

UDC 339.562/.564:005.21(100:477)

DOI <https://doi.org/10.26661/2414-0287-2025-1-65-09>**INTERNATIONAL STRATEGIES OF EXPORT-IMPORT ACTIVITY OF AN ENTERPRISE:
EXPERIENCE FOR THE NATIONAL ECONOMY****Selishcheva A.V., Chavdar A.O.***Zaporizhzhia National University**Ukraine, 69011, Zaporizhzhia, Universytetska str., 66**pereverzeva@ukr.net, lialechka0406@gmail.com**ORCID: 0000-0001-8391-6636***Key words:**

export, import, strategy, national economy, development, socio-economic conditions.

The issue of developing export-import strategies and the possibility of their use in the national economy has been studied. It is substantiated that enterprises engaged in export-import activities offer foreign manufacturers a unique opportunity to go beyond local borders, allowing enterprises to enter a huge global market. It has been proven that the expansion of exports contributes to the activation of international trade, and, accordingly, ensures a positive trade balance, which directly affects the stability of the national economy. Attention is focused on the fact that Ukraine's entry into the world economy is carried out thanks to the development of export-import activities of enterprises. Considering this, one of the main strategies of enterprises in modern socio-economic conditions is the strategy of developing their export-import activities. It has been determined that when companies enter international markets, they face complex regulations, cultural characteristics and economic risks. Export and import strategies play a key role in meeting these challenges and taking advantage of global opportunities. It is well-founded that the process of creating an import-export enterprise covers various stages, such as conducting market research, complying with legal and regulatory requirements, product selection, establishing relations with suppliers and buyers, managing logistics and transportation, financial planning, developing a market entry strategy, managing risks and ensuring compliance with documentation. It is determined that in order to maintain Ukraine's position as a leader in the export of food products, it is necessary to stimulate production and export. At the same time, it is important to respond in a timely manner to today's challenges, which require the search for effective and efficient tools and mechanisms for harmonizing the goals of national and world politics. Despite the difficult production and export conditions that arise as a result of military aggression, Ukraine continues to maintain and strengthen its position on the world market, adhering to the rules of international trade, minimizing risks and building effective logistics to defend national interests at the global level.

**МІЖНАРОДНІ СТРАТЕГІЇ ЕКСПОРТНО-ІМПОРТНОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА:
ДОСВІД ДЛЯ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ****Селіщева А.В., Чавдар А.О.***Запорізький національний університет**Україна, 69011, м. Запоріжжя, вул. Університетська, 66***Ключові слова:**

експорт, імпорт, стратегія, національна економіка, розвиток, соціально-економічні умови.

Досліджено питання розробки експортно-імпортних стратегій та можливості їх використання в національній економіці. Обґрунтовано, що підприємства, які займаються експортно-імпортною діяльністю пропонують іноземним виробникам унікальну можливість вийти за межі місцевих кордонів, дозволяючи підприємствам вийти на величезний глобальний ринок. Доведено, що розширення експорту сприяє активізації міжнародної торгівлі, і, відповідно, забезпечує позитивне сальдо торговельного балансу, що, безпосередньо впливає на стабільність національної економіки. Акцентовано увагу на тому, що входження України у світове господарство здійснюється завдяки розвитку експортно-імпоротної діяльності підприємств.

З огляду на це, однією з основних стратегій діяльності підприємств у сучасних соціально-економічних умовах є стратегія розвитку їх експортно-імпоротної діяльності. Визначено, що коли компанії виходять на міжнародні ринки, вони стикаються зі складними правилами, культурними особливостями та економічними ризиками. Стратегії експорту та імпорту відіграють ключову роль у вирішенні цих викликів і використанні глобальних можливостей. Обґрунтовано, що процес створення імпортно-експортного підприємства охоплює різні етапи, такі як проведення дослідження ринку, дотримання законодавчих і нормативних вимог, вибір продукту, встановлення відносин з постачальниками та покупцями, управління логістикою та транспортуванням, фінансове планування, розробка стратегії виходу на ринок, управління ризиками та забезпечення дотримання документації. Визначено, що для збереження позицій України як лідера в експорті продовольчих товарів необхідно стимулювати виробництво та експорт. При цьому важливою є вчасне реагування на виклики сьогодення, котрі потребують пошуку ефективних та дієвих інструментів та механізмів для узгодження цілей національної та світової політики. Незважаючи на складні умови виробництва та експорту, які виникають внаслідок військової агресії, Україна продовжує підтримувати та посилювати свої позиції на світовому ринку, дотримуючись правил міжнародної торгівлі, мінімізуючи ризики та будуючи ефективну логістику задля відстоювання національних інтересів на світовому рівні.

