

**PARTICULARITIES, POLICIES AND POLICY OPTIONS FOR PRICE FORMATION IN THE MARKET FOR WHITE SEA BUCKTHORN PRODUCTS****Feodosie PITUȘCAN, Assoc. prof., PhD**

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**Abstract**

*Even at the founding stage of for-profit enterprises, and also of some with non-profit status, their objective is to make a profit, which can only be obtained by setting favorable prices for the products or services offered to their customers. In market relations, everything around us is reflected in prices, which take various forms: fees, insurance premiums, interest, tariffs, taxes, fees, commissions, wages, taxes, etc.*

*This article deals with the problem of price formation for white sea buckthorn products from the point of view of increasing the degree of satisfaction of consumers' desires and expectations on the one hand, and on the other hand setting prices that ensure the profitable activity of the enterprise involved in production, distribution and marketing. The study of the market and pricing policy of white sea buckthorn products is carried out within the framework of the research project "Development of the technology of production of white sea buckthorn in an ecological system and processing of fruit and biomass", which highlighted the problems to be solved by managers and specialists involved in production and sales to ensure a high level of profitability, but also to meet the needs and expectations of consumers on the local and international market.*

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**Keywords:** *white sea buckthorn, white sea buckthorn supply and demand, marketing policies, pricing policies, pricing strategies*

**1. Introduction**

White sea buckthorn is a product that has been used since ancient times as a food but also as a medicine. In recent years there has been an increase in consumption, while consumer interest in white sea buckthorn fruit and products derived from it is growing, and they are being sold in the food retail network, the pharmacy network, specialist shops, etc. This makes it necessary to study in depth the issues involved in price formation and pricing strategies and policy.

Producers of white sea buckthorn products, as well as wholesalers and retailers, must take into account not only their valuable nutritional and therapeutic properties, but also ensure that the needs of consumers are met and that the production, processing, distribution and marketing of white sea buckthorn and products made from it are profitable. To achieve this objective, it is necessary to set appropriate prices, analyse costs and develop profit-oriented strategies. The

paper examines how to set, analyse and adjust prices, how to estimate and analyse costs, and strategies that can ensure the products' market advantage.

## 2. Degree of investigation of the problem

From an economical point of view, the question of price began to be researched and analyzed by illustrious men in the 17th century, and Adam Smith is considered the father of modern economics, who showed in his works that "the real measure of the exchange value of products is labor" [17, p. 339].

It should be noted that John Locke, Sir James Stuart, Adam Smith, Alfred Marshall and In Taymiyyah are the first thinkers credited with discovering the law of *supply and demand*, which is defined as the relationship between the price of a product and people's willingness to buy or sell it.

The philosopher John Locke is credited with one of the earliest descriptions of this economic principle, stating in his 1691 publication [6, p. 28] that "the price of any commodity rises or falls in proportion to the number of buyers and sellers", and that "the natural value of anything consists in its property of satisfying the wants of, or of relieving the life of, man".

Adam Smith is considered the father of modern economics, helping to popularise many of the ideas that underpin classical economics. He was a major proponent of laissez-faire economic policies, and in his first book, *Theory of Moral Sentiments*, he proposed the idea of an *invisible hand* - the tendency of free markets to regulate themselves using competition, supply and demand, and self-interest [18, p. 17].

A. Smith demonstrated that labour is the only definite and true measure by which the value of all commodities can be assessed and compared in all ages. He stated that "always and everywhere equal quantities of labour are of equal value to the labourer" and "under ordinary conditions of health, strength, and activity, with an ordinary degree of skill and ability, he will always sacrifice the same share of his rest, liberty, and happiness" [18, p. 104]. He intuitively felt that labour, in so far as it is expressed in the value of commodities, is nothing but the expenditure of labour-power, but even this expenditure is conceived by him only as a sacrifice of rest, freedom and happiness, and not as a normal vital activity.

An important place in the development of supply and demand theory centred on the concept of price elasticity and demand belongs to Alfred Marshall, who investigated how price changes affect demand. He established that the prices of some goods can rise without reducing demand, meaning that their prices are inelastic. Inelastic goods tend to include items such as medicines or food that consumers consider crucial to everyday life. Alfred Marshall argued that supply and demand, production costs and price elasticity work together [8, p. 347].

