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## **NONPROFITS MARKETING AS A TOOL OF BUSINESS MANAGEMENT**

At present, every society has certain collective problems that must be addressed promptly, using various alternatives in order to achieve positive results. The desire to solve these problems, is what leads companies to be more creative and innovative and drives new strategies, aiming to transform the attitudes of a group in general, in order to achieve goals and objectives.

The nonprofit marketing, has its origin in the late 80s, and it is noted that marketing can be applied to any organization whenever there is an exchange of value between at least two parties, regardless of which these parties and what is that which is traded. [1]

Currently the use of marketing is widely accepted practice by all organizations, being considered as essential to the success of it.

Marketing an ordered purposeful process of awareness by the consumer problems and meeting their needs. [3]

By some definitions the term nonprofit marketing is "marketing a product or service that is not intended to offer monetary gain". [2]

Overall, the marketing in this case is carried out in order to finance other social activities. Therefore your primary goal is not monetary gain but satisfactory trade proportional to users for the company and for the longterm welfare.

Most NGOs are dedicated to selling a product or idea, which is why if you want to sell effectively and professionally, you need to use marketing, which means find the needs and satisfy them through the generating benefits for both parties.

One company, for example you want to sell an idea, based on solidarity, the need becomes an ethical standpoint, intellectual and spiritual, associated with it (solidarity) and the defense of the general interest. The desire is the means to satisfy these needs, through a donation, an affiliation, volunteer action, a change of attitude. The company tends to be responsible and focuses its activity as if it were a social service.

The nonprofit marketing is characterized by the following aspects:

- ✓ Involves people, organizations, places, ideas, social causes, goods and services.
- ✓ Its purpose is not to obtain an economic benefit, but reaching the objectives.
- ✓ Has ability to obtain resources for free, As they use a financing through donations, grants, volunteer work, tax exemption.
- ✓ Receive benefits of an economical, social and psychological level.
- ✓ Its action targeting multiple audiences
- ✓ Their offers are more services than products.
- ✓ The nonprofit marketing, defends a cause that can not change with the fashions.

The nonprofit marketing application is paramount, and that positions the company as a possible source of cooperation, offering the proceeds, as a contribution to society, which can be used for: providing help other countries, to improve the quality of life for some people, to develop research to solve certain problems, assisting children or adults presenting illness or disability, to protect the environment, to encourage the sport, in short, may be intended to contribute to any social or humanitarian work.

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## **ENVIRONMENTAL MEASURES AS AN ATTRIBUTE OF MARKETING SUCCESS**

Present world became much more complicated that it was in the middle of the 20-th century. In those times when modern way of earning money reached their own forms there was no problem concerning with environmental protection. Heavy industry was highly developed, but unfortunately all those progressive features could work in only one way. Way of pure earning money business. And today the humanity became face to face with a wide range of environment problems. Among them: nature pollution with toxic waste, active deforestation, exhaust pollution and oil spillage. Such rude activity caused numerous of alarming consequences. The most discussed theme is the global warming. Projections of future climate change suggest further global warming, sea level rise and an increase in the frequency and severity of some extreme weather events. Maybe its echoes we can already sense. Forest fires, floods, more frequent hurricanes and typhoons. Every year millions of deaths are caused by these local disasters. So goals commonly expressed by environmental scientists include:

- reduction and clean up of pollution, with future goals of zero pollution;
- cleanly converting non-recyclable materials into energy through direct combustion or after conversion into secondary fuels;
- reducing societal consumption of non-renewable fuels;
- development of alternative, green, low-carbon or renewable energy sources;

- conservation and sustainable use of scarce resources such as water, land, and air;
- the establishment of nature and biosphere reserves under various types of protection; and, most generally, the protection of biodiversity and ecosystems upon which all human and other life on earth depends.

The mission of business leaders is understanding of today's environmental challenges and to develop effective solutions. Firstly why should they do something new and quite costly not for their own business but for the world nature environment? Because their consumers live in its world and they want to be healthy and feel safety. Starting eco-friendly business has two advantages; you will be starting a business targeting a growing market and starting an eco-friendly can be particularly satisfying as you get to make your own contribution to making the world a better place.

Especially eco-friendly business is much appreciated by young generations because of its progressiveness. It is quite topical for them to be a part of "clean brain society", which could analyze their past mistakes to improve their future. Now peoples become more conscious about their health and environment, this is why the scope of eco products is very large. Many companies are trying to promote their products by labeling their goods in the name of eco friendliness. One another reason why companies try to follow eco-friendly trend is the opinion among the livings that products made with environmental technologies are eco-friendly too. In fact it is really true. No aggressive chemical materials, no nature pollution. There is no chance to enter the hazardous chemical materials in the environment and these are easily decomposable materials. For a proper market eco stores are specifically made for selling the environment friendly products. The business of organic store is flourishing at amazing rate which shows the keen interest of the peoples towards the benefits of eco products. Also one another important factor is the cost of eco-friendly production. Generally the cost of such products is higher than the cost of products made of chip but dangerous ecology raw materials in traditional way. For example synthetics bags are much cheaper then bags made of cotton, but the difference between them for only one consumer is not paramount that cannot be said about wholesale purchases. Synthetic products are much more profitable for every business that has a deal with a production of large quantity. That's why eco-friendly policy is more fashionable then useful now. In that case I Could say that Eco-friendly policy is more profitable for small business. But the future is for eco-friendly.

Enterprising business leaders now realize that these resources are not infinite and reduction of their extraction and conversion into products that play a vital role in the maintenance of the environmental balance of our planet. The need for environmental preservation and conservation of resources and the reduction of pollutants is fast becoming recognized as a fundamental necessity. Companies with major "eco-friendly" initiatives now build their corporate buildings with preservation of the environment as an integral part of their design. By capturing solar power and utilizing wind power and energy saving lighting and electrical systems they are spending more up front in order to reap the economic and social benefits of their efforts in the near future.

## **WAYS OF PREVENTING GRAMMATICAL INTERFERENCE IN TRANSLATION**

Interlingual interference is one of the biggest obstacles on the way to mastering translation skills from one language to another. Scientists distinguish four types of interlingual interference: 1) lexical, 2) grammatical and 3) syntactic.

Under lexical interference we understand all changes in vocabulary and functions of lexical items which occur under the influence of exposure to another language (for example, “false friends”). Semantic interference envisages intervention of elements of one language system into another one.

In the focus of our attention is grammatical interference in Ukrainian to English translation. Under the grammatical interference we understand direct translations of grammatical features typical of the source language but inexistent or untypical in the target language. These are: literal translations of personal and demonstrative pronouns, auxiliary verbs, direct translation of parts of speech, grammatical differences concerning the integrity of an expression. Typical manifestations of grammatical interference in English language is a violation of the words order, the combination of words, the rules of construction and use of morphological and syntactic structures.

Grammatical interference is subdivided into: a) morphological b) syntactical and c) punctuation interferences. The grammatical interference occurs when translators are influenced by their native language system which does not exist in English or when grammatical differences between the two languages are ignored. For example: 1) That’s a stupid thing to think about. . 2)  
– There was one other item to be discussed.

The main conclusions of the study are as follows:

1) One of the language aspects required in translating English texts is grammar. Wrong or incomplete grammar in writing and speaking may sometimes cause readers and listeners to get confused in understanding the message. It happens when translators are influenced by their native language system which does not exist in English or when grammatical differences between the two languages are ignored.

2) The extent to which interference is realized depends on the professional experience of the translator and the sociocultural conditions in which a translation is produced. It is generally regarded that students’ translations contain more interference than those of the professional translators who have far more experience and are better able to withstand interference.

3) The most effective method to prevent grammatical interference of the source language consists in the use of various grammatical and lexico-grammatical transformations. The most common grammatical transformations, used in Ukrainian to English translation, are transformations of verbalization, nominalization,



It should be noted that intrinsic motivation is person's desire person to perform certain tasks for no particular reason, whereas external motivation implies purposeful, even intangible, stimulation by management. Special role is given to monetary reward. At first glance, the interdependence between the level of motivation and remuneration undoubtedly high. Money is traditionally considered to be the major factor that forces employees to work better. Thus, permanent increase in wages or provision of additional bonuses could be considered effective universal motivation. These incentives may not necessarily be expressed in the form of direct wage increases, they can be in the form of shares, options, special pensions, as well as indirect benefits like free parking, a membership in a club (of interest), assistance in obtaining necessary education, corporate loans etc. Financial motivation is the easiest way to influence the organizational behavior of employees [2].

The relationship of the monetary motivation with increase of entity's efficiency will help to attract and retain the most talented employees. In most cases, the best students are attracted by organizations, which widely use performance related pay system. Thus, to remain efficient, businesses should benefit from the use of financial rewards to promote long-term loyalty of the staff.

However, we should not forget that the best employees may not be truly loyal to the company, where the high salary is the only advantage. Indeed, the monetary aspect is the key factor of personnel efficiency, but it is not the driving one. At the recruitment stage salary is assessed as the key factor for decision making, but after employment its role is changing dramatically.

Undoubtedly, modern employees require adequate appreciation of their efforts, which is reflected in the wages. However, in addition to fair compensation, personnel needs some degree of autonomy in goals setting, time and method of their implementation, the entity's support of self-development and professional growth and, of course, getting pleasure from the work itself. These principles are key nodes of intrinsic motivation.

