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## **MANAGEMENT OF EXPORT ACTIVITIES OF THE ENTERPRISE: KEY ASPECTS AND STRATEGIES FOR SUCCESS**

The growth of global connections and trade with international partners makes export activities more important for businesses to ensure their success in a competitive world. The Internet creates opportunities for businesses of all sizes to open their goods and services to the global market through e-commerce and online platforms. Exporting allows companies to expand their sales markets and reduce risks associated with one region or country. Expanding export opportunities helps businesses reduce the risk of political, economic or social changes in their own country. Successful exporting activities can lead to increased profits as businesses gain access to new, often more profitable, markets. Active export activities can help businesses improve their products and services and make them more competitive in the international market. In the light of these factors, we can safely say that export activity remains a relevant topic that will continue to attract the attention of enterprises and government structures in the future.

Theoretical aspects of the export activity of enterprises were considered in the works of scientists both from Ukraine and abroad, such as O.H. Melnyk, V.E. Ermachenko, S.V. Lobunska, O.V. Shkurupii, Yu.G. Kozak, O.E. Kuzmin, A.O. Fatenok-Tkachuk, A.V. Skull, J. Hessel and others. However, despite the presence of quite significant scientific works, today there is still no systematic approach to the study of theoretical aspects of the export activity of enterprises. Within the framework of the proposed systemic approach, we define the following most significant theoretical aspects of the problem: definition of the concept of "export activity of enterprises", motives for starting export activity, prerequisites

for the implementation of export and consequences of export activity of enterprises.

In our opinion, the export activity of the enterprise is a complex and long-term process, which includes a number of successive stages. These stages include the company's preparation for export, the adaptation of goods to the requirements of a potential foreign market, and the very implementation of export activities, which leads to certain economic consequences. In other words, the difference between the terms "export" and "export activity" is that under "export" scientists understand only the process of selling products and their delivery to a foreign entity, while "export activity" includes a whole series of operations, related to the entry of the enterprise to the foreign market.

To understand the essence of the enterprise's export activity, it is necessary to determine what exactly motivates enterprises to enter international markets, in other words, to identify the motives that stimulate industrial enterprises to start export activities. According to O.E. Kuzmin, among the motives for export can be: creation of a positive image of the enterprise in the domestic market (in the context of European quality standards); expansion of sales markets in order to increase the expected income; search for new partners outside the national market to expand activities; enterprise restructuring. L.G. Lipych and A.O. Fatenok-Tkachuk, in their studies, indicate that there are motives that may raise doubts about the expediency of the enterprise's export operations [1; 2].

Export activity is an important element of the enterprise's development on the international market. Its effective management requires an integrated approach, taking into account various aspects, including strategic planning, market analysis, logistics, finance and marketing. Key managing aspects the export activities of the enterprise and strategies that will help ensure success in the international market (Figure 1).

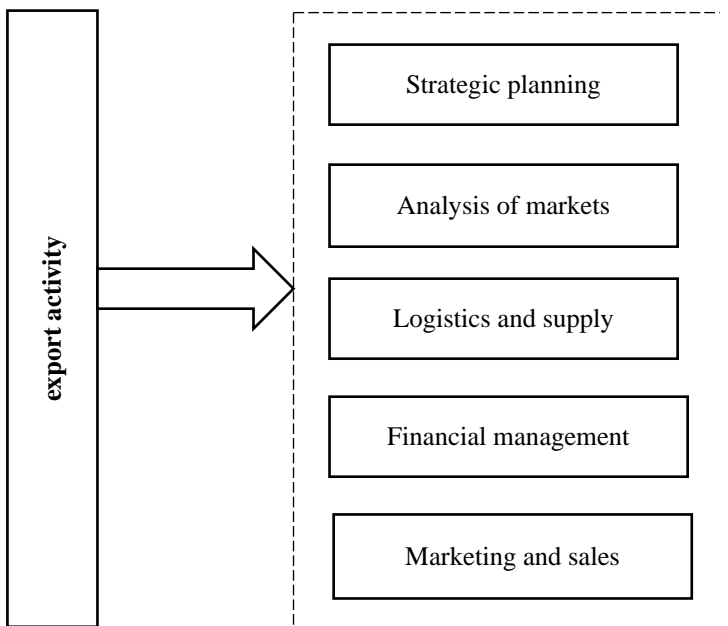
**Strategic planning.** The first step in managing export activities is to develop a clear strategy. This includes determining the goals of export activity, choosing target markets, analyzing the competitive environment and determining the advantages of the enterprise in the international market. The strategy should be flexible, able to adapt to changes in the external environment and internal capabilities of the enterprise.

**Analysis of markets.** Effective management of export activities involves a deep analysis of potential markets. This includes market potential assessment, competitor analysis, risk and opportunity assessment. Based on this analysis, the company can determine the optimal strategies for entering new markets and developing existing ones.

Logistics and supply. Effective logistics and supply management plays a key role in ensuring the success of export operations. This includes the organization of international transportation, inventory management, and handling customs issues. It is important to have reliable suppliers and logistics partners to ensure fast and efficient delivery of products to international markets.

Financial management. Financial management is another important aspect of export operations. This includes managing currency risk, financing international operations and solving tax issues. It is important to have a clear financial plan and control expenses to ensure the profitability of export activities.

Marketing and sales. Success in international markets often depends on the effectiveness of marketing and sales strategies. It is important to develop marketing campaigns adapted to local conditions and to ensure an adequate level of customer service.



**Figure 1. Key managing aspects the export activities of the enterprise**

Export activity is one of the key success factors of enterprises in today's globalized world. Expansion into international markets requires a

comprehensive approach to management, taking into account the various aspects and challenges that arise in the process of international trade. Exporting allows businesses to increase their sales opportunities by opening access to new markets and customers in different countries. Distribution of production and sales to different markets helps to reduce the impact of risk factors, such as changes in the domestic market or economic crises in specific countries. Managing the export activities of the enterprise requires a comprehensive approach and consideration of various aspects, from strategic planning to marketing and sales. Enterprises that skillfully manage their export activities have the opportunity to ensure stable and profitable development on the international market. Export activity contributes to the creation of new jobs, attracting investment and infrastructure development, which contributes to the overall economic growth of the country. In general, export activity is an important element of economic development, contributes to the strengthening of the positions of enterprises in the international market and contributes to the general increase in economic well-being.

Therefore, the research of export activity is of great importance for the development of the economy, increasing the competitiveness of enterprises and contributing to the general economic growth of the country.

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