The ideas of A. Smith's ideas are echoed in the work of David Ricardo and K. Marcs in the 19th century and John Maynard Keynes and Milton Friedman in the 20th century.

As K. Marcs "a use value or a good has value only because in it abstract human labour is objectified or materialised. But how is the extent of its value measured? By the quantity of the 'value-creating substance', but also by the labour it contains. The quantity of labour itself is

measured by its duration, and labour time, in turn, has its unit of measurement in definite parts of time, in hours, days, etc. [7, p. 49].

Until the late 19th and early 20th centuries, prices were set by negotiation between seller and buyer. With the development of industry and the advent of large-scale retailing, the idea of setting a single price for all buyers emerged. Promoters of this idea were W. Woolworth, Tiffani and Co., Jon Wanamaker and other companies who adopted *the single price policy* [5, p. 668]. *The single price* is set by the manufacturers or distributors, and is charged at the same level for similar categories of customers, who buy, as the case may be, similar quantities, provided that identical terms of payment always exist.

The problem of price formation is also studied by many contemporary authors, such as E. Busmachiu and A. Gumovschi in the work published by the Academy of Economic Studies of Moldova under the title *Prices and Tariffs* [1]. Ph. Kotler in his works, such as *Marketing Management, or Marketing Principles*, S. Petrovici and S. Mustuc [13] in the work *Marketing*, but also Romanian textbook authors, such as C. Florescu with the title *Marketing*, etc.

Thus, the problem of price formation has been addressed by scientists since ancient times, but it should be noted that in modern conditions there is a need to study the given problem in greater depth through the prism of developing and implementing pricing strategies that would contribute to achieving the objective of the enterprise to meet the highest level of consumer expectations on the one hand and to achieve a maximum level of efficiency of activity on the other.

In this paper the aim of the research is to identify the problems to be solved by the managers and marketers of the enterprise specializing in growing, processing and marketing of white sea buckthorn, responsible for the pricing policy to meet the needs and expectations of consumers and to ensure the profitability of the enterprise.

Although the consumption of white sea buckthorn products and the satisfaction of consumer desires and expectations is a current issue in the area of pricing policy for this product, no studies have been conducted that would establish some benchmarks for the rationale of pricing strategy for white sea buckthorn products and the authors set out to investigate this important topic.

### **3. Research methods and materials**

A number of scientific research methods were used in this research: the dialectical method and its components: analysis and synthesis, the method of comparison, presentation of the results obtained in the form of tables and diagrams. The research is interdisciplinary, descriptive and applied with a logical-deductive approach.

The research was based on the study of marketing policy issues, in particular pricing policy and pricing strategies, and pricing methods. The work is carried out within the framework of the Research Project "*Development of the technology of production of white sea buckthorn in ecological system and processing of fruit and biomass*", number 20.80009.5107.13. The data on costs and profit in the production of white sea buckthorn are provided by the LTD "PomiProConsult" carried out in the framework of the Project for the establishment of

multiannual plantations of white sea buckthorn for LTD "Big Cuker" from the village of Clișova Orhei district. Data on current prices of white sea buckthorn products were gathered by researching commercial establishments specializing in food products, including agricultural markets in various localities of the Republic of Moldova.

#### 4. Results and discussions

The modern era is characterised by the dizzying development of information technologies and the mass Internet, reversing the trend of fixed price, which gives economic agents the opportunity to return sales to a new era of negotiated prices.

The peculiarities of price formation in agriculture, to which the white sea buckthorn belongs, require that the concepts of price and cost be studied in parallel in this sector. This link between these two concepts, particularly in agriculture, is found everywhere and more frequently than in other economic fields. These terms express generically the consumption of social labour, where cost represents the value part of the commodity, and price includes other components such as producer profit, trader's mark-up, taxes (especially value added tax), excise duties. Price is an economic category that encompasses all the components of economic activity, starting with the manufacture or cultivation of agricultural products and continuing with the processing of raw materials, the distribution of goods, operations related to logistics, the marketing of products and the provision of services.