Statement of the problem

Prospects for the development of the economy of Ukraine are inextricably linked with the possibilities of export and import activities. The expansion of exports contributes to the activation of international trade, and, accordingly, ensures a positive trade balance, which directly affects the stability of the national economy.

In the conditions of deepening crisis phenomena and economic instability, the successful development of the enterprise's foreign economic activity is determined by solving the tasks of evaluating the effectiveness of such activity in order to increase its efficiency.

For the national economy, which has had a negative trade balance for a long time, and, accordingly, is forced to compensate these losses with credit funds, the issue of improving export-import activities based on international experience is relevant. One of the possible solutions to this issue is the development and implementation of effective export-import strategies.

Analysis of recent research and publications

Among Ukrainian scientists, significant attention was paid to the study of theoretical and practical aspects of export-import activity and strategic priorities: V. A. Biloshapka, G. V. Zahorii [1], Yu. S. Balyuk [2], Yu. L. Zborovska [3], Marchenko V. M., Lebedeva N. P. [4], Mostenska T. L., Karnaukh O. Yu. [5], Nalyvaiko A. P., Reshetnyak T. I., Yevdokymova N. M. [6] and others. Scientific export-import strategies of enterprises of various industries justify the expediency of adapting organizations to the influence of global socio-economic processes.

Highlighting previously unsolved parts of the overall problem

The entry of Ukraine into the world economy and the desire to increase the efficiency of the development of international trade, the issue of developing export-import

strategies and the possibility of their use in the national economy requires a deeper study.

The purpose of the article

The main goal of this work is to study the strategy of export-import activity and the possibility of its use in the national economy.

Presentation of the main material

Ukraine's entry into the world economy is carried out thanks to the development of export-import activities of enterprises. Considering this, one of the main strategies of enterprises in modern socio-economic conditions is the strategy of developing their export-import activities.

Export-import businesses offer foreign manufacturers a unique opportunity to reach beyond local borders, allowing businesses to tap into a vast global market. Such diversification reduces the risk of relying solely on one market or economy, reducing the impact of economic downturns or fluctuations in demand.

Import-export companies can achieve a higher rate of profit by purchasing goods from cheaper regions and selling them in markets with higher prices. They also offer a diverse range of products catering to consumer preferences and market segments.

Scalability allows businesses to start small and gradually expand their market reach. These businesses also provide cultural exposure, promoting personal and professional growth. They also need creative problem-solving skills to overcome challenges and foster innovation.

Networking opportunities create valuable collaborations and partnerships. Import-export enterprises contribute to economic development by facilitating the flow of goods, creating employment opportunities and promoting international cooperation.

When companies enter international markets, they face complex regulations, cultural differences, and economic

risks. Export and import strategies play a key role in meeting these challenges and taking advantage of global opportunities.

The goods and services traded by import-export companies, as well as their business strategies and target markets, can vary widely.

The process of setting up an import-export business involves various stages, such as conducting market research, complying with legal and regulatory requirements, product selection, establishing relationships with suppliers and buyers, managing logistics and transportation, financial planning, developing a go-to-market strategy, managing risks and ensuring compliance with documentation.

Let's consider the peculiarities of building export-import strategies (Fig. 1)

Market research and target selection: Understanding: Before diving into exporting or importing, it is necessary to thoroughly research the market. Analyze potential markets, assess demand and identify target countries.

Export strategies:

- Direct export: companies directly sell their products to foreign customers or distributors.
- Indirect export: firms work with intermediaries (export agents, trading companies) to reach international customers.
- Export consortia: several companies join forces to export together, sharing costs and risks.
- Licensing and Franchising: Licensing allows foreign companies to produce and sell branded products, while franchising involves copying a successful business model abroad.

Import strategies:

- Sourcing decisions: importers must decide whether to buy goods directly from manufacturers or through intermediaries.
- Supply Chain Optimization: Effective logistics and supply chain management are critical for timely imports.

– Compliance with customs rules and tariffs: importers are guided by customs rules and tariffs.

Risk reduction:

- Currency risk: fluctuations in exchange rates can affect profits. hedging strategies help manage this risk.
- Political and legal risks: businesses must assess geopolitical stability and legal frameworks.
- Quality control and product adaptation: product quality assurance and adaptation to local preferences are critical.

State support and incentives:

- Export Promotion Agencies: Governments provide resources and incentives to increase exports.
- Import subsidies: some countries stimulate imports to meet domestic demand.

