

## Current Situation of Selling Telehandlers, Due To Ukrainian and Slovakian Markets Conditions

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**Abstract:** *The main target is to explain the system of marketing sources of selling telescopic handlers due to the conditions of Slovakian and Ukrainian markets. The first part of this article consists of general information about handlers and the second part has an information about technical parameters and characteristics of telescopic handlers and also, analytical information about marketing opportunities in Slovakia and Ukraine. From available sources as Moreau Agri s.r.o and Agromax Group s.r.o, we analyzed the situation about sold Manitou on Slovakian and Ukrainian markets accompanied with needed images. The information, which included in this article, can help potential customers to choose the telescopic handler based on brand, price and technical parameters. During the research of the total amount of sold telescopic loaders in year 2019, we have found that there were 728 loaders sold in Ukraine and only 222 telescopic in Slovakian Republic.*

**Keywords:** *marketing processes, Telescopic handlers, Slovakian market, Ukrainian market*

### INTRODUCTION

Today's time is not only modern, but also rapidly changing. Every day we observe changes in the development of different types of production. We can see the same in the production of machines in our situation telescopic loaders.

Loaders, according to Abraham et al., (2017) are machines which designed for taking over materials, relocating, storing and transferring them. Due to NOVÁK Michal. (2019) telescopic loaders it's a multisector machinery whether in agriculture, construction and increasingly now in municipal sphere too. Telescopic loaders are known not only by performing a huge number of different types of work, but also by modernization the whole structure of human activities. Now, to do a small amount of work, we don't need to work hard whole day any more, even when it's rainy or freeze outside. Telescopic handler will need just few hours to do it operator work from a comfortable cabin with clean air from the air conditioning and listening music from the radio. It follows that development has paved the way for the improvement and modernization of farms and agricultural holdings, the construction, development of villages, small towns and metropolises.

According to Vaněk, A. (2003) telescopic loaders today perform more than 20 different tasks. That's why sellers are constantly trying to promote and innovate their products in order to succeed in the market. That's why we have many different modifications of loaders, a number of work equipment and different types of adapters.

### MATERIALS AND METHODS

To reach the target of this problematic, we need to use methods, which are based on defined and predetermined goals. To fulfil the goal, the work procedure was determined:

- study of available professional domestic and foreign literature, use of knowledge acquired at the Technical Faculty in Nitra, use of magazines, websites, etc.
- Selection of specific companiesellers,
- obtaining company data through personal contacts with company directors and their employees, company websites, internal regulations, promotional materials and through the actual observation and analysis of the company.
- Processing and analysis of the data obtained,
- Processing and evaluation of marketing tools used by companies,
- Graphic processing of sold manipulators for the year 2019
- Graphic comparison of Manitou machine markets in Slovakia and Ukraine.

The following methods were used in this article:

- Decomposition of units, their components
- Analysis,
- combining the components
- Synthesis,
- Logical consequence of thought reasoning
- Deduction
- Assessment of the strengths and weaknesses of the markets of Slovakia and Ukraine

Analyzing will be made based on information from two companies in Slovakia and Ukraine, which both are dealers of telescopic handlers Manitou “Moreau Agri” and Agromax group”.

## **RESULTS AND DISCUSSION**

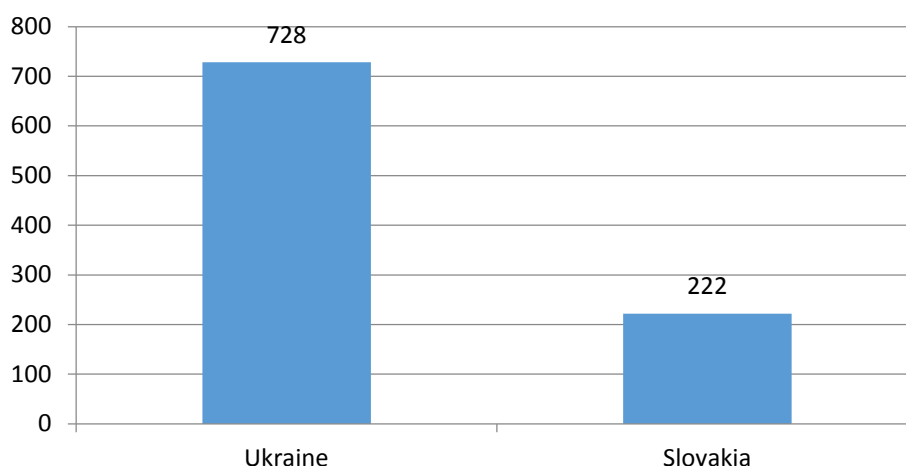
To fully explain the current situation in selling telescopic telehandlers in Ukraine and Slovakia we should take a look deeply to the range of country, population and amount of agriculture land, Table1.

