

EXPORT OPPORTUNITIES OF LIGHT INDUSTRY ENTERPRISES IN THE EU MARKETS

The article analyzes the current state of light industry enterprises, in particular clothing and footwear enterprises focused on the end user. The similarities and differences between clothing and footwear markets have been revealed, the main problems of their development have been highlighted. Among the main problems of these enterprises development in the domestic market have been highlighted the following: high production costs, lack of qualified specialists, low productivity, low wages, outflow of labour resources abroad, dependence of production on import expensive equipment, materials, fittings, large quantities of contraband, counterfeit goods, humanitarian supplies and second-hand goods. The mentioned problems are intensified in the absence of protective state support.

The access to foreign markets as a strategic direction of enterprise development has been substantiated. The export opportunities of domestic enterprises for the production of clothing and footwear have been investigated taking into account factors and requirements of the EU for products exported from Ukraine to the EU. For potential exporters from Ukraine to enter the EU clothing and footwear market it is recommended to choose one of the alternative strategies, taking into account market opportunities and its own export potential: expansions; specialization; niche; differentiation.

It is recommended that small businesses should pay more attention to market niches with fewer competitors and significant growth potential. Companies that are able to offer high-quality clothing are recommended to turn to the middle and upper middle segments where independent retailers and luxury department stores work for small and medium-sized batches of products at attractive prices and do not put pressure on delivery dates. It is also necessary to take into account the expectations of European partners with whom exporters need to build long-lasting relationships, namely to seek a high business reputation through compliance with labor laws and modern principles of sustainable development.

Keywords: light industry; clothing and footwear manufacturing enterprises; clothing and footwear markets; problems of light industry enterprises; product export to EU countries; export strategies.

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