with labeling on the labels of packaging; external inspection of products for the absence of mechanical damage - dents, scratches, cracks, peeling coating, no corrosion on metal parts, the presence of markings, if it is provided by the NTD.

In case of positive results of the inspection, the incoming control controller makes a mark in the log of presentations "accepted", and puts his personal stamp on the incoming order, which is the basis for the issuance of products for production. In case of negative results of the inspection, the controller of the incoming control in the log of entries makes an entry "rejected", suspends the acceptance of such products and acts in accordance with applicable law.

The reasons for the lack of variety: deviations in the characteristics of the material and components; deviations in the operation of equipment characteristics; reduction of responsibility of executors in connection with the brigade conveyor form of work.

To reduce the number and prevent shortages, author's inspections of the design and technological service with the involvement of quality specialists are carried out, random inspections are carried out on conveyors and when delivered to the warehouse using laboratories by employees of the quality department and the main quality inspection. Corrective measures are taken based on the results of work with the consumer. Quality assessment of new products as well as qualification, certification and periodic tests are conducted by a third-party independent organization - the Ukrainian Lighting Institute. One of the board members is entrusted with the constant coordination of quality work. The progress of quality management improvement is regularly considered at the meetings of the board of the joint-stock company. Currently, work is underway to bring the entire quality system to the requirements of international standards ISO 9000 series and prepare for its certification. Significant improvement in product quality is planned to be

achieved through the introduction of new equipment purchased with a foreign currency loan.

However, it is planned: to stop further decline in production, to achieve a gradual increase in its volume; ensure that stocks of finished products do not exceed the volume of 45-day output; significantly increase cash inflows and reduce the share of barter; significantly expand markets in the west, increasing foreign exchange earnings by at least 1.5 times; intensify work on the sale of illiquid property of the enterprise; implement an investment program.

EKOPLAST-TERNOPIL LLC uses three groups of materials and components in its production: Group I - metals; Group II - chemical raw materials; Group III - components. The largest group is metals - 60% of all consumed raw materials. And the group - metals. Annual demand: cold-rolled steel of various assortment - 2600 tons; steel pipes of different grades - 260 tons; primary aluminum AK-12 - 1200 tons; brass of various grades - 120 tons; cold-rolled steel tape of various grades - 600 tons; dynamic steel - 2212 tons; rolled steel - 4600 tons; cold landing steel wire - 180 t ..

The second group - chemical raw materials. Annual demand: PSM-115 lighting polystyrene - 100 tons; penta-phthalic paints, oil - 120 t .; rubber 6190 black unvulcanized - 70 t .; three-layer corrugated cardboard - 600 thousand square meters. m.

The third group used in the manufacture of lighting fixtures - components. This is the largest group in terms of the number of items, there are more than 2000 thousand, the main of them are cartridges of various assortments, the annual demand - 500 thousand pieces; enamel wire of different cross-section - the need for 300 tons per year.

Due to lack of funds, it is not possible to purchase raw materials in large batches and significantly reduced stocks of metal raw materials, which currently amount to 7-10 days. Metal prices have risen six times or more in the last five years. The company is supplied with chemical raw materials and components in accordance with the planned production volumes and there are no problems in the

raw materials market. However, stocks of chemical raw materials at the enterprise average 10 days. The reduction in stocks of chemical raw materials is also a consequence of the lack of funds needed to pay for it. Prices for components in recent years have risen 4 times or more, but they remain much lower than the world.

It is not always possible to maintain the level of quality during the forced replacement of materials and components due to unstable operation of the adjacent, although the products comply with applicable regulations.

Typical types of disadvantages: industrial lighting - is damage to the coating during transportation, the presence of bumper on cast parts; household lamps - beating diffusers during transportation; searchlight equipment - unreliability of VZU-2 components, which have now been abandoned, and some cases of complete set failure; lamps and protective glass.

The characteristic lack of raw materials should include deviations from the specified chemical composition of silumin and chemicals.

It should be noted that for the lighting industry of Ukraine, all the negative trends, both industry in particular and the economy as a whole, are very common. Unfortunately, our state does not promote its own production of leading types of lighting equipment. In addition, the national market is increasingly filled with cheap foreign products, with which it is difficult to compete in the price component. This fate befell the company "VATRA", which is considered the largest producer of lighting products in Ukraine and the CIS.

The company manages to fully meet national needs. In addition, more than half of the products are exported. Thanks to its own scientific and technical potential, LLC "ECOPLAST-TERNOPIL" is able to independently develop, master and prepare the production of new equipment, which, of course, makes the company more versatile and independent.

In fact, the company's products are not much inferior to foreign counterparts. Due to the quality of the product and the relatively low price, the company LLC "ECOPLAST-TERNOPIL" manages to function effectively in foreign markets, where buyers optimally evaluate the ratio of price and quality.

3. PROSPECTS AND WAYS TO IMPROVE THE DEVELOPMENT OF THE SYSTEM OF FOREIGN ECONOMIC ACTIVITY LLC "ECOPLAST-TERNOPIL"

3.1. Improving the process of making managerial decisions in the system of foreign economic activity of the enterprise

Currently, many Ukrainian companies are actively involved in foreign economic activity. However, the efficiency of foreign economic activity of domestic companies is still quite low. This indicates a lack of a clear foreign trade policy, weak sales channels, insufficient experience in foreign markets, the desire to return quickly, selling products that do not require much effort to ensure it.

The outlined set of problems requires appropriate steps from the heads of domestic enterprises to improve the organization of foreign economic activity.

The performed analytical work determined the need to build a structural model of the mechanism of management of foreign economic activity of the company, as a holistic system of organizational-target and economic process of entering the foreign market.