Successful export and import strategies require agility, adaptability and a deep understanding of global markets. By using these strategies and learning from real-world examples, businesses can thrive in a dynamic international environment.

In today's globalized economy, trade plays a critical role in determining the economic health and overall well-being of a country. One of the key indicators used to assess a country's export and import performance is the trade balance. The trade balance, also known as the trade balance, measures the difference between a country's exports and imports over a period of time. When a country's exports exceed its imports, it is said to have a positive trade balance. This indicates that a country exports more goods and services than it imports, leading to a surplus. A positive trade balance is often seen as a favorable situation because it means that a country earns more from its exports, which can contribute to economic growth and job creation.

On the other hand, when a country's imports exceed its exports, it is said to have a negative trade balance. This means that the country relies more on imported goods and services, which can have various consequences for its economy. A negative trade balance can lead to a trade deficit, which means that a country spends more on imports than it receives from exports.



Fig. 1 – Features of construction of export-import strategies

Source: [7]

Several factors affect the country's trade balance. One of the important ones is the competitiveness of its industries. If a country's industry can produce goods and services that are in demand around the world, it is more likely to have a positive trade balance. In addition, exchange rates play a decisive role. A weaker national currency can make exports more competitive, leading to a positive trade balance.

Assessing a country's export and import performance through its trade balance is crucial to understanding its economic condition. Whether positive or negative, the trade balance reflects a country's competitiveness and dependence on imported goods. By delving deeper into the factors affecting the trade balance and looking at case studies, valuable information can be gained about a country's economic prospects.

The activation of integration processes in the national economy and the desire to become an equal player in the global food space necessitate the maximum use of natural resource potential and coordination of the goals and objectives of foreign economic policy, the key element of which is international trade.

According to the results of statistical studies, in Ukraine, as well as in developed countries of the world, less than 5% of the population. Given that the country is a significant producer of food, the likelihood of food security problems is lower. At the same time, there are certain challenges, because a significant number of the population spends more than 50% of their income on food products, the structure of which is irrational, there is a problem of providing processing enterprises with raw materials, etc.

Note that before the military aggression, Ukraine managed to strengthen its position on the world food market, increase the volume of exports, and diversify the commodity and geographical structure of exports.

Note that Ukraine occupied a leading position in the world in the production and export of a number of food products (Table 1).

Analysis of the table. 1 shows the presence of significant comparative advantages of Ukraine in the export of food products compared to the world level.

The leading positions in food exports are provided by crop production (Table 2), that is, the raw material

Table 1 – Ukraine's position in the global food space

Position in the world rating	Production, export of goods
1	production and export of sunflower and sunflower oil
2	exporter of grains and nuts
3	producer and exporter of barley and canola
4	exporter of corn, producer of honey and nuts
5	exporter of wheat
7	producer of corn, wheat and exporter of soybeans
8	soybean producer and chicken exporter

Source: grouped based on: [7]

component is key in exports. At the same time, the share of processed products is much lower.

Regarding the export of livestock products, it should be noted that Ukraine's share in 2021 increased to 0.29, but comparative advantages remain the smallest.

According to experts, Ukraine does not yet have sufficient opportunities to influence the world food market, which according to forecasts until 2025 will be characterized by a significant level of concentration of exports of key food products. At the same time, experts note that strengthening the role of Ukraine in the global food space provides an opportunity to diversify the international market and achieve stability and sustainability of its development.

Conclusions and proposals

Based on the analysis, it can be concluded that in order to maintain the position of Ukraine as a leader in the export of food products, it is necessary to stimulate production and export. At the same time, it is important to respond in a timely manner to today's challenges, which require the search for effective and efficient tools and mechanisms for harmonizing the goals of national and world politics. Despite the difficult production and export conditions that arise as a result of military aggression, Ukraine continues to maintain and strengthen its position in the world food market, adhering to the rules of international trade, minimizing risks and building effective logistics to defend national interests at the global level.

Table 2 – Export of agro-industrial complex products of the food industry in Ukraine and the world, million US dollars

Products	Ukraine		World		Share of Ukraine in the world, %	
	2015	2021	2015	2021	2015	2021
Plant products	11288,1	21600,5	504646,7	836788,2	2,24	2,58
Animal products	821,3	1325,3	308089,4	460044,1	0,27	0,29
Food products	2468,4	3368,4	508337,5	817802,8	0,49	0,41
Food	14435,4	26538,8	1260805,0	2011963,9	1,14	1,32

Source: Grouped based on: [8]

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