Thus, the mechanism of intrinsic motivation can be applied using the following components:

- opportunity to choose the time, place and the team to do their job;
- the desire for continuous professional development, representing the most interest;
- impact of work on achievement of personal objectives of the employee;
- possibility of self-realization and self-assertion;
- communications needs.

Such a comprehensive approach will allow determining the impact of motivation on the final result of activity of both the employee and the entire management policy and its efficiency.

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## **PROMOTION POLICY FOR CORPORATE CLIENTS**

Promotion is creation and maintenance of constant communications between the firm and market with the aim of activating product sales and forming positive image by the way of informing, convincing and reminding of firm activities.

Marketing promotion policy is a perspective course of the firm actions directed to secure interaction with all the subjects of marketing system with the aim of satisfaction consumers' needs and receiving profits.

As we know customer and corporate clients have different needs and different ways of satisfaction them. Therefore the firm must make differentiation in work with different clients to satisfy their needs the best way. And so receive bigger profit.

The main differences between customer and corporate clients are:

Table 1

<b>Corporate clients</b>	<b>Customer</b>
<ul style="list-style-type: none"> <li>• Buy commodity satisfying specific need of the firm</li> </ul>	<ul style="list-style-type: none"> <li>• Buy commodity satisfying needs of one person or family</li> </ul>
<ul style="list-style-type: none"> <li>• Have need for pointing out economical advantages</li> </ul>	<ul style="list-style-type: none"> <li>• Has need for pointing out psychological advantages</li> </ul>
<ul style="list-style-type: none"> <li>• Involve a lot of people in decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Involve one or several people in decision making</li> </ul>
<ul style="list-style-type: none"> <li>• Has a big problems if disruption of supply occurs</li> </ul>	<ul style="list-style-type: none"> <li>• Feel slight irritation if disruption of supply occurs</li> </ul>
<ul style="list-style-type: none"> <li>• Emphasize personal sales</li> </ul>	<ul style="list-style-type: none"> <li>• Emphasize mass media</li> </ul>

As appears from above customer and corporate clients are fundamentally different. That's why technology of promotion for corporate clients is fundamentally different too. The main features of that technology are:

1. There are fewer purchasers on B2B market. It restricts choice of methods of promotion on the whole and advertisement medium particularly. As everybody knows «not to swat a fly with a sledge hammer» - TV, full-scale companies outdoors, periodicals for the broad masses is not suitable. Only methods of promotion that permit to inform target audience is available. They are personal sales, particularized magazines, exhibitions etc.

2. Taking a decision about purchase they are guided by rational motive more than emotional and physiological one. This factor influences most of all on pithy part of the ad. This part is the main one for B2B market. Ad ought not to press on psyche.

3. Decision about purchase is taken by people with different social status. It may be owner or employer. Their motives are quite different. Owner thinks about

economic benefit for business. Employer may think about personal benefit or something else.

4. Purchaser on B2B market wants to have long – term, constant and trusting partnership as now one else. He isn't interested in "new taste". The main criterion of choice is comfortable, constant and understandable conditions of supply.

Links with every particular purchaser is also very useful thing in the process of forming promotion policy. Because it gives real information about real needs and real characters of purchaser. Knowing real needs and characters of purchaser the firm can form most effective promotion policy. Therefore it can satisfy needs of customers and receive profit.

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### **IT OUTSOURCING IN BANKS**

Outsourcing is a transfer of a part of the business processes to a third party by the contract. Under the Russian law, not all of the types of banking transactions can be passed to outsourcing.

They are the following:

- monitoring of client work, work with the client orders carried out by real estate agencies and mortgage brokers;
- solving problems of debt repayments carried out by the collector agencies;
- managing and administrating the security services of banks;
- inviting of the cleaning companies, specialists in fire suppression systems, alarm and video surveillance, HVAC equipment, and ATMs;
- IT-service [1].

There are business processes which cannot be transferred to outsourcing, they bring money to the bank and ensure its uniqueness and competitive advantage. These kinds of business processes are determined by each bank in accordance with the development strategy of the business.

When we tell about outsourcing of software development processes, testing and maintenance of IT solutions, the benefits are clear:

- non-core assets;
- release of internal resources. IT-specialists would have an opportunity to get away from routine, they get analytical, managerial and supervisory functions;
- tax savings.

Despite the obvious advantages banks do not want to use outsourcing because today the market of outsourcing services is underdeveloped in Russia and it is difficult to find an interesting competitive proposal for price and quality. Therefore, banks are forced to perform many functions themselves.

Business traditions are also one of limiting factors, there is a lack of understanding of the necessity for delegation of functions to a third party in the bank corporate culture.

But outsourcing - it is also a risk. There is a dependence on the contractor. It would be naive to believe that the full transfer of IT functions to a third party (commercial organizations) will lead to a significant cost reduction and prosperity of the bank. Most business organizations will flourish, and the bank will fall into complete dependence on them, and their services will be more burdensome for banks from a financial point of view. Therefore, the best solution would be a combination of internal and external resources and joint solution of problems of integration of various information systems. The control of an outsourcing partner should be implemented by the IT services of the bank.

If we compare the Russian market of IT outsourcing and the one of America, Europe or Asia, we will obviously see the backlog. Now we are at the beginning of this journey. We need in a period of adaptation to get used to the "cloud" and even more to the "public cloud" services. The reason is "reasonable" conservatism of the banking sector, which fear for their clients' money, his own money and his reputation [2].

It is clear that in the coming years, IT outsourcing in banks will pass a new round of development and IT functions transferred to outsourcing will only expand.

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## **RESEARCH MARKETING TOOLS, WHICH IMPROVE THE LIFE OF PEOPLE WITH DISABILITIES**

It is known that disability is a multi-faceted problem, directly related to the level of economic, political and social development of human society, its culture, education, morality, religion.

In Ukraine there are over 2.5 million people with disabilities in need of attention. Among them, there are 300 thousand people with a disability group I, more than 2 million people – with disability group II and group III and more than 200 thousand disabled children under 18.

The UN Convention on the Rights of Persons with Disabilities does not establish a clear notion of «disability» but notes that the term includes persons who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.

On different from Europe, Ukrainian people with disabilities do not occupy an important place niche for the state. Social benefits are scarce, not adapted goods and services that are suitable, available in limited quantities. That is why, these people are not capable of independent life, for being simply limited. The policy of many countries aimed at one goal - to make people with disabilities are not «visible» for all society.

Everyday goods manufacturers do not appreciate this market of potential consumers. Today's consumers with disabilities expect to be a part of the integration of business strategy and not just a part of the corporate plan for social responsibility. Also using socially responsible marketing on the bases of global companies, domestic enterprises will receive the following benefits: increase of profits and access of socially responsible investment, where investors pay attention to the indicators of the activities of companies in the social and ethical areas in the field of environmental protection, etc.; optimization of operational processes and reduce operating costs; improve the image and reputation, quality and competitiveness of products; an increase in sales, market share, increase customer loyalty and investors; improving the competence of its own staff; improvement of management; building relationships with stakeholders and others.

Today the outstanding companies of the world prosecute not only their goods in order to increase audiences and profits. They must position themselves to win customers by offering them their vision of a better world and inviting them to help to achieve it by co-creating the brand's story. The process of becoming a brand leader will be an evolutionary one, involving at least seven stages. Each stage is defined by its unique leadership style, brand vision, social media commitment and level of engagement with the brand's customer base. These include: «Proctor & Gamble», «Unilever», «Coca-Cola» and «Walmart».

- **Unsustainable corporate self-interest:** This is where most organizations of our country sit today. They care only about the profits.
- **Self-directed engagement:** A growing number of organizations are moving up to this stage, recognizing that changing their social responsibility profile can earn benefits. But they are still motivated mostly by their self-interest.
- **C-suite reflection:** At this stage the company reflects deeply about responsibility and the benefits that it can bring, using new marketing and advertising strategies.
- **Consumer facing self-interest:** It means that the companies start to make their first steps to socially responsible behavior, because it sees the success of his company, and consumers feel important.
- **Self-directed reform:** At this stage, the company reviews its values, ethical standards on purpose to improve interactions with customers and increase profits.

- Brand leader: The company is an example of social responsibility to consumers and employees who shall value the positive social impact.
- Brand visionary: In this final stage, the brand is well respected for carrying a strong, long-term vision of a better world. It quiets shareholders who clamor only for short-term profits. It conducts a regular dialogue with its consumers, who willingly co-create the brand's story, while being loyal fans of the brand and driving its profits. In achieving this brand visionary status, its customers form a global synaptic network that is always in support not just of its products but also the core values of the brand, which become meaningful in their lives.

Consequently, based on the fundamental principles of the Convention, domestic enterprises using socially responsible marketing can increase the competitiveness of goods and services and to improve the company's image by encouraging consumers and people with disabilities. Also the company can improve product packaging or usage of font Braille's relief inscriptions, ensuring placing availability of the goods on the shelves of shopping malls, involvement of people with disabilities in advertising goods and services. The disability lives in the society, not in the person.

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## **THE KEY PARTICULARITIES OF GUERRILLA MARKETING**

At first guerrilla approach was established as an alternative to traditional marketing to facilitate the start-up of new and small businesses. However, now it has become increasingly prominent strategy adopted by well-known, huge corporations such as Pepsi, American Express, McDonald's and so on.