The issue of price formation in an agricultural enterprise is found in pricing policy. A **pricing policy** is a set of concrete principles, rules, measures and methods by which an economic agent defines its position in relation to the prices of its products in order to achieve specific objectives for each period of activity.

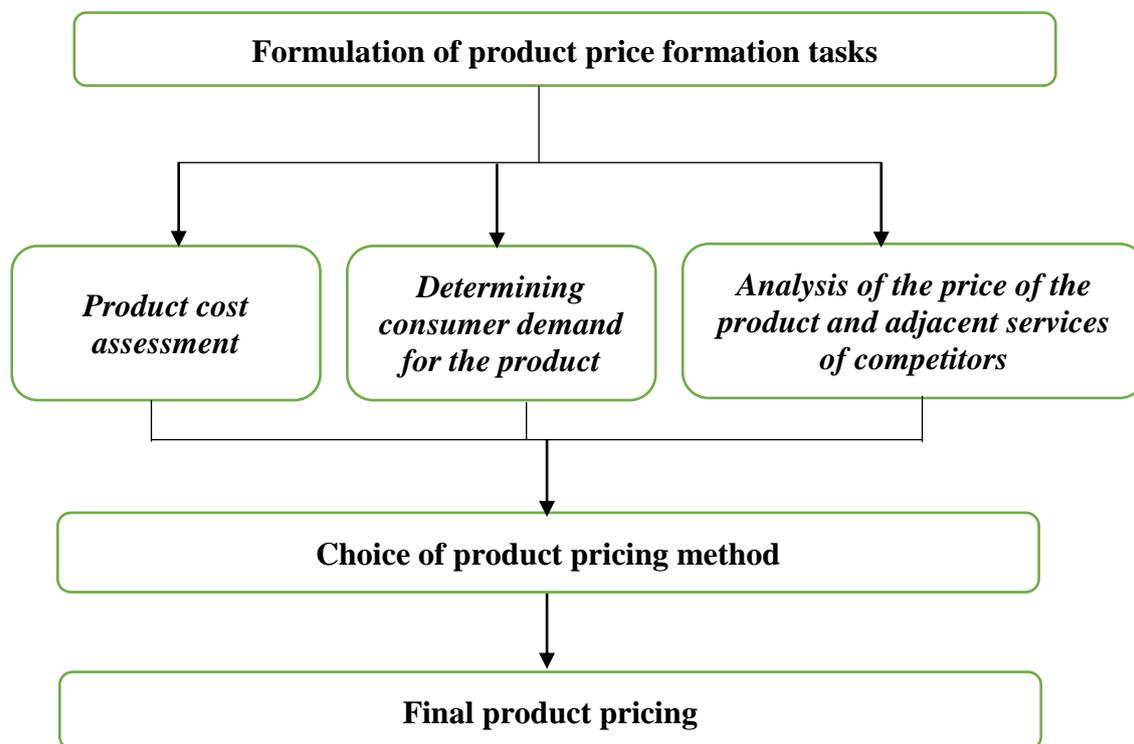
An effective pricing policy must be coordinated and subordinate to the achievement of the strategic objectives that are set by the company's marketing policy. Thus, pricing policy is associated with product policy, because the price changes frequently during the product's life cycle, with distribution policy, because the price accompanies the product throughout its entire life cycle (from producer to consumer), and with promotion (communication) policy, because the price intervenes directly in the dialogue between the product (producer, intermediary) and the buyer (consumer) and can play a decisive role in the buyer's purchasing decision, which can be influenced by the latter.

Price formation in agricultural enterprises, as well as in white sea buckthorn production, involves several steps, which are shown in figure 1.

The pricing process starts with the formulation of the tasks. The tasks of the farm business related to price formation can be:

- ensuring survival - this task is posed by fierce market competition and sudden changes in customer needs. It involves setting a minimum price level;
- maximise current profit - this task sets a price that ensures maximum current profit inflows;
- gaining market share leadership - involves setting a price that ensures a long - term profit;

- achieving leadership by quality indicators - involves setting a high price to ensure that the costs of achieving high quality, research, technology development, etc.



