B2B sphere as an element of the exports potential development in the agricultural sector of the region

O V Zinina¹, N A Dalisova¹,² and M V Karaseva²,³
¹Krasnoyarsk State Agrarian University, 90 Mira Av., Krasnoyarsk, Russia, 660049
²Siberian Federal University, 79, Svobodny Pr., Krasnoyarsk, Russia, 660041
³Reshetnev University, 31, Krasnoyarsky Rabochy Av., Krasnoyarsk, Russia, 660037

E-mail: zinina.olya@bk.ru

Abstract. A key driver for the B2B sector development in Russia is agriculture. The main problem is the transition from import substitution to export-oriented production. Today, Russian production is in great demand, as it has established itself as an organic and high-quality product. Krasnoyarsk krai is a region rich in its natural resources. The presence of high-quality raw materials has the opportunity to produce an environmentally friendly product especially appreciated today in the foreign market.

1. Introduction
Krasnoyarsk krai is a region that is rich in its natural resources which are successfully exported. What makes the study actual? According to the information received from Russian Export Center, the most popular categories in the region’s export are aluminum, copper, and wood. The main sales markets are represented by such countries as the Netherlands, China and Germany.

2. Factors for a new technology selection
In Krasnoyarsk krai the agricultural industry is on the 20th place among Russian regions in terms of production in actual prices in 2019. The region’s share in the total Russian value of agricultural production is 1.8%.

The main factors in selecting a new technology are that the features of the B2B (business to business), as opposed to the B2C (business to consumer), are that the buyer’s choice is mainly based on rational considerations, and the decision to order is not made by one person, but a team of specialists, which is often called "a purchase center".

Differences in B2B and B2C markets by type of purchasing are as follows:
- purchase decisions are mainly made collectively;
- preliminary prices and suppliers research is carried out and competitive tenders are often held;
- negotiations are conducted in almost all cases.

All these must be taken into account in organizing agricultural exports.

3. Indicator Based Technique
Special attention should be paid to the thorough elaboration of the company’s image as a whole in all corporate materials, such as reports, prospectuses for the B2B sphere. It is desirable to have real recommendations, real samples of the operations performed. If a purchase decision is made by one
person, small defects in advertising materials can sometimes escape the attention of this one person. In the case of corporate purchase, the decision is made by the purchase center; therefore, if a group of responsible persons examines production constantly, any error or defect can have a strong negative impact. The marketing service should check on the unity of the image created by a text and graphic part of advertising messages in corporate materials. Since the structure of the purchase center includes representatives of various professional groups, then for important persons of the purchase center some of highly specialized terms may not be known. Therefore, it is necessary to balance carefully the accuracy of special terminology of and the availability of arguments wording in corporate documents and reports for technically sophisticated products, especially for software [1].

There exist several ways to enter the B2B market. Nowadays, the development of electronic commerce is growing very fast. The main advantage of this method is to present production or services around the world without spending money on participating in international exhibitions, i.e., to keep abreast of all the trend and monitor the development of competitors while at home.

The E-commerce includes three closely related components:

- business parties (participants);
- business processes;
- networks (by which participants are connected and processes are provided).

For the B2B, electronic commerce allows for cooperation and exchange of the operational information both between partners and within a single company. In Russia the B2B was difficult it realization initially. This is due to the poor structuring and outstanding requirements of state reporting (not consistent with the requirements of electronic commerce, lack of standards for data exchange). Today, with the arrival of electronic marketplaces, it has become easier for Russian companies to enter this market. Nevertheless, the activities on improving business development processes must be carried out [2].

Corporations introduce electronic document management methods combining the intranet and extranet into a single business environment to use the Internet as an environment for conducting electronic business. It is a corporate portal that integrates all internal services of the corporation and provides instant response to any requests from outside. The B2C is organizationally and methodologically simpler than the B2B. However, it is necessary to solve the problems of payments and delivery (underdeveloped infrastructure).

**Table 1.** Product stages in the B2B market.

| For company | For consumer |
|-------------|-------------|
| Product development (based on market requirements) | Requirements determination |
| Product manufacturing | Getting information about the product |
| Promotion of product | Search for a seller (by criteria: price, level of service, reputation of the manufacturer, etc.) |
| Product distribution (sale, delivery, etc.) | Purchase |
| After sale support | Operation |

The online, unlike offline sales, expands the market for the company. The main advantage is that a company can simultaneously develop two markets for the sale of products such as internal and external. Offline and online modes of the company, have differences. If a company uses both modes, then its work at times becomes effective.
Table 2. Differences in offline and online modes for the company.

| Parameter            | Offline                  | Online                                 |
|----------------------|--------------------------|----------------------------------------|
| Mode of operation    | With a break             | Without break                          |
| Sales                | Local                    | Extended (regions, international)      |
|                      |                          | Phone, post, email                     |
| Contact method with a buyer | Phone, post, email    | address, website, marketplace          |
| Customer support     | Orally, phone, email, post | Online support, sites, forums, online support service |
| Assortment           | Constant set (local suppliers) | Extended Set (B2B)                     |
| Promotion            | Traditional advertising, announcements | Traditional advertising, announcements, SEO promotion, e-mail directories, post lists, etc. |

Organizations of various sizes are rapidly moving in the direction of e-commerce Intranet, Extranet, as well as the so-called value-added networks (additional services) in order to improve the interaction between the companies. The e-commerce of the B2B class is entirely related to the automation of processes used by buyers and sellers to conduct business. These processes typically include the online sale of goods and services through the Internet.