Moreover, it is claimed that guerrilla marketing strategy usually is practiced by market challengers which are aiming to increase their profitability by gaining more market share from other competitors. Jay Levinson, the so-called Father of guerrilla marketing, contradicts this approach by saying that guerrilla is leaning towards collaboration instead of competing against the companies operating in the same industry. Accordingly, creativity and enthusiasm are the key features for guerrilla entrepreneur. There is confusion while defining the structure within guerrilla marketing. However, Guerrilla marketing could also be seen as an alternative to traditional marketing activities.

6 secrets of guerrilla marketing:

1. Take it outdoors;
2. Stand out from the crowd;
3. Do the unexpected;
4. Think simple and magical;
5. Use viral marketing;
6. Let people be your brand advocates.

Where and when?

If there's any correct time to start, it's right now. If there's any proper place, it's right where you are. You'll never feel you are completely ready, so you may as well begin immediately.

Guerrillas know that:

- the best source of new clients is old clients
- the best marketing is characterized by quality and not quantity
- their best marketing vehicle, and least expensive, is a satisfied customer
- the two best ways to measure their marketing are by customer retention and by profits, both a part of each other.

Guerrilla marketing is necessary because it gives great freedom of action: it is equal for both small businesses and for "monsters" like Nissan, American Express, Coca-Cola. After all, with a comparatively small input, you can use a number of unusual and very effective PR-tools that can exert both local and massive influence on the target audience.

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## **MARKETING IN PUBLISHING BUSINESS**

Book publishing marketing is a specific type of ménage, directed, from one side, on organization of publishing activity of enterprise, and, from the other, – on production of book products to the market with the aim of satisfaction needs of consumers [1]. Requirement in a book arises on the different reason, than in common goods. Book is a product of spiritual work, that is created with the aim of intellectual development of person.

The publishing marketing (service marketing) provides the mutual relations between publishing house and author, whose main purpose is the maximal enlisting to services of publishing house with the use of all components of marketing complex.

The book marketing (marketing of book) provides directly the process of commercialization of publishing products, and it's object is satisfaction of intellectual needs of consumers [2].

The main feature of book publishing marketing is it's product – book, which, unfortunately, is not very competitive at the market in our days. Statistics shows, that in Ukraine for the last 20 years the amount of book publishing tumbled almost in 5 times. At the beginning of 90-s the total printing of books printed for a year was 189,5 million copies, and on the habitant of Ukraine was 3,7 books. In 2012 the total annual publishing was 45 million copies and on one person - 0,98 books [3]. This sad tendency is caused first of all by rapid development of such competitive forces as the Internet and television, and mainly – E-books. However, buying one E –book let you download thousands of the text files for free. Because of it, demand on paper editions that cost a lot, falls rapidly. Also, on a book publishing influences negatively socially- cultural factor, namely absence of books popularization among people.

Promotion of book at the market (publicity) is totality of rules and mechanisms of fight for a reader, that regulates strategy of publisher behavior at the market at qualitatively new level.

The most popular methods of publicity are:

- publications of reviews on books;
- edition of book catalogues;
- authorial tours with a book and interview;
- presentations of editions and of literary evenings;
- participating in book fairs.

One of the largest book fairs and literary festivals not only in Ukraine, but also in Europe is considered to be Forum of publishers in Lviv. Within the framework of Forum hundreds of events are conducted, general aim of which – popularization of Ukrainian books and stimulating sales. Now, let's consider the most interesting, from the marketing point of view, events:

1. Poetical train Chernivtsi – Lviv by combined efforts with MERIDIAN CZERNOWITZ – is a part of the Poetical tour, which route passes through such cities as Kyiv – Chernivtsi – Lviv- Berlin –Bremen. Anyone, who takes this train, can pass in the special carriage – salon in the end or at the beginning of train and listen to a poetry and become a part of poetic festival. Famous Ukrainian, Danish, German, Austrian, Israel, Russian, British and Romanian poets read their poetry in poetic train.

2. Night of poetry and music non- stop is the oldest and most popular event of Forum of publishers in Lviv. Poets from different countries gather together, to read their works under accompaniment of modern groups.

3. Forum conducts numerous presentations of books, autograph session, intercommunication with authors, but nobody combines these three events so skillfully as writers brothers Kapranovy, whose participation is already a tradition of Forum. They present their new books on the green “Zaporozhets”, located near the entrance to the yard of Palace of Arts, give autographs, talk with fans and give interview for mass- media.

Thus, as we see, marketing in the field of book publishing – is a specific industry, mainly because of product, that does not refer to the product of daily needs, but satisfies spiritual and intellectual needs. Because of it this industry of marketing needs specific approaches and creative decisions.

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**FITNESS INDUSTRY IN DNEPROPETROVSK**

Development of the fitness services in our country repeats global way. At the start formed an elite segment and then money invested in the construction of clubs for business - segment. «Economy Class» is always evolving in parallel with the first two, gradually moving from amateur to professional format.

According to market research agency market volume of fitness services in Kiev in 2012 increased and reached 1.2-1.5 billion USD. Capacity of the markets in regions is estimated at 3.2 billion USD. Local markets have a volume of about 40-160 million USD.

Nowadays in Ukraine in fitness engaged just over 960 thousand people - it's only 2% of the population. For comparison, in the United States - the world leader in this area involved about 14.1% of the population (39.4 million people). Even if you take the less developed the British market, the difference with Ukraine would be large - in Britain engaged in fitness 6% of the population (3.5 million people).

If we talk about market saturation, in large and small cities, these figures vary considerably. This is mainly due to the income of citizens.

Marketing research shows that Dnepropetrovsk fitness - centers can be divided into the following price groups: «super premium», «premium», «middle class», «economy class», «basement segment», which are represented by different centers and clubs.

«Super premium» segment. It includes one fitness center. Wellness center Tsunami. During its existence the club maintains a policy of increasing prices, positioning itself as a club for the rich people. It is the only water-wellness center in Dnepropetrovsk where combined fitness and spa-center. Annual cost of membership cards for SPA treatments and fitness classes more than \$ 1,000 per year. Cost integrated card that includes both directions \$ 3250. This segment is the least numerically. At the same time produces more profits as costs one member on fitness is very large.

The second segment is «premium». Examples of these are fitness - center Jaipur, Flex, Constant Sunrise, Sport Life. Average costs of annual club card \$ 1000 - \$ 1500. These clubs offer a complete set of fitness services: large and comfortable gyms with modern equipment, a variety of programs, health zones, where you can relax, convenient access to parking and more.

The «middle class» is presented by such centers as Sly, Galatea, Fit4you, Megaron. This segment includes a fitness centers with a limited set of services and space for classes. Average annual costs of a club card at clubs up to \$ 1000.

The «economy class». This segment presented by aerobics studios and small gyms. This type centers have a very tight range of services and limited specification. In most cases it includes small room where classes are held, also may have sauna or massage room. Also, this segment is characterized by a lack of flexibility in the schedule. Classes can be held only in the second half of the day or only on weekdays.



Last segment is a «Basement segment». This segment includes "basement" gyms that are in suburban areas, sports halls of universities and schools. This segment is characterized by low cost services and a minimum set of services. These rooms are limited by the training hall and shower room.

Despite the high cost of services in the segment «Super premium» the most attractive segment can be considered "middle class", which is due to the bigger number of visitors leads to more capacity.

Therefore, in 2012-2013, operators developed regions, primarily the city with a population of 500,000. Direction of fitness services in Ukraine is big cities. Most attractive for business: Kiev, Donetsk, Dnepropetrovsk, Odessa, Kharkov. Today in these cities population involvement in sports is 1.5-2%.

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## **PROGRESS TRENDS OF LOGISTICS SERVICES MARKET IN UKRAINE**

According to the Emerging Markets Logistics Index, developed by the Research Institute of Transport Intelligence (UK), which explores 45 countries and identifies the characteristics and factors that make markets of those countries more attractive for investment. Ukraine in 2013, ranks the 20th place, moreover Ukraine in 2013 rose by 4 points compared with 2012 [1].

In 2012, the capacity of the national logistics services market is estimated at \$16 – 18 billion. The main consumers of logistics services include: large global manufacturers who are represented at the Ukrainian market and tend to the location of their production capacities or distribution, domestic producers who appreciate the advantages of logistics outsourcing, retail - operators, online - trading.

Best logistics service market segment represents a "contract logistics" dynamically developing over the past 3 years. It is formed by companies that are providing integrated logistics services. First of all, there are the multinational companies with famous brands, most of which are pioneers on logistics services market in the world. Grab this segment of the domestic companies associated with a number of problems. As indicated in [2] this are : non-compliance with commitments regarding the level of service; lack of strategic vision of management personnel; difficulty in achieving cost reduction; price increases after the establishment of cooperation; lack of consultation opportunities that based on knowledge.

Today Ukrainian logistics market is in the process of stabilization. It becomes more civilized, open and professional. Participants, who are interested in developing one's own business, feel free to go to the introduction of innovative solutions and IT products, seeking new methods for optimizing logistics costs, there are new highly specialized areas of logistics.

Obviously, the logistics market participants expect a new stage of development.

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## **"MYSTERY SHOPPING" TECHNOLOGY**

"Mystery shopping" is a research method that is used as part of marketing research aimed at evaluating consumer experience gained by the client in purchasing goods or services, and to solve organizational problems , such as determining the level of compliance with the standards of customer service by the organization staff and so on.

Mystery Shopping singled out as an independent field of research in the United States in the 1940s. Use of this methodology primarily concerned employees' honesty checking. Within the program retailing management found out whether salespeople gave out checks during purchase, whether prices of goods conformed with the established ones, whether salespeople shortweighted customers etc.