**Figure 1. Product pricing steps**

Source: prepared by the authors

The next step in price formation in agricultural enterprises is the analysis of the main price formation methods. These are: the cost-dependent method, the supply-demand method and the competitor-dependent method.

Product costing involves determining all the costs of producing a product. Thus, the total cost of producing white sea buckthorn fruit is calculated on the basis of direct consumption of materials (planting material, fuel and lubricants for carrying out the various mechanised operations, chemicals for controlling diseases and pests, fertilisers for feeding the plantations, as well as consumption related to the remuneration of the workers involved with the related contributions linked to wages) and indirect consumption (wear and tear on fixed assets, in particular agricultural machinery, low-value and short-lived agricultural equipment, consumption for improving technology and improving quality, maintenance of fixed assets, etc.) [2, p. 114]. The price is then set to cover all these costs plus a profit margin to be claimed by the trader. The cost of production and the profit obtained in the cultivation of white sea buckthorn, which also provides us with data on the economic efficiency of the production of this crop, are shown in table 1.

An important aspect of setting the selling price is determining the consumer demand for the product. Consumer demand, as a rule, sets the upper limit of the price that the producer charges for his product. The price set by the company is in one way or another reflected in the level of consumer demand. In order to determine consumer demand, it is necessary to evaluate it at different price levels. In determining the relationship between consumer demand

and supply, it is necessary to consider not only the influence of price but also other factors. In the case of white sea buckthorn products, demand on the Moldovan market is characterised by increasing consumption due to their properties for the human body. Thus, we find that local consumers are prone to accept higher prices and the producer as a consequence to demand a higher price, because the product is at the end of the launch stage, the beginning of the growth stage of the product life cycle.

**Table 1. Economic efficiency of white sea buckthorn production in 2021**

No.	Name of indicators	Level of indicators achieved in the enterprise
1	Productivity, tons/hectare	8,5
2	Selling price, lei/kg	20,00
3	Production value, thousand lei/hectare	170,00
4	Cost of production, thousand lei/hectare	22,30
5	Cost of production, thousand lei/ton	2,62
6	Gross profit, thousand lei/hectare	147,7
7	Gross profit, thousand lei/ton	17,38
8	Level of profitability, %	662,33

Source: Report on the results of the activity of "Big Cuker" Ltd. from the village of Clișova, Orhei district [20, p. 112]

The analysis of the price of the product and the adjacent services of the competitors takes place because the price of the product is considerably influenced by the price of direct and indirect competitors. For enterprises that are permanently active in an agricultural market, it is necessary to study competitors' prices. Pricing policy in the agri-food sector depends largely on the type of market determined by the number of competitors. This number of competitors changes depending on the stage of the product life cycle (launch, growth, maturity and decline. Four types of markets are highlighted according to this criterion, each of which poses certain problems in the area of price formation (Table 2).

**Table 2. The peculiarities of price policy in the agri-food sector in different types of markets depending on the number of competitors**

Market type	Market characteristics	Peculiarities of price formation
<i>Perfect competition</i>	This market is represented by a large number of buyers as well as sellers. The products are homogeneous. Factors of production are equally accessible to all producers. Certain buyers or sellers cannot influence the current price level in the market.	A reasoned elaboration of the price-related marketing strategy by the economic agent is necessary.
<i>Monopolistic competition</i>	This market is also represented by a large number of buyers and sellers but the products are not homogeneous. The products differ from each other in quality, properties, packaging. This also implies a wide range of prices for the same product.	The economic agent's price-related marketing strategy involves price variations depending on the buyer segment.

<b><i>Oligopoly</i></b>	The market is represented by a small number of sellers or producers.	The economic agent through the price-related marketing strategy must react promptly to the changes in the price strategy of the competitors.
<b><i>Monopoly</i></b>	This market is represented by a single producer or hunter. For the agri-food market, this situation is rare.	In this market, by changing the price strategy, the economic agent can achieve different goals (maintaining the buyer, preserving the monopoly situation on the market, etc.).