*Table 1 Main metrics of selected countries*

	Ukraine	Slovakian Republic
Range of county	603 628 km <sup>2</sup>	49 035 km <sup>2</sup>
Population	42 418 235	5 457 873
Amount of Agriculture land	42,4 mln. ha	1,9 mln.ha

So we can see, that all of mentioned points are totally different, that why it will be hard to clearly compare amount of sold machines and will be even harder to forecast the next selling seasons in these countries.

First of all we need to say that, the "customer mentality" plays an important role in characterizing the sales process of machines in individual countries. The common feature of Slovakia and Ukraine is the conservatism of customers, which the seller must gradually acquire. On the contrary, if he has their trust, likely seller will have a long term customer.

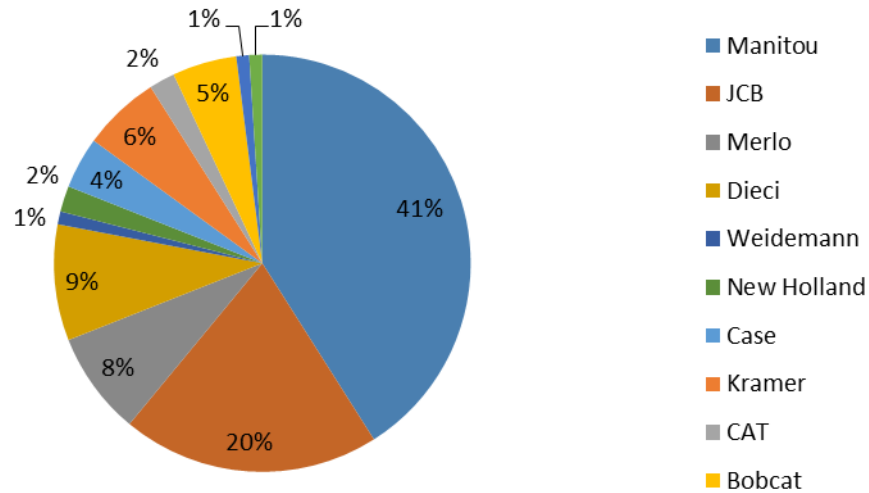


**Fig. 1** Amount of sold telescopic handlers in Ukraine and Slovakia in 2019

As you can see the results are really different. Mostly it's because of mentioned metrics of selected countries and also because farms in Ukraine are larger and have more "land in one hand", so the number of machines needed to fulfill work plans is higher. Enterprises in Slovakia are smaller (a mediumsized enterprise has about 1500 ha), but they still maintain a high quality of products, so they need quality machines on their cooperatives. Producers of

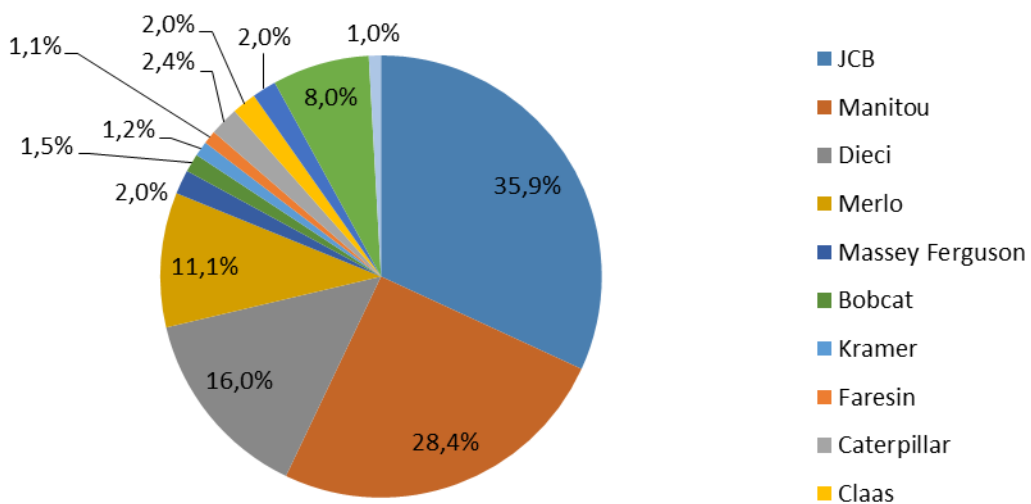
telescopic handlers as Manitou, JCB, Merlo, Bobcat etc. meets all the requirements of presale, sale and aftersales, so that each customer gets the most suitable machine for their working conditions.

