

## **The formation of development strategy of the brand of international company in the food industry**

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**The research methodology.** Using the methods of scientific analysis and synthesis, generalization and specification, terminology and statistical methods the peculiarities of formation of brand development strategy by leading international companies in the food industry were investigated and ways of branding strategies improvement of domestic enterprises to adapt to external circumstances were developed.

**Results.** The effectiveness of formation of brand development strategies by international companies in the food industry on the example of the most influential global and domestic companies (The Coca-Cola Company and Roshen) was investigated. The need for the development and implementation of branding strategies for innovative companies in the food industry, with their mandatory improvement and adaptation to the requirements of time, through periodic re-branding, was clarified. The opportunities for improvement of branding strategy by Ukrainian confectionery company at the present stage were analyzed and innovative approaches in the promotion of the brand in the future were described.

**The novelty.** The scientific study of the problem of formation of branding strategies by innovative companies in the food industry was conducted. The analysis of ratings of corporate brands, which were done by independent experts and determined by consumer preferences, was conducted. The features of the positioning and promotion of international brands in the food industry, The Coca-Cola Company and Roshen, at the beginning of the activity were defined and the specifics of the rebranding done by these companies was revealed.

**Practical significance.** Practical recommendations on branding policy of international confectionery company Roshen in a crisis situation were developed. Analysis of problems of formation and implementation of branding strategies by leading international companies in the food industry can be an example of the little-known enterprises in this industry.