Source: adapted after Predein D. B. Агрмаркетинг / Agromarketing. Москва: Московский международный институт эконометрики, информатики, финансов и права. 2012. – 275 p. [15, p. 19]

Analyzing the market of white sea buckthorn products in the Republic of Moldova through the above mentioned criterion, we can say that the size of prices of white sea buckthorn products is related to a lesser extent to the solvency of consumer demand, as well as to the purchasing power of the population. To a large extent, the prices of white sea buckthorn products on the local market are set by the producers, as their number is small and the quantity, they produce barely meets local demand by the beginning of December each year.

Thereafter, the demand for white sea buckthorn products is met by imported products. These moments make us state that the prices of white sea buckthorn products are formed in oligopoly-monopoly markets, therefore, it is dictated by the producer-trader. In addition to this, we can mention that the life cycle of white sea buckthorn products on the market of the Republic of Moldova is at the end of the launch stage - the beginning of the growth stage. Thus, analyzing the prices of these products on the local market we have established that the price of one kilogram of fresh white sea buckthorn fruit is around 100 lei/kg. The price level of finished products made from white sea buckthorn is much higher because they require special processing technologies that are very expensive. Thus, we can mention that the accessibility of white sea buckthorn products to the final consumers on the market is at a very low level. This is also reflected in the fact that some consumers buy as little as 200 grams of fresh fruit per purchase. But it is also a positive moment. The consumer understands the need for white sea buckthorn products [11, pp. 59-64].

The next step is to choose the method of product pricing. The price will be positioned between the low price range which does not ensure profit and the high price range which prevents the formation of consumer demand, around the level of the competitors' price. The following methods are used in agromarketing for price formation:

- average cost plus profit method;
- the critical point method and ensuring planned profit;
- the product's perceived value method;
- current price level method;
- the method of closed negotiations.

The purpose of these methods is to narrow the price range within which the final price of the product will be formed.

Finally, we have the final pricing stage, which mainly involves studying the factors influencing price formation and then indicating the final price. Thus, the main factors influencing the final price are:

- the psychology of price perception;
- the company's pricing policy;
- the influence of price on other market participants, etc.

The agricultural producer does not simply set one price or another on his production, he creates an entire pricing system that encompasses a broad spectrum of commodities and products within the limits of his market assortment, taking into account a number of factors such as:

- differentiation of the costs of organising marketing in different regions of the country;
- seasonal fluctuations in consumer demand;
- distribution of purchases over time, etc.

**Pricing policy** must be flexible in the strategies it uses, alternatively or concurrently, as well as in the pricing tactics employed, and have continuity to drive long-term efficiency.

Thus, we see, that any enterprise must define a clear strategy towards its products, set the most important pricing policy objectives for certain periods of time, including: survival, maximization of current profit, maximization of sales volume, maximization of the quantity of merchandise sold, increasing competitive advantage in the market, promotion of a higher quality product, etc.

The price is the amount of money the buyer pays to purchase a product. It is determined for each individual product and the company's management has to establish several strategies that may change from one period to another.

Depending on the market strategy adopted, the pricing policy may aim to achieve a number of objectives, some of a general nature, others of a specific, concrete nature, some short-term (survival, maximising current profit, maximising sales volume), others long-term (maximising turnover, promoting a quality image, maximising market advantage).

In the literature we find a wide range of strategies, which we will discuss below. Thus, strategies can be grouped according to various criteria.

Authors C. Florescu [3, p. 347], V. Munteanu [12, p. 221] and C. Sasu [16, p. 234] present a wide variety of strategies focused *on how to determine price*, including:

1. Cost-related strategies. These are based on determining the cost of production and the profit margin in order to establish the minimum price, or the lowest possible price charged by the company. Of these strategies we can highlight: average cost strategy, marginal cost strategy, break-even or return on investment strategy.
2. Demand-driven strategies. For some consumers price is a decisive factor in the buying decision, and for this reason we need to identify the maximum price ceiling the buyer can offer for the product taking into account the elasticity of demand factor. This category includes strategy focused on the analysis of elasticity of demand, consumer behaviour and product life cycle.
3. Competitive pricing strategies. Firms can set their prices taking into account competitors' prices. These will focus on analysing factors such as image, quality, loyalty levels, and strategies can be: high price strategy and penetration price strategy.