Development of Mystery Shopping in its present form concurred with the development of the Internet in western countries, especially the United States. Large network companies such as Wall-mart, Citibank, MacDonald's, Shell have received the opportunity to obtain current information about customer servicing at every branch, store, restaurant or gas station and via the Internet at reasonable prices. This information is collected for them by a great number of "Mystery shoppers" who work in specialized Mystery Shopping agencies. There are about 500 agencies in the U.S. now.

Mystery Shopping technology consists in assessment of the quality of service by trained people who visit retail outlets as ordinary customers. Before starting every "mystery shopper" undergoes special training - studies the specific character of the project he intends to participate in. The results of his observations are recorded in a special form (questionnaire), pointing out fulfillment or non-fulfillment of certain service standards. Sometimes a "mystery shopper" uses hidden audio or video recording.

"Secret shoppers" assess: fulfillment or non-fulfillment of certain service standards, compliance with sales techniques, personnel competence, visual design and clean location, layout of pos- materials, work of cash desk, special event promotion.

Mystery Shopping is used to control the staff, stimulate important personnel actions (active sales etc.), give incentives to best employees / best practices ; motivate (KPI system), train the personnel focusing on identified drawbacks, study competitors and for strategic analysis and identifying areas for investment.

When used properly, the long-term Mystery Shopping program leads to the following results in the retailing network: increase of the buyers - visitors ratio, increase of an average check, increase of sales of additional products / services, increase of sales per unit of trade personnel, increase of resale (behavioral loyalty) , improvement of financial performance , increase of profits.

The main customers of Mystery Shopping in Ukraine are large companies that have a large number of retail outlets or lots of staff. Manufacturers and product suppliers that control the distribution of products through partner retailers can also be clients of the program. In developed western countries the services of the Mystery Shopping program are actively used by public authorities, tax authorities , in the sphere of health care , public transportation etc.

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### **ADVERTISING SLOGAN EFFICIENCY**

To the great extent productivity of publicity campaign depends on linguistic presentation of the advertising text. And it is a slogan that forms a company's image in customers' minds. It becomes part of that time's culture.

It is a clear generalized slogan that explains a main idea to customers and is in the middle of all videos during every publicity campaign. It is important to remember, that people read a slogan five times more often than other advertising texts and for this reason it must draw a potential customer's attention as quickly as possible to the offered goods and memorize our PR-information. A slogan can be called a highly concentrated text. Phrases in a slogan must be short, and the idea must be considerable. What is most important, a slogan must underline only one unique proposition, otherwise a buyer can confuse and do not understand that it is said. A slogan is universal; it can circulate in any format in the radio-, tele-, internet and printed advertising. An advertising slogan is mentioned as often as a brand, and, being often repeated, it can easily be remembered.

There are two main purposes of a slogan - to ensure a succession of publicity campaigns and to present expounded a key theme or idea which is associated with a product or a firm's name. A slogan does not carry any information for customers, but it creates the emotional mood, subconsciously forming an attitude to the manufacture and the advertised product. A good slogan is easily remembered, and, consequently forms a stable positive attitude to the firm in customers' minds. This, the basic criteria of an effective slogan are conciseness, memorability, compliance with purposes of the publicity campaign, orientation at target groups and compliance with rules of aesthetics.

A slogan is good by its functionality. The same shock phrase can be used in TV- commercials, external advertisings, newspaper announcements and even on packing or in a shop window. It is an original "informative message to a customer's eye". For this reason it is considered one of constant elements of corporate identity along with a trade mark and a firm's name.

Unlike a trade mark, a slogan can be changed in course of time. For 100 years of its existence Coca-Cola has changed its slogan 98 times, and it has never changed its trade mark. An advertisement and a slogan represent the spirit of time.

An advertising slogan is a laconic phrase which strikes the eyes, can be easily remembered and expresses the essence of an advertising message. An advertising slogan is often a result of creative labour and an object of copyright. A slogan should be clear, short, understandable and easily spoken. It is desirable to coordinate the rhythm of the slogan with a product, use onomatopoeia and a pun. The artistic value of a slogan means an attitude to it as to a miniature literary work, and is expressed in its aesthetical beauty which is arrived at due to the use of different expressive language means

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## **REBRANDING**

Rebranding – is a complex of measures to change the entire brand, or its components (name, logo, visual design, positioning, ideology, etc.). Rebranding means style changes that exist in consumers' minds.

The essence of the rebranding is that the brand, which was originally based on a personality value, suddenly changes the directivity, which may be important not to all members of the target audience, but for those who previously were not loyal customers, so it is necessary to make changes in order to draw attention of these consumers.

Changing attributes in rebranding is only necessary if they are changes contrary to or do not meet the motivating values underlying the vector of a new brand. Main instruments of changes in consumer's mind are advertising and PR.

There are plenty of examples of rebranding in the world history. For example, rebranding performed by Alfa Bank has resulted in a well-known logo - a large red letter "A", the horizontal line under this letter and the words "Alfa-Bank". Another example is the Goldstar that changed its name to LG Electronics. The new brand LG left the old image in the past and started its new history from scratch. In addition, later a new life-affirming transcript of LG as Life's Good was invented.

The need for rebranding, i.e. change of the image is determined by the following:

- 1) The current internal situation in the organization (there is probably a problem that prevents consumers from assessing the benefits of the brand in full);
- 2) The need for deep study of the brand (it is necessary to find out what must be done to make the brand interesting and desired for customers interested in the brand to stamp was interesting and desirable to the consumer; it is also important to eliminate the disadvantages of the brand to match the designated targets);
- 3) The search for new motivating values;

4) Adequately assessment of the organization's own opportunities (it is advisable to change stereotypes to prove that the brand meets new values which have promoted other market participants, in the best way);

5) Analysis of the need to save a name or other attributes of the old brand, as well as its possible negative heritage;

6) Analysis of all the above points to decide whether the company requires rebranding.

Rebranding is a large-scale, multi-level process, the complexity of which exceeds creating a new image of a new brand; moreover, it does not always lead to success. It is evident that a brand requires set up a single value, which will promote the product or service.

The more saturated the market is, the more important a component of branding becomes, the more the role of the brand is in ensuring consumers' loyalty. But the brand is not born instantly, it is a result of a thoughtful analysis, and even if it has not turned out initially, then when changing it - rebranding – it is necessary to correct one's own mistakes, rather than continue to hope for its independent appearance out of nothing.

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## **IMPACT OF COLOR ON EMOTIONAL PERCEPTION OF ADVERTISING**

When developing advertising it is important to phrase a copy, to choose a plot or a spectacular picture and a color scheme to convey sense-feeling and the mood of the advertisement. Advertising helps consumers receive initial information about a new product, learn about its benefits, get a description and assessment of goods. In most cases advertising forms the consumers' first impression of the product or service, so it's important to do it in such a way that it makes the necessary impact on the consumer. In the modern advertising industry psychological aspects of information perception are crucial for reaching this goal effectively.

Colors in an advertisement carry some emotional load - colors can be sad and happy, evil and good, etc. Colors not only cause certain reactions of a person, but also somehow form his/her emotions themselves. This means that consumers' attitude to advertisement can be controlled by certain color combinations.

Applying knowledge of impact of different colors on the human psychology, ad people and psychologists have a strong influence on the consumers. Using colors they help manufacturers persuade consumers to buy their product. Knowledge of characteristics of each color can help to create a certain image, to cause certain emotions and associations.

When developing an advertising campaign it is advisable to consider cultural and ethnic characteristics of consumers around the world, because if certain advertising is effective in one country, it does not necessarily mean that it will be successful in another country. Same colors mean different things in different countries.

Unlike the cultural component, the physiological one is independent of ethnic characteristics and determined solely by the response of the nervous system to colors. Warm, bright colors are characterized by the ability to improve a person's tone and increase his/her activity; cool, calm colors have a calming action. Western countries started studying the color effect on consumers long ago. For example, red, yellow and orange colors make an object visually closer, increase its size, make it "warmer". Blue, blue, purple, black colors make it visually farther, smaller and colder.

Colors influence primarily emotions. According to psychologists, 80% of the color impact is processed by the nervous system, and only the remaining 20% - by the visual system. It is important to make out the right color scheme of the product itself, its packaging and the global advertising campaign as a whole. The smallest imbalance of these factors could affect, ultimately, the consumers' choice.

Color is an element that, when used professionally, can make advertising extremely effective and, consequently, improve the financial condition of a company.

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### **ANTI-CRISIS PR IN THE HOSPITALITY INDUSTRY**

In the work of any hotel enterprise, even the most successful one, a crisis might arise sooner or later. Hotel business by itself is not equally profitable in all regions of the world.

Moreover, the hospitality industry is influenced by a large number of factors. An onset of a crisis in a hotel can be triggered not only by some internal problems of the enterprise, but also due to some economic, political or financial difficulties of the region, in which the hotel is located. A crisis in a hotel can arise due to events that are out of people's control, such as natural disasters, etc. Negative trends in economics almost always impact the hotel enterprises in a negative way. Also, a breakout of a military conflict in the region leads to crises in the hotels, which are located in the zone of conflict.

Anti-crisis PR effectively helps the hotel to overcome the crisis with minimal losses. In Western countries this direction of PR is in a great demand.

Some people mistakenly assume that anti-crisis PR is applied only in a moment of a crisis. In fact, the main philosophy of this direction of PR is that every company must prepare for the crisis in advance. The essence of the anti-crisis PR lies in developing an anti-crisis program, which clearly sets out the plan of actions for the company in case of the crisis advent.