The structural model of the mechanism of management of foreign economic activity contains a number of measures of foreign economy, which includes the following elements: determination of macroeconomic and microeconomic conditions of foreign economic activity; development of the company's strategy to enter foreign markets; diagnostics of the potential of the company's foreign economic activity; development of directions of realization of foreign economic activity; implementation of selected foreign economic directions; performance evaluation.

The mechanism of foreign economic activity management should focus its activities on the effective use of organizational measures to manage the analytical, production, sales and foreign economic activity of the company. Its activities are provided by a balanced system of goals, management functions, approaches and

methods, factors and criteria for assessing the effectiveness of management. All elements of the mechanism of foreign economic activity management are interconnected and ensure its full functioning at all stages of development. This creates the conditions for continuous improvement and optimization of measures aimed at strengthening the company's stable position in foreign markets.

The organization of foreign economic activity is a complex work that requires careful consideration of such issues as market conditions, potential buyers and sellers, establishing business contacts with them, negotiations, signing agreements, etc. Therefore, for effective management of foreign economic activity at the enterprise level requires adequate to its working conditions management structure. Successfully organized structure of foreign trade management increases the chances for high efficiency of foreign economic activity.

The organizational structure of foreign trade management is determined by the goals and objectives to be solved. Its goal is to maximize long-term profits through effective participation in international trade. The organizational structure of foreign trade management must be constantly developed and improved, adapting to changes in the external environment and governance. Its forms and methods cannot remain unchanged.

At industrial enterprises that are actively involved in foreign economic activity, the foreign economic apparatus currently exists mainly in the form of the separation of foreign economic relations within the existing apparatus. Its main task is to manage foreign economic activity as an element of a single integrated internal management system.

One of the means to achieve the main goal - long-term economic growth of the company - is to increase the efficiency of foreign economic activity of the company. To ensure the competitiveness of the company in foreign markets requires a strategy of foreign economic activity, ie - the only direction that takes into account the internal capabilities of the company and market conditions in which it must operate.

Strategy development requires a comprehensive analysis of the company. First, it is necessary to carry out a comprehensive analysis of the effectiveness of foreign economic activity on the basis of financial and economic analysis and compilation of a matrix of SWOT and group economic indicators that clearly define the internal capabilities of the company.

Secondly, it is necessary to conduct an analysis of the external environment, including the assessment of suppliers, competitors and consumers, as well as an analysis of the products offered by the company and competitors to determine the stage of the product life cycle and its exchange. This analysis is based on a map of strategic groups in order to determine the company's position among competitors and the direction of its development in today's competitive environment. It is also necessary to conduct a market survey to identify consumer preferences and assess suppliers in order to determine the quality of raw materials and price levels in this area.

After analyzing the economic activity of the company is a list of strategic alternatives, ie, a system of strategies with the calculation of the probability of their implementation in order to achieve the overall goal [19].

Modern Ukrainian industrial enterprises operating in foreign economic activity have found themselves in a difficult environment of unstable economic and political environment, in which it is impossible to do without effective and adaptive external and internal factors of governance. This requires the development of measures to improve the process of making managerial decisions in the implementation of foreign economic activity.

Enterprises-subjects of foreign economic activity constantly have to face uncertainty, which cannot be avoided in any of the types of business activity. In particular, it is present during decision-making regarding the management of foreign economic activity of the enterprise.

To determine ways to improve the efficiency of foreign economic activity of domestic producers it is necessary: a comprehensive study of the problems of improving the efficiency and development of foreign economic activity of domestic

manufacturing enterprises; identification of areas for improving the management system and planning of foreign economic relations at the company level; identification of areas for improvement of export methods of work; study of modern analytical approaches and research methods in foreign trade markets; development of organizational and economic measures to increase the competitiveness of products for export; analysis of the efficiency of foreign trade activities of industrial enterprises [8, p. 120].

To achieve the greatest economic effect from foreign economic activity, it is necessary to develop production for export, which allows to achieve the highest foreign exchange earnings per unit of expenditure, as well as to import those goods whose own production would cause the highest costs per unit of foreign currency.

The main condition of a foreign trade operation is its efficiency. Foreign economic operations will be more successful if the company's entry into the foreign market is not only well thought out, justified, but also based on long-term goals. Companies facing the challenge of finding ways to improve the efficiency of foreign trade operations to analyze the relationships and the combined impact of factors on the costs and benefits of foreign trade operations are invited to: use a logistical systems approach to operations; to create an integrated system of reception and exchange of information; use graphical and tabular methods in information processing in foreign trade transactions [9].

3.2. Prospects and ways of development of the system of foreign economic activity of the enterprise

Today, the main trend in the development of the world and Ukrainian lighting market is characterized by increasing requirements for energy efficiency, environmental friendliness and improved performance. Every day the volume of the Ukrainian and world lighting market increases.

According to a study by McKinsey & Company, commissioned by Osram, the volume of the global lighting market by 2023 will be about 110 billion dollars.

In the forecast period, most of the existing energy-inefficient light sources based on incandescent lamps, DRLs and obsolete types of fluorescent lamps will be replaced with energy-efficient light sources and lighting devices based on them (Table 3.2) [60, p.108].

Table 3.2 – Predicted trend of development of the Ukrainian lighting market in kind (in%)

Lamp groups	2012	2018	2023
General purpose incandescent lamps	43	9	2
Halogen lamps	12	22	12
High pressure gas discharge	2	2	2
Luminescent	16	20	18
Compact fluorescent	17	25	19
LEDs	10	22	46
Together in the Ukrainian market	100	100	100

Therefore, LLC "ECOPLAST-TERNOPIL" with each day of its work is constantly improving its activities and tries to keep up with world fashion trends in lighting.

Also, the main trend in the world and Ukrainian lighting market is the process of replacing electric incandescent lamps with energy-efficient compact fluorescent lamps, lamps based on light-emitting diodes.

