

Ignorance, lack of awareness and low-priority, often assigned to environmental crime by many authorities, make it an attractive area of operation for smugglers, offering a lucrative business with low risks. National and international crime syndicates worldwide earn \$20-30 billion annually from hazardous waste dumping, proscribed hazardous materials smuggling, and protected natural resources exploiting and trafficking.

The results of the research allow to establish that the only way to prevent illegal trade in environmentally sensitive commodities is the cooperation of international organizations and MEA (Multilateral Environmental Agreement) secretariats in this area. “Green Customs” initiative presents a practical means for facilitating such cooperation. It is a small but extremely significant example of successful interaction in the area of environmental protection achieved due to win-win cooperation, coordination and synchronization of activities of MEA secretariats and other partner organizations.

O. Pekar, A. Ankudovich
О. Н. Пекарь, А. А. Анкудович
БГТУ (Минск)

Научный руководитель С. В. Шишло

FEATURES OF MARKETING IN THE FORESTRY COMPLEX IN THE REPUBLIC OF BELARUS

ОСОБЕННОСТИ МАРКЕТИНГА В ЛЕСНОМ КОМПЛЕКСЕ В РЕСПУБЛИКЕ БЕЛАРУСЬ

The problem of marketing as an instrument of the consumer market of food products has been given insufficient research. Therefore, a personal interview was conducted by the authors of the article with the employees of the Molodechno and Svisloch forest enterprises, in order to obtain initial information on the market of non-timber wild products in Belarus. This information will help enterprises properly develop a marketing mix taking into account the specifics of the market.

The main features of marketing in forestry complex (non-timber wild products), affecting the market of Belarus:

- the dependence of the economic results of labor on climatic-geographical and other conditions;
- limited supply of natural resources;
- the existence of many independent economic entities that supply a limited range of goods to the market;

- availability of different levels of distribution of goods;
- complexity and variety of forms of ownership of enterprises and firms represented on the market;
- seasonality of production;
- high correlation between the quality of the final product and the terms and conditions of storage, transportation and sale.

The main specific features of the marketing complex in the forestry sector in the Republic of Belarus are:

- product: satisfies basic needs; has a consumption limit; quickly spoils; has a limited shelf life; more conditioned by traditions, habits and culture; characterized by a relatively large breadth and depth of the commodity nomenclature;

The breadth of the commodity nomenclature is the total number of assortment groups of goods (for example: kinds of mushrooms and berries).

The depth of commodity nomenclature is variants of offers of each kind of goods within the assortment groups (for example: mushrooms – fresh, dried or salted);

- price: the average level of the product due to its arrival on the market in large quantities; varies depending on the season; shelf life and quality of goods; has a weak correlation with consumer demand. In winter, prices can grow more than 2 times compared with the autumn-summer period;

- place: distribution channel from zero level to three-level channel; is determined by the very high rate of commodity circulation due to the limited shelf life; has increased costs associated with storage features;

- promotion: rarely advertised; the media is used for seasonal goods; actively use the Internet resources; stimulate the implementation of discounts on the quantities purchased by wholesalers.

Demand of wholesale buyers for wild forest products, due of market saturation and significant consumer demand in the retail market, is inelastic.

The market of wild mushrooms and berries in Belarus that have undergone primary processing is growing. According to some expert estimates, in the near future should expect a significant increase in turnover and the appearance of a large number of new commercial structures on the market.

Companies operating in the market of non-timber wild products should take into account this information and conduct marketing research. The purpose of the research is to determine the turnover, price level, prospective commodity positions and other characteristics of the market for wild-growing food products of the forest that have undergone initial processing. In order to better meet the consumer demand and be competitive in the market.