Experts claim that most of the crises experienced by enterprises, including hotels, are predictable. Crises faced by the hotel can be highly varied, ranging from natural disasters to onsets of any financial or structural changes within the company itself. Experts believe that even considerable positive changes in the work of the enterprise can be viewed as a crisis. When the hospitality institution undergoes a crisis, the enterprise should take a clear and unambiguous position on a controversial issue, constantly maintaining contacts with the media, keeping its workers informed about the state of affairs and carrying out periodical monitorings of the crisis course.

The anti-crisis PR of a hotel consists of the following steps:

1. Development of a unified strategy and policy for dealing with journalists, representatives of authorities and controlling institutions;
2. Spreading out press-releases and/or holding a press-conference stating the official post of the hotel's first persons related to the incident;
3. Co-working with staff to maintain their loyalty to the company;
4. Instructing the staff, that is in contact with clients, about the proper behavior and essence of comments concerning the negative incident;
5. Monitoring the reputation of the hotel in the Internet, processing negative information, stimulating discussion that will increase customers' loyalty.
6. Involvement of experts and specialists for obtaining an independent evaluation that will serve as a convincing argument in communication with mass media and the public in general;
7. Other anti-crisis measures, the set of which is determined separately and is specific for each case.

Although occurrence of crisis situations is a worst-case scenario, I'd recommend to develop an action plan for such cases, as well as on a regular basis review and update it by reflecting changes in internal and external environment. The goal of any PR-crisis plan is to ensure the harmonious and balanced actions of company management, PR-managers, and other experts to help preventing the spread of negative information as soon as possible.

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## **CORPORATE SOCIAL RESPONSIBILITY OF PHARMACEUTICAL COMPANIES AS A COMPONENT OF PR-STRATEGY**

Economic Development of Ukraine and its integration into European and world community, cause necessity direct the activities of modern pharmaceutical companies at strengthening market positions. This can be achieved through mutual understanding with their community in a strategic review of the future and revision of attitude to effectively manage public relations.

An important part of PR-strategy enterprise is the concept of corporate social responsibility (CSR). Implementation of CSR in business practice creates new opportunities and benefits for socio-economic development of the pharmaceutical companies to increase their competitiveness and investment attractiveness.

We analyzed the measures implementation of the concept of corporate social responsibility by pharmaceutical companies.

Today the CSR of pharmaceutical companies in Ukraine is on the stage of its formation. The most active in this area are, primarily, foreign representative of pharmaceutical companies, which carry on the Ukrainian market modern practices, principles and standards.

Established that the concept of CSR pharmaceutical companies realized in

several areas of responsibility there are responsibility to partners, customers, employees, ecological responsibility and before society as a whole. For example, responsibility of consumers provide compliance with the international standards of quality and affordable medicines providing awareness about new medications and results of firm's activity. The responsibility before partners involved adherence to international standards of corporate management; before competitors, it is adherence of ethical standards of business according to the principles of fair competition; before society, it is adherence to the norms of Ukrainian legislation. Ecological responsibility involves conducting by enterprises the necessary environmental protection, attracting investment in socially significant projects, etc.

In the future, our work will be to interview a group of stakeholders on the level of CSR domestic pharmaceutical companies. This will identify strengths and weaknesses in the formation of PR- strategy and develop sound recommendations for improvement.

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## **APPLICATION OF MARKETING CONCEPTS WHILE MINIMIZING IMMOBILIZED FUNDS INVESTED IN MATERIALS**

Current economic conditions lead to the necessity of implementation in practice management of the economy companies not only operational cost management tools, but also the strategic marketing tools. It was last able to give strong competitive advantages and feasibility of long-term business strategy, and mainly to minimize immobilized funds invested in materials in operating activities. Effective planning stage of marketing research can significantly reduce the cost volume of total funds invested in materials and thus reduce the amount of funding necessary for their compensation.

In applying the marketing concept in the management of funds invested in materials company, a major factor that must be considered in solving this problem, there is an analysis of finished products based on forecast sales volumes. In turn, the volume of sales forecasting requires the correct prediction of customer needs. Therefore, one of the benefits of long-term economic relations associated with the ability to coordinate production with plans to purchase buyers.

It should be noted that this situation is becoming more common in rupture of economic ties and inflation. The fall of the purchasing power of money and rising prices makes enterprises to increase the amount of money invested in materials in inventory. However, this situation is often a necessary measure to reduce the risk non-delivery (undersupply) materials needed for the production process of the enterprise. In this regard, the company that is focused on one main supplier, located in the more vulnerable position than companies that base their activities on contracts with multiple suppliers.



Effective work of marketing service of enterprise is able to provide stable and profitable enterprise, reduce the risks of non-compliance of contractual obligations and, consequently, reduce the possible immobilization of funds invested in materials in receivables for goods. To do this, more attention is paid to the choice of the buyer, assessing its financial stability, solvency and the real possibility of contractual obligations. Also important task is market research, internal and external factors affecting the economics of the enterprise. When established and proven distribution channels and reduces the risk of inadequate compensation funds invested in resources in the production, and especially materials. Thus, inefficient of marketing service can contribute immobilization of these funds, creating a need for diversion of finance for their compensation.

Achieving the necessary close cooperation of marketing division and other departments (sales department, providing department, etc.) is possible, including through the creation of a separate department. Information about work done that goes to the above-mentioned Bureau shall be processed, compared with the norms laid down (including advanced funds invested in materials), which should include the responsibility of the individual divisions of the enterprise. An important step in the work of Bureau is to determine the necessity and the possibility of using their own funds to compensate immobilized funds invested in materials, and the need for borrowed funds. The proposed approach assumes based on the created by the staff unit to distribute responsibility for solving these problems in the work, especially in managing the minimization of immobilized funds invested in materials and further compensation in future. It should be noted that the current management problem mentioned tasks in the further operation of enterprises is particularly important.

The mentioned Bureau gets not only informative and economic importance for the operations engineering enterprise, but also promotes a clear coordination of all business units in the performance of tasks by reducing the amount of money invested in stocks of materials and consequently in receivables, increase economic efficiency (reduce costs, increase profitability of all kinds) in industrial and business activities of engineering enterprise.

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## **THE INFLUENCE OF ADVERTISING ON CHILDREN**

Advertising targeted on children is one of the most potential markets as children have become an important market sector for many companies these days. As a result, there are many advertisements produced for children, which require a number of techniques in order to draw children's attention.

There are four general methods, namely, cartoon characters, popular toys, bright funny pictures and free offers. First, cartoon characters are a popular technique used by advertisers which are designed carefully so that they can appeal to children.

Advertisers often use well-known characters from the comic books or cartoons to advertise their products. However, it is important to understand that advertising is aimed at children, but the parents are shopping.

There are several issues associated with television advertising and its impact on a child. Research reveals the following concerned areas in this regard:

- Physical health of child
- Mental stress for not owning the product of his choice
- Diet habits
- Family stress (as a result of influence on family spending)
- Violent behavior
- Consumption of alcoholic drink
- Smoking

Children watch a lot of publicity about the food. For parents, it is the impulse to buy, and the opportunity for children to consume more food, which can lead to childhood obesity epidemic. This is a serious public health problem that increases morbidity, mortality, and has substantial long-term economic and social costs. The obesity rate in preschool children is increasing at an alarming speed. The lack of physical exercise and body movements adds to this. According to the Centers for Disease Control and Prevention, the prevalence of obesity has more than doubled among children ages 2 to 5 (5.0% to 12.4%) and ages 6 to 11 (6.5% to 17.0%). It is not that advertisements have only bad impact on us. These are a very good medium of communicating information to the common populace. It is the parents' responsibility to control the food eating habits of their children.

A number of studies have concluded that advertising to children has produced disturbing results. One study revealed that by the age of two, children may have beliefs about specific brands. Two-to-six-year-olds can recognize familiar brand names, packaging, logos and characters and associate them with products, especially if the brands use salient features such as bright colors, pictures and cartoon characters.

There are various pieces of advice given to parents about the ways in which they can counter advertising strategies. These include educating children to understand that the main goal of advertising is to make them buy things, often things they do not need and did not know they wanted until they have seen advertisements, and encouraging children to challenge advertisers' claims about their products.

To sum up, his paper discusses the television advertisements and their impact on a child health and family spending. The study has revealed a positive relationship that exists between time spent with television and its impact on the buying behavior of a child and its influence on family spending. Most children under the age of 6 cannot distinguish between programming and advertising and children under age 8 do not understand the persuasive intent of advertising.

## **INTERNATIONAL MARKETING, AS ONE OF THE MAIN MANAGERS INSTRUMENTS OF FOREIGN ECONOMIC ACTIVITY**

Businesses that are located on the world market, today met fierce competition. To survive in this struggle and succeed, it is necessary to use the opportunities of marketing, namely, international marketing, as one of the main tools of management of foreign economic activity.

International marketing is based on the principles of the internal (national) marketing. Therefore, it used strategies, principles and techniques are characteristic and for marketing. However, international marketing has its own specific features. When entering the foreign market a fundamentally new situation becomes more diverse external environment, an increasing number of factors influencing the decision-making.

