

Data-Centric Formation of Marketing Logistic Business Model of Vegetable Market Due to Zonal Specialization



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Abstract Data processing tasks provided by agrarian enterprises providing logistic and marketing of research as an actual methodological material for the formation of new business model of vegetable market Ukraine. The variant of products transportation, finding optimal supplies of products from the manufacturer to the consumers is determined in the article. The necessity of using data processing systems in analyzing the part of the food market of Ukraine from vegetable production is analyzed in this research. The analysis of trends in production and consumption of vegetable products in the regions of Ukraine on the basis of open source data was made. The forecast of volumes of vegetable categories by regions up to 2030 and the satisfaction of the demand for vegetables in the region by regional producers was made. It was discovered that there is a shortage in the Kyiv and Ivano-Frankivsk regions. The supply of missing products from neighboring regions from the point of view of transportation costs is substantiated. To solve the problem of optimizing the location of the center, according to the proposed criterion, the center of gravity method was used. As a result, the geographic coordinates of the warehouses, in which the total annual transportation costs of the cargo in the considered system will be minimal, are calculated.

Keywords Management and marketing logistic · Data-Centric business · Model · Vegetable market

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