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**THE INVESTMENT POSITION OF THE MAJOR PLAYERS IN THE UKRAINIAN'S
GRAIN MARKET: FUNDAMENTALS ANALYSIS**

In the chaotic – structured economy fundamental analysis is an important component of effective business processes that provides an opportunity to foresee and predict the gross domestic product, sales and income in a number of sectors, to build economic models and make the right conclusions.

We investigate the possibility adaptation methodological tools used in international practice in operation of the Ukrainian stock market. As the basis of research we used a company that is a leading grain trader in Ukraine.

LTD Kernel is a major player on the domestic market, with extensive operations across the agribusiness value chain.

Based on the analysis presented below we can give an advice to investors to hold the stock. LTD Kernel is a key player on the Ukrainian market of sunflower oil. Considering the limits of further expansion in Ukraine, LTD Kernel is exploring alternative ways to buy Russian oil and fat assets.

LTD Kernel is a major player on the domestic market. It is Ukrainian largest producer and exporter of sunflower oil. Furthermore, LTD Kernel is one of the leading players on the grain market, with the largest in Ukraine elevator capacities and port infrastructure.

LTD Kernel provides a wide range of goods and services to the agribusiness. It is one of the largest exporters of grain and sunflower oil that provides a stable profitability of trading operations. Kernel is insignificantly susceptible to foreign currency risk, because it has high export revenue.