If we take into account the fact that LLC "ECOPLAST-TERNOPIL" has a fairly good investment capital and the level of management, we can identify several main most promising areas of development of the enterprise: street LED lamps; LED floodlights for architectural and landscape lighting; lamps for housing and communal services; LED lamps for lighting of administrative buildings, hospitals, educational institutions; electronic starting-regulating devices (EPRA) for household and industrial lamps, for lamps of street object lighting and hothouses; automated lighting control system (ALCS).

Therefore, in order for the company to be competitive in the lighting market, it needs to develop large-scale investment projects, the amount of funding in the

company in 2020-2022 should be increased to \$ 3 million, through both national and foreign investment. Successful implementation of projects will allow LLC "ECOPLAST-TERNOPIL" to increase the production of new high quality products many times over.

Therefore, in order for the company to continue to occupy leading positions in its market, we have proposed the following ways and directions of innovative development of LLC "ECOPLAST-TERNOPIL":

1. Production of light fixtures based on LEDs, which McKinsey & Company estimates will occupy about 75% of the global lighting market by 2023.

Retrophyte lamps. Currently effective are retrophyte lamps equivalent to 60 watts of incandescent lamps. With the development of technology, the power of retrofit lamps is expected to increase, so by 2021, according to many experts, the leaders in this segment will be lamps equivalent to 100 watts of incandescent lamps.

2. Discharge lamps in the long run can compete with LEDs, primarily due to their relative cheapness: sodium lamps, for a long time will be indispensable for street lighting in terms of price-quality; metal halide lamps, modern developments of many companies in the international market in this segment have significantly increased the service life of such lamps, their cost remains significantly lower than light diodes; induction lamps.

3. Automated lighting control systems can significantly save electricity and maintenance costs for lighting systems. In Ukraine, the market is emerging, its potential is huge. It should be noted that LLC "ECOPLAST-TERNOPIL" has high hopes for this area of production because already proposed by the company developments in efficiency meet the world's leading, and the price is much more attractive.

4. Electronic starting-regulating device (EPRA) with a possibility of regulation of power that gives economy in the course of operation to 15 - 35% of the consumed electric power. The ballast is an integral element of a modern lighting fixture.

5. Element base based on SiC, GaAs, GaN, which will increase the efficiency of the electronic components of the lighting device, reduce their size [37].

Therefore, LLC "ECOPLAST-TERNOPIL" is interested and should increase scientific and technical potential, as well as improve the technological base with the support of the state, using the opportunities that can provide cooperation with leading Ukrainian and foreign companies and investors.

The program "correct lighting" recently developed by the group of companies "ECOPLAST" which essence consists in use of lighting devices of generation of light-emitting diodes for correct lighting looks rather perspective for carrying out on LLC EKOPLAST-TERNOPIL. This program obliges the fulfillment of four inseparable obligations [37].

Development of powerful photometric devices. These devices provide the best possible technical characteristics of LEDs. The company has improved the two best designs of photometric devices, which are quite efficient and versatile, to meet the requirements of any type when used in road or urban lighting, and at the same time - to achieve maximum results from the technological solution.

Reduction of energy consumption. Using comparative research and an individual approach to each project, ECOPLAST provides support in calculating possible savings in terms of production costs and CO2 emissions. This savings further increases when combined with an intelligent electronic system.

Offer reliable solutions. ECOPLAST Group of Companies has developed a temperature control system, as well as enhanced tightness in order to guarantee a long service life of LEDs in the company

Development of advanced technology that will ensure that lighting devices will be able to adapt to future technological advances in LED.

3.3. Selection of the most priority areas of development and development of proposals to improve the system of foreign economic activity of the enterprise

To date, the conditions for selecting priority areas in the field of development of the system of foreign economic activity of LLC "ECOPLAST-TERNOPIL", in general, are characterized by the following features: regional; state; international [19, p.273].

If we take into account the current time and the situation around the company, we would like to single out the following main categories regarding the choice of priority areas of innovative development of LLC "ECOPLAST-TERNOPIL": research and development; scientific and innovative structure of the enterprise; scientific and technical integration of the enterprise into the foreign economic space.

Sphere of research and development. Having analyzed the activities of the enterprise, taking into account the experience of the world's leading companies in the field of lighting, we can identify promising areas of development of LLC "ECOPLAST-TERNOPIL" in the field of research and development, the list of which is presented in table. 3.3. Therefore, in order to increase the technological level, production efficiency and general quality of products of LLC "ECOPLAST-TERNOPIL", we have proposed the following main areas of support for works and projects in the field of research and development, which in our opinion should be applied and implemented in the future [37.53, p.187].

Most of the main works / projects that are proposed to be performed at the enterprise are of an applied nature. Their focus on improving the technological level and efficiency of production, improving the quality of products "ECOPLAST-TERNOPIL" is confirmed, in particular, that the results of these works are designed for technological modernization, solving the problem of replacing imports of lighting and global competitiveness in this segment of the global market.

Table 3.3 – The main works / projects in the field of research and development, which are proposed to be implemented at the enterprise

Priority areas	The main works / projects in the field of research and development, which are proposed to be implemented at the enterprise
Development and synthesis of new materials for the production of light sources and lighting devices	1. Development of technologies for the production of semiconductor devices based on new high-performance materials;
Preparation for the launch of production of LED lamps by remote phosphor technology	2. Development of technology and creation of production of thermally conductive products from metal-matrix composite materials for devices of power electronics and converting equipment.
Preparation for the start of production of new lighting fixtures and ballasts	A set of research and development, the results of which are necessary for the creation of LLC "ECOPLAST-TERNOPIL" production of light-emitting diodes and light devices based on them, including: development of a power supply LED lamp with a service life of at least 50 thousand hours; study of the characteristics of LED phosphors in order to select the optimal composition of phosphors for LEDs of different colors.