4. Combined strategy. This in itself includes several of the components listed.

Another research aspect of pricing strategies are those focused on the position of the product. This category of strategies is analyzed by Ph. Kotler [5, p. 773]. Thus, he highlights several varieties of strategies including:

1. Pricing strategy for new products. If the products are similar to existing products, or when the product represents an innovation. When the product is similar to competitors' products, an exception pricing, minimum pricing, premium pricing, or value-based strategy can be used. If the product represents an innovation and is patented, then a strategy of advantage exploitation or market penetration can be used.
2. The strategy of maximizing the profit of a set of products. When products are characterised by different costs and competitors, the following pricing strategies can be used: a product line or optional products, captive products, derivative products and package deals.
3. Price adjustment strategies may also be used in some cases. These strategies aim to adapt the price of the product to the differences that exist between consumers, especially in changing situations. This category includes strategies such as discounts and bonuses, tiered pricing, psychological pricing, promotional pricing, international pricing, geographic pricing, etc.

Pricing strategies can also be analysed in terms of *the length of time used* by the company. In terms of time, long-term strategies are characterized in detail by the authors St. Prutianu, C. Munteanu and C. Caluschi. [14, p. 158]. Thus, they highlight the foll pricing, final pricing, odd pricing. Short-run strategies are outlined in the works of scholars E. Hill and T. O. Sullivan [4, p. 176]. *The strategies are diverse depending on the type of price* (differentiating price, bait price, special price), the size and volume of the incentive (offering discount, bundle or package price, clearance and promotional prices).

Another direction of strategy setting is competition. Under this aspect, companies can use a variety of pricing strategies, namely: parity pricing, controlled pricing, undermining or harassment pricing and survival pricing.

Pricing strategies can also be based on social criteria. Most often NGOs and public associations use strategies such as: differentiated discounts, non-profit prices, barter, auction prices (on stock exchanges), prices set as a result of tenders or negotiations.

Strategies can also be analysed in terms of the price level set by sellers.

The fact that white sea buckthorn and its products are in the phase of launching a product on the market I have also mentioned in previous articles referring to white sea buckthorn products on the Moldovan market. If we talk about the reality of price formation of white sea buckthorn products on the market of the Republic of Moldova, then we can mention that they correspond to strategies that are formed in the phase of launching products on the market.

The main argument in this regard is illustrated in table 1, which shows the economic efficiency of white sea buckthorn production in a local agricultural enterprise. Analysing the results obtained in this enterprise we observe that this crop is very profitable. The level of profitability of 662.3% shows that each lion spent yields a profit of 6.62 lei. Moreover, these indicators show that the production price is 7.6 times higher than the production cost. This

fact shows that the price of white sea buckthorn fruit on the Moldovan market is a "smothering price" which is used in the launch phase.

Another argument for the use of pricing strategies in the launch phase is the fact that domestic production of white sea buckthorn in 2021 was exhausted *in December*, and the white sea buckthorn fruit after this month present on the market was imported.

The prices currently set for white sea buckthorn fruit are good for farmers, but this should be a warning to farmers as more and more farmers will start growing the crop and market prices will start to fall.

The large profits made during this period need to be invested in post-harvest infrastructure such as cold stores needed in post harvest processes, but also in distribution and promotion infrastructure, related to packaging and labelling of the fruit, creation of the company logo and its production to be more easily recognised by loyal consumers.

Although fresh white sea buckthorn fruit still does not meet domestic demand, there is a need for white sea buckthorn producers to develop processing lines, because in a few years the domestic supply will cover domestic demand and then the surplus will need to be processed, diversifying the product portfolio offered to consumers, or exported.

## 5. Conclusions

The results of the study reflect the general picture of consumers of white sea buckthorn products. It provides an opportunity to develop some recommendations for producers of white sea buckthorn products, namely:

1. In order to establish a competitive price for products in agricultural enterprises, as well as in the production of white sea buckthorn, it is necessary to go through several steps. Managers responsible for price formation must start with the formulation of the farm's tasks, including: ensuring survival, maximising current profit, or achieving leadership by market share indicators.
2. Managers should use different pricing methods, including: cost-dependent, demand-supply and competitor-dependent. This requires assessing production costs, determining consumer demand, analysing the price of the product and services offered by competitors and other factors.
3. At the final stage of pricing of white sea buckthorn products, it is necessary to study the factors influencing price formation, such as the psychology of price perception, the pricing policy of the enterprise, the influence of the price on other participants of the market activity, etc. The price formation of white sea buckthorn products taking into account the purchasing power of the local consumer. This will increase the consumption of these products.
4. The company's management must analyse and determine the most effective pricing policy strategies, which may change from period to period. They should be cost-related, demand-related, competitiveness-oriented, or focused on the product's market position and others. To be successful in the market for white sea buckthorn products, three main variables need to be taken into account: quality, price and packaging.