In order to correctly enter the international market, the company usually goes through the following steps, each of which has its own characteristics:

*Trial export* - unilateral action, based on the movement of domestic products to foreign markets and the ability to sell ;

*Extensive sales* - provides coverage of a minor amount of markets;

*Intensive sales* - in which market contacts deeper and effective , but they still continue to be an appendage of the domestic market with ;

*Export marketing* - bilateral relations with major export markets , products are increasingly adapts to the needs of foreign customers , marketing communications acquire an international dimension , while exporter explores the market adapts to the demands of the market , has been monitoring the route of goods to the final consumer;

*Foreign trade marketing* - marketing activities in the markets of several countries , provides for the establishment of branches , representative offices, subsidiaries or the acquisition of businesses ;

*International Marketing* - suggests that the domestic market has lost its primary importance , and other markets have come to play a decisive role in shaping the company's marketing ;

*Global marketing* - marketing activities of the company with a focus on the global market , whose needs can be satisfied by a standardized product using similar tools sales and marketing communications.

For success in foreign markets should:

- make significant targeted efforts ; carefully adhere to the principles and methods of marketing in foreign markets as foreign markets have high demands for goods , service , advertising , on them there is intense competition ;
- create a special research unit or use the services of independent specialized consulting firms in the importing country ;
- comply with overseas buyers , offer products characterized by high competitiveness , follow its conditions there selling goods.

In connection with this company, which goes to the foreign market, should address the following key tasks:

1. Explore the international marketing environment and its features in a given country.

The specifics of each country as an export market depends on its existing economic, political, legal and cultural environment.

2. Decide whether to enter the foreign market.

It is probably a leader in this market, which our company will not be able to compete, and in this case, access to a new market now or even undesirable.

3. Select the specific markets in which the company will go out.

Each country has a large number of markets, and each market has its own niche, the company must choose a market in which goods will be delivered.

4. Decide what methods will be used when entering the market.

So, we can say with confidence that the international marketing undeniably important tool in foreign trade activities.

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## **SYNERGETIC BENCHMARKING: A NEW INSTRUMENT FOR INNOVATION MANAGEMENT**

The new XXI century saturated with technological innovations, social crises and global shocks, requires an innovative post-neoclassical approach in economic researches. The perception and analysis of the phenomena of economic reality relies on the nonlinear paradigm the synergetics, which has become its quintessence.

Synergetic (Greek synergetikos – joint, cooperative) – area of the scientific research, which's purpose is to detect general regularities in processes of education, stability and destructions of the ordered temporary and spatial structures in difficult nonequilibrium systems of the various nature.

The system and synergy methodology allows to see the world through a qualifiedly different prism as studies of objects as systems, in which such properties as integrity and coherence of constituent elements, openness and active interaction with surrounding with the environment, complexity and hierarchy, development through dialectic unity of chaos and order, a capability to self-organization, availability of instability, non-uniformity, nonlinearity, multiplication of processes occurring are inherent.

Synergetic is the key approach in understanding of mechanisms of intellectual leadership and innovations. It is an important aspect of forming of creative thinking at the present stage. Characteristic of methodology of synergetic is an expansion to various areas of knowledge and «rediscovery of a new» well-known, phenomena.

Camp determines benchmarking as a search of the best work practice which conducts to the highest available performance.

The benchmarking can be considered as the direction of marketing researches. It is directed, mainly, on studying of the best technologies, production processes and methods of production organization and products sale. As a whole the benchmarking is art of detection of that others do better, studying, enhancement and application of their methods. Thus, benchmarking is necessary for effective use of a human capital and intellectual potential in the modern organizations.

Prevalence of linear-extrapolated method of representation in economic science has become more and more inapplicable to conditions of accelerated pace of development, frequent revolutionary shocks in economic systems. Recurrence, waviness, stochasticity, virtuality, ambivalence and other phenomenon in a hyper competitive global economic system don't give in to an explanation the simplified determined methods which were applied until recently.

Michael Porter considers that the benchmarking negatively influences work of entities. In a benchmarking the strategic efficiency which is based on distinction, is substituted by operational approach, based on similarity. The lagging behind companies try to imitate the ones at front lines. As a result they are unified instead of being allocated from the weight of competitors, after all this benefit of the company of the companies consists in uniqueness and dissimilarity on other companies, whether it be process, a product or service.

To enter the future, it is necessary to reject practically everything that constituted a basis of management of the XX century. The competition of the XXI century is a "nonlinear" innovation against "linear".

The modern benchmarking in effect optimizes system by the found criterion. But the optimum option often witnesses that the existing order of things exhausted the opportunities. Without search of an original innovative solution the system will move towards efficiency loss. Theoretically the benchmarking is unnecessary for those leaders at whom business processes are arranged in the best way. The synergy benchmarking possesses a necessary theoretical basis of the solution of such problems. It is the  $\frac{3}{4}$  effective tool of knowledge of difficult systems in economy and uses synergy approach, universal mechanisms of self-organization and a phenomenon of superfast development of processes on the basis of nonlinear positive feedback for creation of conditions of intensive explosive high-quality development of systems.

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## **FREE MARKETING FOR PHOTOGRAPHERS**

Free marketing for photographers is an alternative free and low cost marketing solutions designed to those who have a desire to succeed.

For photographers the best form of free advertising is when your friends recommend you, not someone else.

In order to be a serious photographer you have to have a website, which

instantly gives you added credibility and provides information for your customers.

The website is an exhibition gallery. The type of the website may influence on how many customers you will have.

Networking is the oldest sales technique in existence. Due to the network, everyone will know your name and the work that you do.

The website is the first objective of free marketing. Photo exhibitions are the second one. The photo galleries help you get a solid reputation, and get into the elite ranks of named photographers.

It is essential to have a «bigger picture» when considering how to market the photography.

In conclusion, there are various opportunities that can give a photographer a great promotion. Photographers need to know different alternative free forms of advertising in order to become known.

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## **THE ADVATTAGES AND DISADVATTAGES OF ADVERTISING ON THE INTERNET**

Advertising is the branch of marketing that deals with communicating to customers about products, brands, services and companies. The Internet, as a global communications medium, provides advertisers with unique and often cost-effective ways of reaching advertising audiences. As with all media, however, advertising on the Internet has unique advantages and disadvantages.

Advertising on the Internet is almost a necessity for modern businesses, especially those that do business outside of their local community. Consumers use the Internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted ad messages.

The Internet's vast reach can allow advertisers to reach significantly more people than traditional advertising media at a fraction of the cost. Internet advertising is ideal for businesses with a national or international target market and large-scale distribution capabilities. As a rule, the more people your business serves, the most cost-efficient internet advertising can be. Internet advertising can also be more targeted than some traditional media, ensuring that your messages are seen by the most relevant audiences.

All the advertising in the Internet can be divided into two types: the banner and no banner advertising. No banner advertising includes direct mail, ICQ, chat rooms, commercials, multimedia and plain text. In terms of the effectiveness the most noteworthy of the mentioned above is mailing list. The main requirement to the mailing list is its formativeness, which significantly increases its efficiency. When to the newsletter mailbox owner subscribes he expects to receive interesting and

important information or news for himself, but he does not expect to receive emails just with advertising.

**Banner Add.** Banner is a small graphic image that may include company logo, product image, drawing, which should attract the attention of potential customers. There are two ways to implement a banner ad campaign into the Web: advertise directly to the server, or theme, and advertising in the exchange of banners (banner network). The right choice is to combine these two possibilities, while monitoring and analyzing the effectiveness of each banner and resource.

**Context Add** is advertising on the web-page which contains the same information as the web-page. Generally in order to place context Add we can use thematic site. The context Add is the most effective where the page context is given by the user himself. For example, the searing system: Yandex, Google, Rumbler.

One disadvantage of advertising on the Internet is that your marketing materials are automatically available for anyone in the world to copy, regardless of the legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes, or even to slander or mock your company. This is not the case with television and magazine advertising, wherein images must be replicated rather than simply copied electronically.

Another disadvantage is the fact that the Internet-advertising gold rush has begun to introduce ad clutter to the Web. Web users are so inundated with banner ads and spam email that they have begun to ignore internet advertising just as much as ads on traditional media.

In addition to advertising, the Web offers high-impact opportunities to leverage word-of-mouth marketing and generate buzz about your company. Product review websites and social media outlets, among other web communities, allow customers to praise or condemn your company based on their personal experiences. Thus, the Internet ties the customer service component directly to advertising.

The Internet is likely to continue to play a large role in individuals' lives in the foreseeable future. Whether personal computers remain the dominant method of accessing the Internet, some form of global communication network will likely be a reality for many generations, creating effective avenues of sending advertising messages to consumers in the community and around the world.

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## **HOW TO BENEFIT FROM NEGATIVE ADVERTISEMENT**

Advertising is established in our lives so firmly, that it is almost impossible to imagine a picture of the modern world without it. The purpose of advertising is to convey to the final consumer the information about products or services, to convince him that he needs them at the moment, and ultimately to increase the sales of goods and services.

There are many obvious ways and ones that base on deep knowledge of

psychology in order to make advertising reach its immediate purpose. There are several techniques that are widely used by advertisers: the association a product with a particular image, the hyperbole, the importance/value of the product for the consumer, the demonstrating the benefits of the product, the work on the contrasts, the opinion of the authority, the wordplay, the problem solving, the fear. Let's take a close look at such a technique as the fear.

Negative images in advertising increase the impact on consumers. They are really always more memorable and attract more attention. Negative is also good as a convincing factor because the fear of losing is a much stronger motivator than the opportunity to get something extra (positive).