* Developed by the author

As a result of the analysis and mutual coordination of these and other factors and restrictions as priority directions and actions for development of a scientific and innovative infrastructure of LLC EKOPLAST-TERNOPIL the following are allocated:

1) development of material and technical base as well as expansion of the sphere of activity due to the inclusion in it of the provision of the following services: conducting various types of tests, advanced training and retraining of personnel. This will allow the company to conduct large-scale modern lighting research, expand participation in foreign and international projects, as well as obtain results, the commercialization of which can provide solutions to various problems related to import substitution and production of competitive products in demand on the world market [60 , c.113];

2) together with Ukrainian partners: creation of an engineering center for fiber optics; creation of the Center for Energy Saving Lighting (CES) for research and

development in the field of light sources, which will include its own test base and certification center, which allows testing and certification of all types of existing light sources, many types of lighting fixtures and fittings; creation of the Center of nanotechnologies and nanomaterials for development of new technologies [1, p.401].

Regarding the development of scientific and technical cooperation LLC "ECOPLAST-TERNOPIL", there are a number of priority areas, the implementation of which will be carried out through the implementation of the following measures: scientific and technical internships in countries such as Belgium, Austria, Germany and others [52, c.212]; joint applied research with international research centers and universities in the field of energy saving by optimizing street lighting based on energy-efficient LED lighting devices; creation of a joint research center for the study of LEDs and devices based on them with the companies of the group "ECOPLAST", designed to improve technologies for the manufacture of LEDs and lamps based on them, as well as the development of new types of LEDs for a joint venture established with these companies [60, c.114].

CONCLUSIONS

In the diploma work the research of formation of model of development of the enterprise is carried out and recommendations on perfection of foreign economic activity on the basis of perfection of strategic directions of the organization and functioning of economic activity of LLC EKOPLAST-TERNOPIL are developed.

The development of the enterprise is possible after the restructuring and reorganization of all existing processes. Foreign economic activity can be carried out only after the conclusion of new contracts specifying the requirements of the enterprise.

The study allowed to draw the following conclusions to improve the company's performance:

1. Analyzing the activities of the company LLC "ECOPLAST-TERNOPIL", it can be noted that this company occupies a fairly good position in the market of domestic lighting, in particular in the field of outdoor lighting. LLC "ECOPLAST-TERNOPIL", as a rule, offers its customers products with a very diverse set of characteristics and different configurations within one brand. If we take into account the main indicators of economic activity of LLC "ECOPLAST-TERNOPIL", we can draw the following general conclusion: the company operates quite successfully, although some indicators are insufficient or simply developed negatively over a period of time.

2. Also, based on the level of management of foreign economic development at the company "ECOPLAST-TERNOPIL", we can conclude that in recent years, this company began a so-called technological breakthrough that gave rise to the development of incredibly attractive lamps that provide special comfort and good mood.

Also to reduce energy consumption and to save the environment, the company's employees equip many luminaires with an innovative remote control system that allows you to control the consumption of electricity. The strategic goal of foreign economic activity of the enterprise is researched, the step-by-step action plan on combination and further implementation of the model of foreign economic

activity development at the existing life cycle of the enterprise is developed, the recommended model is logistic and will require some adjustments depending on change of influence of environmental factors;

3. In order to improve the foreign policy and choose the most priority areas of development of LLC "ECOPLAST-TERNOPIL" it is necessary to implement a number of measures aimed at the development of foreign economic activity, in particular to improve the investment climate of the enterprise.

The company should make maximum use of technical equipment not involved in the production process, invest in the development of production staff, because they are the main value of any organization.

To gain new market positions, you must realize the potential of the company in new market segments.

REFERENCES

1. Ageev E. Ya., Chepinoga VI Foreign economic activity: basics, marketing, management, accounting, efficiency: Textbook. pos. - Kharkiv, 2006. - 480 p.
2. Bob Yu. V., Nedbalyuk OP The essence and prospects of foreign economic activity in Ukraine: Article. - KNEU, 2016. [Electronic resource]: <http://intkonf.org/bob-yuv-nedbalyuk-op-sut-i-perspektivirozvitku-zovnishnoekonomichnoyi-diyalnosti-v-ukrayini/>
3. Bogach A. Principles and directions of cost analysis for the operation of logistics systems // Logistics systems. - 2011. - № 2.
4. Boychik IM Economics of the enterprise: Textbook. - Publishing house 2nd, supplemented and revised. - Київ: Атака, 2016. - 414 с.
5. Vivchar O. The main aspects of improving the efficiency of foreign economic activity of enterprises. [Electronic resource]: http://elartu.tntu.edu.ua/bitstream/123456789/290/2/GEB_2009_No2-O_ShepherdKey_aspects_of_improving_the_efficiency_24.pdf
6. Vichevich AM Analysis of foreign economic activity. - L .: Athens, 2014. - 140 p.
7. Vichevich AM, Maksimets OV Analysis of foreign economic activity / AM Vichevich, OV Maksimets: Textbook. - 2nd edition, revised. and add. - Kyiv: Professional Publishing House, 2009. - 216 p.
8. Voronkova AE, Kalyuzhna NG, Olenko VI Management decisions in ensuring the competitiveness of the enterprise: organizational aspect: Monograph. - H .: VD "INZHEK", 2008. - 512 p.
9. Garkusha OO Efficiency of foreign economic activity of enterprises: Author's abstract. [Electronic resource]: <http://masters.donntu.edu.ua/2003/fem/garkusha/diss/index.htm>
10. Gerasymchuk VG Strategic management of the enterprise. - K .: KHEY, 2010. - 392 с.