The response time is significantly reduced, especially using standard communication formats with the electronic method of interaction between a buyer and a seller. For example, if a manufacturer standardizes the format of the purchase order, then the process of receiving and processing the purchase order can also be standardized. One way to standardize transactions in e-commerce is to use electronic information interchange. This exchange standardizes both the flow of information within the organization and between organizations, thereby increasing productivity and reducing operating costs.

The main advantages of e-commerce of the business-to-business type are:

- Low purchase prices;
- Short cycle time;
- Efficient service;
- Low prices and distribution costs;
- New market conditions.

Until recently only the largest companies could take advantage of e-commerce. Today, with the development of the Internet, it has become affordable for small businesses. Organizations of any scale can interact with each other on the basis of electronic technologies, not only through the Internet, but also through the Intranet, Extranet. Enterprises are reducing purchase prices by developing relationships with main suppliers in order to obtain profitable discount percentages. The Internet now allows enterprises to interact with new suppliers, including medium and small-sized ones, who often provide materials at low prices. The Internet also reduces production costs and opens up a new market environment at the expense of buyers asking for prices online [3].

Enterprises can send and receive purchase orders, invoices, and shipment notifications in a shorter time by creating electronic relationships with their suppliers and customers. Electronic communication
with suppliers, manufacturers and customers allows enterprises to maintain minimum revolving funds (stocks), significantly reducing relative prices.

4. Results

Having analysed the information concerning agricultural industry of Krasnoyarsk krai, we can conclude that this region has prospects in the field of B2B development. For example, the Iskra company providing the region with agricultural products is one of the enterprises in Krasnoyarsk krai. Iskra LLC is located on the territory of the Closed city Zelenogorsk, Krasnoyarsk krai.

Nowadays, Iskra LLC has farmland in the amount of 33,100 ha. The machine park consists of 85 tractors, 38 grain harvesting machines, potato and forage harvesters, more than 100 units of automotive equipment. The livestock breeding complex of the farm has 4,500 cattle (1,350 cows, about 5,000 pigs, 840 deer and 66 horses). The number of employees is more than 800 people. The farm is located in a zone of sharply continental climate characterized by relatively cold winters, moderately hot summers, and unstable moisture. In general, climatic conditions are favourable for the cultivation of crops and the successful management of a diversified economy. Iskra LLC is a diversified, vertically integrated, agro-industrial enterprise that includes a full cycle of production and sale of agricultural products. In January 2011, Iskra LLC was included in the register of agricultural producers of Krasnoyarsk krai and received the status of "Agricultural Producer". It got the right to participate in government subsidy programs. The company is recognized as the largest producer of vegetables and potatoes in Krasnoyarsk krai. The company produces and processes several types of agricultural products: dairy products, meat and edible offal, deer cultivation, potatoes, vegetables, trout, fodder and sausage products, meat and milk production. According to the information from the company, it is planned to expand the finished product. For example, plans for 2020 to grow two new crops - sunflower and soy. So far, fields will be small, but in the future, Iskra LLC plans to grow enough for the production of sunflower oil and soy products. The dairy project, which is being developed as a part of the production and logistics centre foundation, includes the production of soy cream and other products from soy, for example, tofu, technology. Products can be exported to the eastern regions of the country and China interested in this kind of production and they are ready to buy very large amount of it.

According to this information, Iskra LLC had an experience of selling products (rapeseed) to China. The company is not represented at international marketplaces. Having analysed list of manufactured products, one can conclude that Iskra LLC can sell its products in the field of B2B both in the domestic and foreign markets. The presentation of the business process in almost any agricultural company can be done as follows (figure 1).

The enterprise should pay a special attention to the business development process and the marketing business process among the existing business processes. Having started to develop these business processes, the company will be able to launch a project for the company development in the sphere of the B2B.

To implement this project, the company should pay special attention to the following aspects:

- costs on the selected marketplaces;
- staff training to manage B2B transactions;
- call for managers with knowledge of a foreign language for conducting correspondence and negotiations with customers.
Figure 1. Diagram of a business process at an agricultural enterprise.

5. Conclusions
Frequently small companies do not have enough experience in the field of electronic commerce. But in recent years, the government is aimed at changing this situation. Moreover, leading marketplaces create service-partners of their electronic platform around the world in order to help and support just starting exporters. The main trouble is a low level of English, which is especially important in the international market.

With the development of e-commerce, it is forecasted to export not only the raw materials of agricultural enterprises, but also the finished product produced in Russia. Today, the Made in Russia brand is becoming popular in the international market. It is being promoted in international markets in order to increase the popularity of Russian products. The improved business processes in enterprises of the agro-industrial complex by the example of Iskra LLC, will be able to adapt the management by business processes and successfully operate in the B2B sphere in the domestic and foreign markets. Iskra LLC will be able to sell feeding stuff successfully not only to retail customers, but also to wholesale Russian and foreign consumers.

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