5. There is also a need for agricultural companies in the country to increase the production of white sea buckthorn fruit in order to ensure the current consumption of the final consumer, as well as the needs of the processing industry of these products, to diversify the assortment of local products obtained from white sea buckthorn in order to replace their import.
6. In order to ensure the success of the white sea buckthorn production activity, it is necessary to carry out promotional actions and to permanently inform the consumer about the importance of white sea buckthorn so that this product becomes a traditional one in the Republic of Moldova.

Thus, the introduction of white sea buckthorn as a crop creates favourable conditions for farmers from an economic point of view, but valuable due to the fact that it does not imply the use of means or methods that are themselves polluting, for solving the major problems related to land degradation and the exit of agriculture from the crisis in the Republic of Moldova.

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### **Rezumat**

*Încă la etapa de fondare a întreprinderilor lucrative, dar și a unora cu statut non-profit acestea au ca obiectiv realizarea de profit, care poate fi obținut numai în baza stabilirii unor prețuri favorabile pentru produsele sau serviciile oferite clienților săi. În condițiile relațiilor de piață tot ce ne înconjoară se reflectă prin prisma prețurilor, acestea fiind sub diferite forme: onorarii, prime de asigurare, dobândă, tarife, taxe, comisioane, salariu, impozite etc.*

*În lucrare se abordează problema formării prețurilor la produsele din cățina albă prin prisma sporirii gradului de satisfacere a dorințelor și așteptărilor consumatorilor pe de o parte, iar pe de alta stabilirea unor prețuri care să asigure activitatea profitabilă a întreprinderii implicate în producere, distribuție și comercializare. Studiul pieței și a politicii de preț a produselor din cățina albă, este realizat în cadrul proiectului de cercetare „Elaborarea tehnologiei de producere a cătinii albe în sistem ecologic și a prelucrării fructelor și biomasei”, care a scos în evidență problemele care urmează a fi rezolvate de către managerii și specialiștii implicați în producere și vânzări pentru a asigura un nivel înalt al profitabilității, dar și a satisface nevoile și așteptările consumatorilor pe piața locală și internațională.*

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**Cuvinte-cheie:** *cătina albă, cerere și ofertă de cățina albă, politici de marketing, politici de preț, strategii de preț*

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### **Аннотация**

*Еще на стадии основания производственных предприятий, а также в тех с некоммерческим статусом, они имеют целью получение прибыли, которую можно получить только на основе установления выгодных цен на товары или услуги, предлагаемые своим клиентам. В условиях рыночных отношений все, что нас окружает, отражается через призму цен, которые бывают в разных формах: сборы, страховые взносы, проценты, тарифы, комиссионные, заработная плата, налоги и т. д.*

*В статье рассматривается проблема ценообразования на продукцию из облепихи через призму наилучшего удовлетворения желаний и ожиданий потребителей с одной стороны, а с другой - установления цен, обеспечивающих прибыльную деятельность предприятия, занимающегося производством, распределением и торговлей. Изучение рынка и ценовой политики продукции из облепихи проводится в рамках научно-исследовательского проекта «Разработка технологии производства облепихи в экологической системе и переработки плодов и биомассы», в котором были выделены проблемы, решением которых должны будут заниматься менеджеры и специалисты, связанные с производством и продажами, для обеспечения высокого уровня прибыльности, а также для удовлетворения потребностей и ожиданий потребителей на местном и международном рынках.*

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**Ключевые слова:** *облепиха, спрос и предложение облепихи, маркетинговая политика, ценовая политика, ценовые стратегии*

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