11. Hoffman NF, Makhovikova GA Fundamentals of foreign economic activity. - СПб: Питер, 2011. - 208 с.
12. Grebelnyk OP Fundamentals of foreign economic activity: 3rd edition. - Kyiv: Center for Educational Literature, 2008. - 432 p.
13. Grushchinskaya NM Management of foreign economic activity of enterprises of Ukraine in the conditions of formation of processes of customs regulation of Ukraine // Actual problems of economy. - 2015. - № 7 (49).
14. Demyanchenko AG Estimation of efficiency of organizational structure of export activity of the enterprise. [Electronic resource]: <http://essuir.sumdu.edu.ua/bitstream/123456789/8773/1/17.pdf>
15. Demyanchenko AG Formation of a model of complex analysis of the effectiveness of foreign economic activity of the enterprise // Economics, Finance, Law. - 2015. - №2. - with. 22-28.
16. Didkivsky MI Foreign economic activity of the enterprise: Textbook. - К .: Знання, 2006. - 462 с.
17. Drucker, Peter F. Tasks of management in the XXI century: Textbook: Per. with English - М .: Виляме, 2010. - 272 с.
18. Zavyalov P. Problems of international competitiveness of producers and ways to solve them // Marketing. - 2008. - № 10. - P. 45- 49.
19. Law of Ukraine "On Foreign Economic Activity" of 16.04.1991 №959-XII [Electronic resource]: <http://search.ligazakon.ua>
20. Zakharov KV, Vocharnikov VP, Lipovsky VV, Zakharov AK, Tsyganok AV Logistics, efficiency and risks of foreign trade operations: 2nd ed., Ext. - К .: Ельга, Ніка-Центр, 2014. - 260 с.
21. Foreign economic activity of enterprises: a textbook for universities / IV Bagrova, NI Redina, VE. Vlasyuk, OO Hetman; edited by Doctor of Economic Sciences, Professor IV Bagrova - Dnepropetrovsk: DDFEI, 2012. - 585 p.
22. Foreign economic transactions and contracts: Textbook. manual / Kozyk VV, Pankova LA, Karpyak Ya.S. etc. - 2nd ed., Reworked. and ext. - Kyiv: Center for Educational Literature, 2014. - 608 p.

23. Karpenko MO, Zakharchenko OV Improving the organization of foreign economic activity at the enterprise. [Electronic resource]: http://archive.nbuv.gov.ua/portal/soc_gum/ppei/2010_26/Zacharchenko.pdf
24. Kyzym MO, Zinchenko VA Quality of life and foreign economic activity of enterprises: Monograph. - H .: VD "INZHEK", 2010. - 184 p.
25. Kirichenko OA Management of foreign economic activity: Textbook. - 2nd ed., Reworked. and ext. - K .: ЗНАННЯ, 2008. - 386 с.
26. Kovtun EA, Dronov DV Ways to increase the efficiency of foreign economic operations of enterprises. [Electronic resource]: http://www.rusnauka.com/11_EISN_2010/Economics/64169.doc.htm
27. Kozak Yu. G., Logvinova NS, Sivachenko I. Yu. And others. Foreign economic activity of enterprises: Textbook. - 2nd ed., Reworked. and ext. - Kyiv: Center for Educational Literature, 2016. - 792 p.
28. Kudlay VG Features of export-import activity in foreign economic activity of Ukraine // Economy. Finances. Right. - 2006. - №3. - P. 3–9.
29. Lutsenko VO Development of measures to increase the efficiency of export operations of industrial enterprises. Author's ref. [Electronic resource]: <http://www.uran.donetsk.ua/~masters/2002/fem/lutsenko/diss.htm>
30. Makogon Yu. V., Gokhberg Yu. A., Chernega OB Management of international competitiveness of enterprises (organizations). - Donetsk: DonNU, 2013. - 278 p.
31. Malyarets LM Economic and mathematical modeling: textbook / LM Malyarets. - Kharkiv: Ed. KhNEU, 2010. - 312 p.
32. Malyarets LM Determination of the influence of legislative and legal factors on the effectiveness of foreign economic activity of the enterprise / LM Malyarets, NV Proskurnina // Business Inform. - Kharkiv: KhNEU, 2011. - № 11 (406). - P. 129 - 131.
33. Malyarets LM, Proskurina NV Methodological support for the formation and conduct of controlling foreign economic activity of the enterprise. // Business inform. - Kharkiv: KhNEU, 2012. - №6. - P. 32-35.

34. Mashtalir JP Competitive advantages as the main criterion for entering the foreign market // Economics: problems of theory and practice. Dnipropetrovsk. T. II. - 2016. - 18218. - P. 475–482.

35. Mashtalir JP Theoretical foundations for determining the risks of foreign economic activity of the enterprise // Economics: problems of theory and practice. Dnipropetrovsk. T. II. - 2007. - №223. - P. 407–412.

36. Mashtalir JP Formation of the mechanism of management of foreign economic activity of the machine-building enterprise // Visnyk of Khmelnytsky National University. Economic sciences. - 2008. - № 5. - P. 54–57.

37. Melnyk LG Economics and information: Economics of information and information in economics: encyclopedic dictionary. - Sumy: VTD "University Book", 2015. - 384 p.

38. Melnyk TM International trade in goods in global competition: a monograph. - К .: KHTEY, 2010.

39. Mikhailov VS Methodical aspects of calculation of export prices by subjects of foreign economic activity of Ukraine / Formation of market relations in Ukraine. - 2014. - №5 (36). - P. 68-72.

40. International competition and opportunities for Ukraine in the struggle for markets // Ukraine-business. - 2007. - № from June 16.

41. International Management: Textbook / edited by Prof. IO Piddubny. - 2nd edition, stereotype. - H .: VD "INZHEK", 2016, 252 p.