The use of negative images has never been a massive method and unlikely to ever be one. Both clients and performers of advertising (especially domestic ones) are afraid to use them. They have not learned how to predict and prove their effect yet. Meanwhile poison, which is used in the proper amount and in the proper situation, can become a remedy.

As an example we can take the Sunsilk shampoo commercials for the series "Monsters" that were rotated in 2005. They showed monsters that symbolized different hair problems. A hero-shampoo defeated them successfully. The total mass of consumers of Sunsilk liked such "insects" and as a result of this and some subsequent campaigns its sales began to grow.

The idea of using active, shocking, perhaps even unpleasant for the viewer actions of advertising characters is used to advertise a variety of products. The goal is one: to bring the viewer out of apathy, make advertising memorable. And the main thing is not to "make people remember advertising" but to make advertising convey emotions properly, even if they are negative. In this case it does not cause a negative brand damage but enhances the meaning of the message that advertisers tried to convey to the consumer. And if the meaning is understandable, the brand will be remembered.

To sum up we can say that such a phenomenon as negative advertising is not highly popular. Although its purpose is the same as the purpose of positive advertising, but the impact it makes on the consumer is much stronger. The main task is not to overdo with the displaying of the negative image and to convey to the consumer that positive of product or service, which is hidden behind the negative advertising. And then the benefits of such advertising will be significant.

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## **COMPUTER TECHNOLOGY MARKET RESEARCH**

The analysis of secondary marketing information shows that sales of computer equipment in Ukraine reached UAH 4.8 billion after three quarters of 2013 [1]. The dynamic development of information technology allows constantly create new quality products. In such circumstances, the requirements of consumers constantly rise and



needs change rapidly. The task of marketing specialists in this situation - not just to meet existing needs, but try to predict their changes to bring a new product to market in time.

Current trends indicate the rapid obsolescence of computer equipment, as well as increasing competition in this market. In addition, increasing average quality of computer equipment is obvious. This leads to increased price competition and forcing manufacturers and sellers of computers to use all reserves to reduce prices to maintain market share. This also indicates the growth of market capacity. The share of computer users among the population of most countries is growing.

As for specifications of computers, the supply allows buyers to buy models that have more random access memory and a bigger hard disk at very low price. Every year consumers need devices with more memory and increased productivity due to the gradual increase in the size of multimedia files like movies, photos and music, because of the continuous process of improving their quality.

Another global trend in the computer technology market is that consumers massively refuse to buy desktop personal computers and switch to tablets, netbooks and smartphones. This encourages software vendors to adapt their products for touch screens [2].

It should be noted that sales of computers are influenced by seasonal factors, in particular by the so-called «back to school» period, continuing each year from mid-August to mid-September. Increased demand in this period is explained with the start of learning process in schools and universities, there is a need for educational computers and computers for entertainment.

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## **IDENTIFICATION OF REALIZATION DIRECTION OF MARKETING STRATEGY OF BALNEOLOGICAL RESORTS DEVELOPMENT**

Strategic decisions in territorial marketing are aimed for formation and improvement of prestige, for formation and usage of competitive advantages, for development of priority kinds of activities and development of regional economic spheres, for improvement of public welfare.

In scientific and practical literature on management of territorial development, traditionally four directions of realization of territorial marketing (or they may also be called groups of marketing strategies of territories) can be found [1, 2]: marketing of prestige, marketing of attractiveness, marketing of infrastructure, marketing of public, personnel.

Development of a territory is not limited to the choice of only one out of four directions or of all four directions. Every marketing realization direction is sufficient

enough and full of different meanings. Therefore, it is appropriate to talk about realization of four basic directions of territorial marketing realization with usage of modifications and varieties of these strategic directions depending on the state of the territory, it's possibilities, potential and other factors.

It is inappropriate to talk about the sequence of application of basic directions of territorial marketing realization due to a certain state of socioeconomic development of the territory, natural resources potential, environment, interregional and international relations, priority goals of the territory development etc.

The choice of strategic directions of territorial marketing realization and the sequence of their application will depend on the goals of territory development, it's recreational potential, possibilities. Let us consider that the choice of realization direction of marketing strategy for ensuring of territory development can be made on the basis of the proposed scheme (Fig.1).

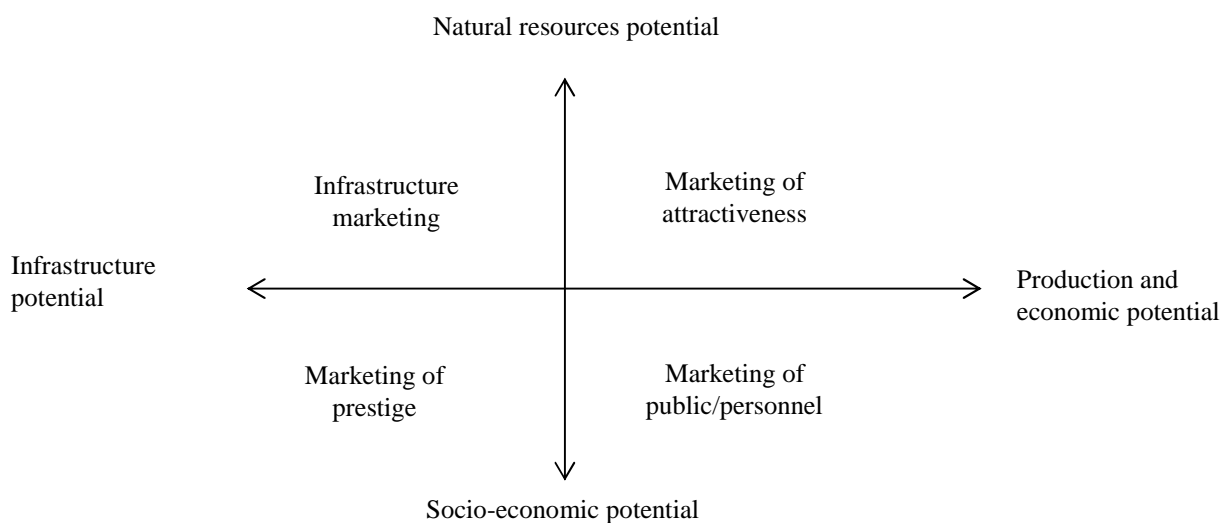


Fig.1. Identification of direction of realization of marketing strategy for ensuring of territory development

We consider, that selection of marketing strategy for ensuring of development of a balneological resort depends on it's recreational potential. The identification of directions of realization of marketing strategies should be considered on the basis of natural resources potential of a balneological resort, production and economic potential, socio-economic potential, infrastructure potential. The choice of strategy should be carried out on the basis of the calculation of integral evaluation of the usage level of balneological resort recreational potential. So, evaluation of the level of usage of natural resources potential should be carried out on the basis of the quantity of used natural recreational resources, natural and climate conditions which are typical for this territory, freshness of the air and level of greenery at the territory. The level of usage of production and economic potential of a balneological resort depends on the income of inhabitants, level of unemployment, profitability of resort's services, investing attractiveness. The level of usage of socio-economic potential of a resort is characterized by a level of satisfaction of recreants with their recreational activity at a resort, of inhabitants – conditions of living and work at the territory of a resort, of entrepreneurs – conditions of having a business within a resort. The level of

usage of infrastructure potential of a resort depends on the capacity of places of placing, sizes of public territory, transport availability. The next stage is selection of indices for evaluation of the level of balneological resort potential usage with the help of integral indices.

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## **WHAT ARE THE NEW TRENDS IN MARKETING**

Trends come in the form of “fashions” that built on the rush for youth and social media marketing – more direct, more collaborative, more engaging. The trends are divided into four groups – the new concept and more enduring, evolving concepts – the strategic impact and those with more short-term, tactical results.

*1. Marketing fashions = New concept + tactical impact*

- Black marketing – bringing together a range of “below the radar” techniques including events, parties and sponsorship to target niche audiences, particularly useful where advertising is banned.

- Augmented reality – from Google’s futuristic glasses that can tell you everything from product ingredients to special offers.

- Branded voices – building a personality behind your brand, either the founder or endorser.

- Spreading happiness – brands around the world went happy crazy over the last year, partly as a feel-good response to global economic stagnation.

- Freemium pricing - from apps to games, customers are now familiar with the idea of getting the product free, and then paying for the addiction-driven updates and upgrades. Now it’s time to apply the model to every other market.

- Viral advocacy - word of mouth is free and believable, but digital gave it even more impact.

*2. Marketing breakthroughs = New concepts - strategic impact*

- Zero moment of truth-in a search-driven, digitally enabled engagement process - there is a clear moment when potential customer will choose to love or hate you — we call it the ZM — the Tripadvisor rating, or carbon emission of cars.

- Upward innovation - the best ideas come the bottom upwards, not the top down - the poorest, most deprived markets; or the congest, most open-minded consumer; or the freshest un-normalized employee.

- Diffusion brands - most brands recognize that one brand just can't work for everyone, and to address the aggressive price strategies, they need a second brand.

- Subscription pricing - the biggest trend in pricing is not to sell products around transactions but to sell a subscription.

### *3. Marketing enhancements = Evolving concepts + tactical impact*

- Urban formats - now that most of us live in cities, marketers need to adapt to urban priorities, in particular space, time and convenience.

- Brand storytelling - as people seek authenticity and brands are seen as superficial, stories give them more depth, more enduring, and easier for people to tell others.

- Predictive economics - data is a huge challenge and opportunity for every marketer. We can drown in it, or dive deep and find amazing insights. But it's most powerful when it can predict future behaviour, and link it to commercial potential.