The customer is different and conditions of work are different too. Sometimes we need telescopic handler just for 1 type of work, but mostly it does what it can and a bit more, that's why each customer need to pay attention and go deeply to characteristics of each producer and type of machine. Now let's take a look show how handlers are perceptually divided in selected countries.



**Fig. 2** Percentage contrast of different producers new machines, sold in Slovakia in 2019

As we can see Slovakian market are mostly choosing Manitou machines, customers are sure that Manitou are one of the best producer of telescopic handler and based on practical refers are one of the best manipulator for working in such climate conditions as Slovakian Republic has. JCB and Merlo are also high in the list, the quality and power, which these manipulators has let them be still top 3.



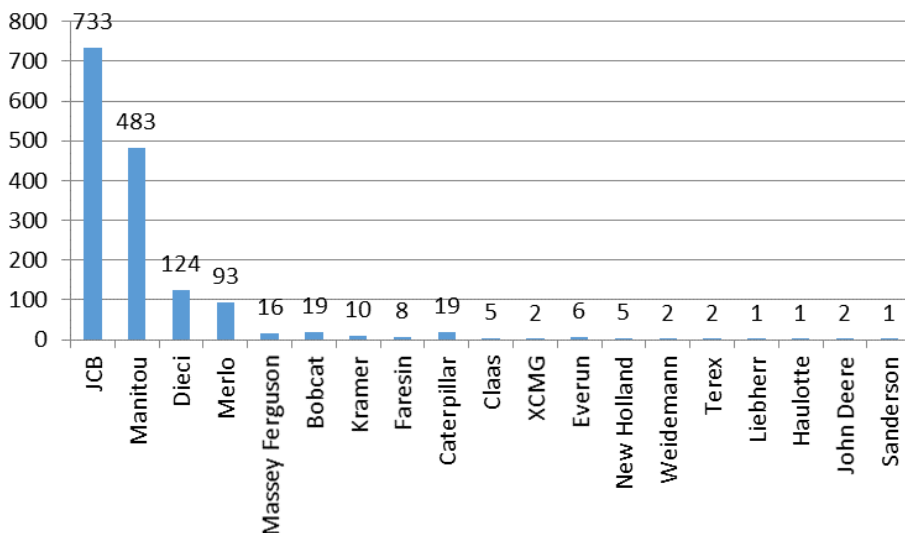
**Fig. 3** Percentage contrast of different producers new machines, sold in Ukraine in 2019

That's the situation in Ukraine. The main player on Ukrainian market is JCB 35,9%. JCB has range dealers network. It invests in marketing a lot, exhibition and promotion of the machines. Second place has Manitou with 28,4%, that means, that Manitou is still fighting for the 1 place quality and long life period are one of big advantages of Manitou machines. The third one is Dieci last years they are fully hard pushing the market with their machines. Italian quality and good price are able to fight for the market percent with such a big player as JCB and Manitou.



**Fig. 4** Exhibition Grain Technology 2019, Kyiv

To understand the market you should look not only to the new machinery but also used one, now I want to show you a table with all mentioned telescopic handlers (new and used one) of 2019 year.



**Fig. 5** Amount of new and used telescopic handlers which were registered in Ukraine

From the customers references we can understand, that machine has long life period, but need to be serviced on time and only with original part, which are in comparing with Manitou costs 1020% more, what sometimes play a big role for customer. Manitou is on the second place Manitou has bring the first machine in Ukraine only in 2007, what's make Manitou a really strong player. And Dieci they use the same tactic as at new machines, they have lover prices with good quality, cheaper spare parts and service.

## CONCLUSION

Based on the processed information, literature and cooperation with agricultural enterprises, we have made a survey of the Slovak and Ukrainian market of telescopic loaders by processing technical parameters and practical performances of loaders. The described machines were selected based on the farmer's experiences and dealers recommendation in Ukraine and Slovakia. The sales situation of telescopic loaders in the two countries was compared. The situation analyzed not only with new but also used loaders. We have shown the representatives and compared the number of sold pieces of each of them. We discussed the reasons for the low level of sales of agents and described the situation in the markets of Ukraine and Slovakia.

We take the issue of a representative's recommendation seriously, so we determine indicators as: service network, procurement and availability of spare parts. An important indicator is the environment where the telescopic loader will work and the industry of its use. When choosing a loader, the dealer would need to be familiar with this information in order to be able to select the most suitable machine for the conditions specified by the customer and to correctly recommend the required loader. Based on the processed analysis, we can recommend Manitou and JCB to customers in Slovakia, which are high quality and have large service support network. In Ukraine, we recommend Manitou, JCB and Dieci due to high working period, quality and a good price.

Also we need to remember, that one of the best recommendation, its recommendation based on the own experience, so stay online on the market and communicate with farmers, that the best way to be informed as a first.

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