42. Official site of PJSC TRZ "Orion" // <http://www.orion.te.ua>.

43. Pashchenko OI Ways to improve the management of managers and specialists in the enterprise. [Electronic resource]: <http://www.repository.hneu.edu.ua/jspui/bitstream/123456789/1355/1.pdf>

44. Pazukha MD Foreign economic activity (general provisions): Training manual. - Kyiv: Center for Educational Literature, 2008. - 230 p.

45. Petrovich JM Economics of industrial entrepreneurship. - К .: Знання, 2015. - 462 с.

46. Ponomarenko VS Analysis of data in studies of socio-economic systems: monograph / VS Ponomarenko, LM Malyarets; Kharkiv National Economic University - H .: VD "INZHEK", 2009. - 432 p.

47. Prokushev EF Foreign economic activity. - M .: IOC Marketing, 2010. - 208 p.

48. Proskurnina NV Substantiation of the system of controlled indicators of foreign economic activity of the enterprise / Proskurnina NV // Development Management. - 2011. - № 5 (102). - P. 187–189.

49. Ruban IV Substantiation of the strategy of foreign economic activity of the enterprise on the basis of a balanced scorecard. [Electronic resource]: http://www.rusnauka.com / 9._EISN_2007 / Economics / 21328.doc.htm

50. Semenov GA Economic efficiency of foreign economic activity of a joint-stock company // Economic Bulletin of Donbass. - 2009. - N4 (18). - P. 54-59.

51. Sysoeva TP Formation and development of foreign economic activity of the regions of Ukraine in the context of globalization (on the example of Kyiv region) [text]: Dis. Cand. Science: 08.00.05 - 2014.

52. Skoropad IS, Gerasimenko SI The effectiveness of marketing activities in the system of foreign trade relations. // Bulletin of the National University "Lviv Polytechnic". - 2013. - №469. - P. 498-502.

53. Sorokin SL Efficiency of foreign economic activity: the concept, measurement and evaluation: a monograph. - Гродно: ГрГУ, 2001. - 130 с.

54. Stepanenko OI Foreign economic activity: the choice of contractor and the organization of the agreement // Ukrainian science: past, present, future. - №7. - Ternopil: Textbooks and manuals, 2003. - P. 320 - 325.

55. Stepanenko OI Features of analysis and evaluation of contractual obligations for export operations // Economics: problems of theory and practice: Coll. Science. wash. - №195, Tom I. - Dnipropetrovsk: DNU, 2014. - P. 68 - 74.

56. Sukharsky VS Foreign economic activity: organization and management: Monograph. - Ternopil: Aston Publishing House, 2007. - 496 p.

57. Teslyuk NP Strategies of the enterprise to achieve competitive advantages. // Economics, finance, law. - 2015. - №11. - with. 17-20.
58. Shcherbak VG, Lozenko AP Problems of penetration of domestic enterprises in foreign markets // Finance of Ukraine. - 2009. - № 4. - P. 58-61.
59. Yakovlev AI Improving methods for determining the effectiveness of foreign economic activity. // Finance of Ukraine. - 2008. - №9. - with. 28-34
60. Beamish Paul W., Morrison Allen, Rosenzweig Philip M. International management. — 3. ed. — Boston, Mass. etc.: Irwin: McGraw-Hill, 2007. — 604 p.
61. C. Drury. Management and Cost Accounting. — Cengage Learning EMEA, 2008. — 775 p.
62. D. E. Akyol, G. Tuncel, and G. M. Bayhan. A comparative analysis of activity-based costing and traditional costing. // World Academy of Science. Engineering and Technology. — 2015. — №3.
63. Fisher. The Theory of interest: As Determined by impatience to Spend income and Opportunity to invest it. — New York: Augustus M. Kelley Publishers, 1965. — 566 p.
64. G. Cokins. Activity-based cost management: an executive's guide. — John Wiley and Sons, 2011. — 374 p.
65. M. B. Clifton. Target costing: market-driven product design. — CRC Press, 2014. — 266 p.

ADDITIONS

Appendix A

SUMMARY

Plakhtynska V.V. Economic development strategy of foreign economic activity. Sumy State University, Sumy, 2020.

The theoretical and methodological principles and develop practical recommendations for improving the system of foreign economic activity of the enterprise. The objectives and basic principles of foreign economic activity of the enterprise.

Keywords: foreign economic activity, economic activity of the enterprise, international business, economic growth, economic system.

АНОТАЦІЯ

Плахтинська В.В. Стратегія економічного розвитку зовнішньоекономічної діяльності підприємства. Сумський державний університет, Суми, 2020.

У роботі досліджено теоретичні та методологічні засади та розробка практичних рекомендацій щодо вдосконалення системи зовнішньоекономічної діяльності підприємства. Цілі та основні принципи зовнішньоекономічної діяльності підприємства.

Ключові слова: зовнішньоекономічна діяльність, економічна діяльність підприємства, міжнародний бізнес, економічне зростання, економічна система.

Appendix B

Реферування іноземних літературних джерел мовою оригіналу магістерської роботи на тему: “Стратегія економічного розвитку зовнішньоекономічної діяльності підприємства”

(Economic development strategy of foreign economic activity)

1. (60) Beamish Paul W., Morrison Allen, Rosenzweig Philip M. International management. — 3. ed. — Boston, Mass. etc.: Irwin: McGraw-Hill, 2007. — 604 p.

As a result of the analysis and mutual coordination of these and other factors and restrictions as priority directions and actions for development of a scientific and innovative infrastructure of LLC EKOPLAST-TERNOPIL the following are allocated:

- 1) development of material and technical base as well as expansion of the sphere of activity due to the inclusion in it of the provision of the following services: conducting various types of tests, advanced training and retraining of personnel. This will allow the company to conduct large-scale modern lighting research, expand participation in foreign and international projects, as well as obtain results, the commercialization of which can provide solutions to various problems related to import substitution and production of competitive products in demand on the world market [60 , c.113].

Regarding the development of scientific and technical cooperation LLC "ECOPLAST-TERNOPIL", there are a number of priority areas, the implementation of which will be carried out through the implementation of the following measures: scientific and technical internships in countries such as Belgium, Austria, Germany and others [52, c.212]; joint applied research with international research centers and universities in the field of energy saving by optimizing street lighting based on energy-efficient LED lighting devices; creation of a joint research center for the study of LEDs and devices based on them with the companies of the group "ECOPLAST", designed to improve technologies for the manufacture of LEDs and

lamps based on them, as well as the development of new types of LEDs for a joint venture established with these companies [60, c.114].

Today, the main trend in the development of the world and Ukrainian lighting market is characterized by increasing requirements for energy efficiency, environmental friendliness and improved performance. Every day the volume of the Ukrainian and world lighting market increases.

According to a study by McKinsey & Company, commissioned by Osram, the volume of the global lighting market by 2023 will be about 110 billion dollars.

In the forecast period, most of the existing energy-inefficient light sources based on incandescent lamps, DRLs and obsolete types of fluorescent lamps will be replaced with energy-efficient light sources and lighting devices based on them [60, p.108].

2. (61) C. Drury. Management and Cost Accounting. – Cengage Learning EMEA, 2008. – 775 p.

Due to lack of funds, it is not possible to purchase raw materials in large batches and significantly reduced stocks of metal raw materials, which currently amount to 7-10 days. Metal prices have risen six times or more in the last five years. The company is supplied with chemical raw materials and components in accordance with the planned production volumes and there are no problems in the raw materials market. However, stocks of chemical raw materials at the enterprise average 10 days. The reduction in stocks of chemical raw materials is also a consequence of the lack of funds needed to pay for it. Prices for components in recent years have risen 4 times or more, but they remain much lower than the world.

It is not always possible to maintain the level of quality during the forced replacement of materials and components due to unstable operation of the adjacent, although the products comply with applicable regulations.

3. (64) G. Cokins. Activity-based cost management: an executive's guide. – John Wiley and Sons, 2011. – 374 p.

Incoming quality control of materials and components is carried out by employees of the incoming control group and relevant laboratories: verification of accompanying documentation; selective inspections: external inspection of

packaging, containers for damage, packaging covers, seals, compliance with product labeling, which is specified in the accompanying documentation with labeling on the labels of the container; external inspection of products for the absence of mechanical damage - dents, scratches, cracks, peeling coating, no corrosion on metal parts, the presence of markings, if it is provided by the NTD.

In case of positive results of the inspection, the incoming control controller makes a mark in the log of presentations "accepted", and puts his personal stamp on the incoming order, which is the basis for the issuance of products for production. In case of negative results of the inspection, the controller of the incoming control in the log of entries makes an entry "rejected", suspends the acceptance of such products and acts in accordance with applicable law.

Financial statements of the enterprise for 2014-2016

FINANCIAL REPORT

«EKOPLAST-TERNOPIL» Limited Liability Company	Date (year, month, number)	CODE		
		2017	01	01
		за ЄДРПОУ		
		36629973		
		за КОАТУУ		
Territory <u>Ternopil</u>	за КОАТУУ	803890000		
Organizational and legal form of management	за КОПФГ	120		
Type of economic activity <u>Production of light complexes</u>	за КВЕД	32.30		

Average number of employees, persons 87
Unit of measurement: thousand UAH with one decimal place
Address, phone: Ukraine, 46000 Ternopil, blvd. Prosvity, 21a, room 4.

Form № 1-м

1. Balance
on **31 December 2016**

Code за ДКУД

1801006

Assets	Line code	At the beginning of the reporting year	At the end of the reporting period
1	2	3	4
I. Non-current assets	1005	-	-
Incomplete capital investments	1010	59,6	134,3
Fixed assets:	1011	104,5	212,6
initial value	1012	(44,9)	(78,3)
wear and tear	1020	-	-
	1030	-	-
Long-term biological assets	1090		
Long-term financial investments	1095	59,6	134,3
Other non-current assets			
	1100	483,0	612,8
Total for section I	1103		
	1110		
II. Current assets	1125	53,8	-
Stocks:	1135		
including finished products	1136		
Current biological assets	1155	5,6	30,9

Current financial investments	1160		
	1165	99,8	46,7
Money and their equivalents	1170		
Deferred expenses	1190	18,0	28,8
Other current assets	1195	660,2	719,2
Total for section II	1300	719,8	853,5

Liabilities	Line code	At the beginning of the reporting year	At the end of the reporting period
1	2	3	4
I. Equity	1400	63,0	63,0
Registered (share) capital	1410		
Additional capital	1415		
Reserve capital	1420	501,0	591,8
Retained earnings (uncovered loss)	1425	()	()
Unpaid capital	1495	564,0	654,8
	1595		
Total for section I			
II. Long-term liabilities, targeted funding and collateral	1600		
	1610		
III. Current liabilities	1615	12,0	0,1
Short-term bank credits	1620	35,5	21,4
Current accounts payable for: long-term goods, works, services	1621	28,5	20,0
calculations with the budget	1625		
including income tax	1630		
insurance calculations	1665		
payroll calculations	1690	108,3	177,2
Deferred income	1695	155,8	198,7
	1700		
Other current commitments	1900	719,8	853,5

2. Statement of financial performance
for ___ year ___ 2016

Form № 2-М

Code за ДКУД

1801007

Article	Line code	For the reporting period	For the same period last year
1	2	3	4
Net income from sales of products (goods, works, services)	2000	2931,1	2073,9
Other operating income	2120		
Other income	2240		
Total income (2000 + 2120 + 2240)	2280	2931,1	2073,9
Cost of goods sold (goods, works, services)	2050	(2402,0)	(1581,3)
Other operating expenses	2180	(418,3)	(343,9)
Other expenses	2270	()	()
	2285	(2820,3)	(1925,2)
Total costs (2050 + 2180 + 2270)	2290	110,8	148,7
	2300	(20,0)	(28,5)
Financial result before taxes (2280 - 2285)	2350	90,8	120,2

Head _____

Chief Accountant

FINANCIAL REPORT

	Дата (рік, місяць, число)	CODES		
		2016	01	01
«EKOPLAST-TERNOPIL» Limited Liability Company	за ЄДРПОУ	36629973		
Territory <u>Ternopil</u>	за КОАТУУ	803890000		
Organizational and legal form of management	за КОПФГ	120		
Type of economic activity <u>Production of light complexes</u>	за КВЕД	32.30		

Average number of employees, persons 87
 Unit of measurement: thousand UAH with one decimal place
 Address, phone: Ukraine, 46000 Ternopil, blvd. Prosvity, 21a, room 4.

Form № 1-м

1. Balance
 on 31 December 2015

Assets	Line code	At the beginning of the reporting year	At the end of the reporting period
1	2	3	4
I. Non-current assets	1005	-	-
Incomplete capital investments	1010	61,7	59,6
Fixed assets:	1011	79,3	104,5
initial value	1012	(22,9)	(44,9)
wear and tear	1020	-	-
	1030	-	-
Long-term biological assets	1090		
Long-term financial investments	1095	56,4	59,6
Other non-current assets			
	1100	487,6	483,0
Total for section I	1103		
	1110		

Accounts receivable for goods, works, services	1125	1,9	53,8
	1135		
Accounts receivable according to budget	1136		
including income tax	1155	13,2	5,6
Other current receivables	1160		
Current financial investments	1165	130,2	99,8
Money and their equivalents	1170		
Deferred expenses	1190	40,5	18,0
Other current assets	1195	673,4	660,2
	1200		
Total for section II	1300	729,8	719,8
III. Non-current assets held for sale and disposal groups	Line code	At the beginning of the reporting year	At the end of the reporting period
Balance	2	3	4
Liabilities	1400	63,0	63,0
1	1410		
	1415		
I. Equity	1420	379,6	501,0
Registered (share) capital	1425	()	()
Additional capital	1495	442,6	564,0
Reserve capital	1595		
Retained earnings (uncovered loss)			
Unpaid capital	1600		
Total for section I	1610		
II. Long-term liabilities, targeted funding and collateral	1615	1,4	12,0
	1620	41,6	35,5
III. Current liabilities	1621		28,5
Short-term bank credits	1625		
Current accounts payable for: long-term liabilities	1630		
goods, works, services	1665		
calculations with the budget	1690	244,2	108,3
including income tax	1695	287,1	155,8
insurance calculations	1700		
payroll calculations	1900	729,8	719,8

2. Statement of financial performance
for ___ year ___ 2015

Form № 2-м

Code за ДКУД

1801007

Article	Line code	For the reporting period	For the same period last year
1	2	3	4
Net income from sales of products (goods, works, services)	2000	2073,9	3314,4
Other operating income	2120		
Other income	2240		
	2280	2073,9	3314,4
Total income (2000 + 2120 + 2240)	2050	(1581,3)	(2748,6)
Cost of goods sold (goods, works, services)	2180	(418,3)	(343,9)
Other operating expenses	2270	()	()
Other expenses	2285	(2820,3)	(1922)
	2290	148,7	151,9
Total costs (2050 + 2180 + 2270)	2300	(28,8)	(72,6)
Financial result before taxes (2280 - 2285)	2350	120,2	273,2

Head _____
Chief Accountant _____

Basic laws and regulations governing the activities of LLC "ECOPLAST-TERNOPIL"

Name of laws and regulations	Scope of regulation
1	2
Constitution of Ukraine of June 28, 1996, as amended by the Laws of Ukraine of February 1, 2011, № 254k / 96-VR [34]	General principles of entrepreneurship, competition, consumer protection, the right to work.
Economic Code of Ukraine of 16.01.2003 № 436-IV // Bulletin of the Verkhovna Rada of Ukraine (VVR), 2003, № 18, № 19-20, № 21-22, p.144 [16]	Basic principles of economic activity, economic obligations, features of legal regulation, foreign economic activity.
Civil Code of Ukraine of March 18, 2004 № 435-IV // Bulletin of the Verkhovna Rada of Ukraine (VVR), 2004, №№ 40-44, Article 356 [66]	Regulation of paid services
Labor Code of Ukraine // Approved by Law № 322-VIII of 10.12.71 VVR, 1971, Annex to дода 50, Art. 375	Labor relations, wages, working conditions, resolution of labor disputes.
Tax Code of Ukraine dated 02.12.2010 № 2755-VI // Bulletin of the Verkhovna Rada of Ukraine (VVR), 2011, № 13-14, № 15-16, № 17, p.112 [50]	Payment of taxes, fees and payments to state and local budgets. Payment of income tax and benefits prior to payment of this tax.
Law of Ukraine “On the Mandatory State Pension Insurance Fee” of July 9, 2003 № 400/03-VR // Bulletin of the Verkhovna Rada of Ukraine (VVR), 2003, No. 37	Pension provision.

Law of Ukraine “On Joint Stock Companies” of September 17, 2008 № 1255-XII // Bulletin of the Verkhovna Rada of Ukraine (VVR), 2008, N 50-51	Rules of creation, activities, rights and responsibilities of their participants and founders.
Instruction on non-cash payments in Ukraine in nat. / foreign currency from 21.01.2004 № 22	Non-cash payments of enterprises.
Law “On labor protection” // Bulletin of the Verkhovna Rada of Ukraine (VVR), 1992, № 49,	Labor protection at enterprises.