- Wellbeing themes - more enduring than the happiness wave, is health and wellbeing which goes well beyond healthcare and food.

- Guest designers - much more than celebrity endorsement, then is about using the skills, and image, of others to enhance your brand.

- Brand gaming - "gamification" is not just a gimmick for kids, but more engaging ways to immerse your customers in your brand, before or after purchase.

- Integrated communication - the fastest cost-saving, and impact gain can come by connecting your messages and media - bringing together agencies and activities to talk with one voice, building a more interactive and coherent experience.

### *4. Marketing transformations = Evolving concepts + strategic impact*

- Emerging markets - marketers are the growth drivers, and their biggest opportunity is obviously the fast-growing economies east and south, but don't forget other types of markets.

- Borderless segments - we obsess about geographical boundaries, thinking domestic and international, but customers are more similar in their clusters across geographies than within them. Forget nationalism, think niches and motivations.

- Crowd creativity - the best ideas are out there, not in your business. So build a crowdsourcing platform and let customers solve your toughest problems, or together build the best new ideas.

- Concept innovation - brands are not about products, not about companies, but about bigger ambitions to make life better. Innovate around a concept like learning, or exploring, in a way that connects but is more than what you do.

- Social innovation - ultimately we are all here not just to make money, but to make the world a slightly better place. How can you innovate around a higher purpose that creates value for customers, for society, as well as y our shareholders.

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## **THE EFFECTIVENESS OF DAVID OGILVY'S METHODS IN MODERN ADS**

‘Which individuals—alive or dead — made you consider pursuing a career in advertising?’ Such a question was addressed to people in business by the ‘Adweek’ magazine. David Ogilvy was in the head of the list.

He became a legend during his life and was hardly the first advertising man to write a book. Dozens of super professionals were able to create their own style. But only a few determined the main directions in the development of Ads ethics. Their advertising became a part of the cultural environment and set the standard for the future. Of course, the last group includes David Ogilvy.

Companies advertise because they want to promote the products and services they offer to a target audience of prospective customers. Traditional methods employed for many decades included advertising in newspapers, magazines and other print media; radio and television commercials; direct mailings and others. Internet technologies have added new depth and reach to the mentioned methods.

Today Ogilvy’s ads look slightly corny. But that’s only because they always worked so well, everybody copied them — and they became overused. Even nowadays, in times of the steady progress (not only in advertising), Ogilvy’s methods are still in usage and remain to be effective. A great amount of the book ‘Ogilvy on Advertising’ is telling the readers why they should never set white type on a black background, as well as why a 6,450 word ad in the New York Times was one of the most successful of all time.

Now we’ll analyze the main Ogilvy’s methods and compare them with the up-to-date Ads methods.

Postulate 1. Advertising is never about guesswork, it’s always about research.

This will always be the postulate on what the Ads world stands. Market research goes before advertising. It is the market research company that sounds out the product or service’s target market to find out how consumers will react to a specific product or service or whether it’s even viable for producing.

Research shows you what works and what doesn’t work, do what works, don’t do what doesn’t work. The focus is on what the advertising has done for the brand, for example increasing brand awareness, frequency of purchasing the product or service. You can use pre-testing and post-testing to identify the effectiveness of your Ad campaign.

Postulate 2. Create Big Ideas That Sell.

Ogilvy touted the perfect goal for clients - and prospects: advertising that sells. The purpose of advertising is not in entertaining the audience, but in selling the product.

Postulate 3. You should be focused on results, not on creativity.

Creativity is never enough. Good advertising results in people taking action. People buy your product, service or idea. In today's Ads business there is no benefit to be a creative thinker, if you can't sell what you create. Managers do not recognize a good idea when it is presenting by a bad seller. Despite focusing on results you should give your employees the freedom to do whatever they want, whenever they want, as long as the work gets done. But the main point is to convey the main idea – high-quality performance.

Lack of creativity is not the problem in most organizations. Great ideas always abound. The real problem is converting an idea, which in reality is just a good intention, into operational reality. Being creative is fun and pretty easy. Being effective is hard.

By focusing on the end results, you are, in effect, putting your attention "out there" — beyond the barriers that stand between you and the achievement of your results. By concentrating on a point that is on the other side of the barriers (so to speak), you will find it easier to handle those barriers when you get to them.

Postulate 4. Think like you are a customer.

You need to figure out why people buy the product, how they buy it, what they use it for, and what really matters to them. If you don't have this figured out, you really cannot create an Ad campaign that works. As Ogilvy said 'Never run an advertisement you would not want your own family to see'. So you shouldn't disappoint your family members.

Since the advent of the worldwide Internet, an entire new range of advertising possibilities has become available to company's small or large. They include blogging, e-mail marketing, SEO-copywriting and so on. But despite the fast progress in Ads business, the main Ogilvy's idea will never get old: 'The best marketing is not marketing but good quality content'.

David Ogilvy is one of the greatest ad men ever. His contributions to the marketing industry are incalculable. And anyone in advertising couldn't imagine a world without his iconic Ads. Although David Ogilvy lived and worked in another century, his methods are still used and seem to be effective.

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## **MARKETING RESEARCH IN EDUCATION SECTOR**

Higher Education is becoming more competitive from a variety of perspectives. Internally, institutions must manage costs, while at the same time there's a growing need to specialize and communicate a unique message to an expanding marketplace. From the applicant's vantage, student prospects are faced with more

education options than ever before. A solid marketing strategy can, therefore, directly affect university, or continuing education institution through measurement and understanding of its position in the marketplace and by eliminating weaknesses and building upon strengths.

Marketing researches conducted in the National Mining University, provide the ability to monitor the changes in consumer behavior and build a strategy that based on changes of market conditions.

Survey was conducted among first-year students in order to assess the level of informational knowledge and motives entering the university.

The interview covered more than 1,100 students of all departments of the university, including students of reduced form of education.

This survey will help to identify the main motives entering the university, features of the students behavior in choosing a place of education, ways in which university entrants learn about the National Mining University, its departments and specialties and the peculiarities of learning in a particular department.

The research results will be used to adjust the communicational policy of the National Mining University and to improve informational knowledge and work with enrollees.

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## **INSTAGRAM AS INSTRUMENT OF MARKETING**

Instagram - free application sharing photos and videos, allowing users to take pictures and video, apply filters, and distribute them through your service and a number of other social network

Interface languages - English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish, Russian

In October 2010, the number of users only via the iPhone app reached 30 million people. In March 2012, 25 million people were involved due to Android. As of July 2013, Instagram audience was 80 million people

Monthly service active audience is 90 million people. Every day they put 40 million images, and every second they leave 8,500 likes and 1,000 comments

With regards to the use of Instagram, as an element of marketing an additional application to your account in Instagram, which called Statigram and has the functions of content management Instagram, was issued.

It's functions are:

- to show the most appropriate time to publish photos and time the average photographs continue to receive likes - photo lifespan
- to analyze what filters and settings attract the most likes and comments
- to show, who becomes your follower who has lately, as well as who has ceased to be your followers

- to create a ranking of your most active and dedicated followers
- to allow write messages to your followers within the Instagram network and private messages as well.

All of these benefits are a distinctive feature of this program from others. There are several program - peers, but they do not have such popularity and number of users, hence are less attractive to marketers

It can be concluded that the program in collaboration with Instagram annexed program Statigram, can serve as a great marketing tool, based on the social networks.

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## **INTERDEPENDENCE OF PR AND ADVERTISING**

To date, most of the companies do not understand functions and tasks of PR, considering it part of advertising. Therefore, charges on PR such organizations plug in the item of expenses on advertising, although PR and advertising are quite different things: if PR creates and supports brands and reputation, advertising reminds about brands.

Budgets on advertising and PR must be differentiated, because they have quite different goals which complement each other perfectly. So, the budget of PR is expended for creation of positive perception of goods or services by target audience, and advertising's budget is spent to reduce competitors' chances to take the place in consciousness of users and at the market.

The difference between advertisement and PR budgets is huge not only in our country but in the whole world as well. According to experts in 2012 the market of PR in the USA made \$10 billions, when advertising made 58 times more (\$580 billions). Nevertheless, experts forecast that market share of public relations will grow, while role of PR as a strategic tool of reputation management increases. Furthermore, advertising becomes expensive in traditional sense and often does not simply reaches the target audience.

Despite the fact that lately idea about rise of PR and recession of advertising is popularized by some western scientists, practice shows the opposite. And it affects the marketing budgets' allocation directly.

PR budget takes about 15% of global advertising budget. In our country such correlation doesn't even exist. Generally companies don't have budget on PR either it's share is 5-10% at most. Yet, it stimulates the industry. The most creative PR decisions we can see, for example, in an unprofitable sector, where budgets are minimal.

For example, in a multibrand company like «OLIMP», there are a few trademarks and each one refers to its own segment of market. Consequently, each of them has its own aims, tasks, terms and promotion tools. Therefore, investment ratio of PR and direct advertising differs considerably for each trademark.



Also it's essential to understand that in «Direct advertising» concept (considering TV-ads and outdoor advertising) actually include such tool as «sponsorship». Although it would be logical to add such type of communication to the list of PR-instruments, today's alcohol producers use it as a direct method of promotion. It is not only media-sponsorship, which allows to be present in daytime TV and radio broadcast but also actual event-measures (as event sponsorship), receiving the full-scale announcing due to the sponsor of project.

Therefore, indicative investment ratio of PR and direct advertising varies in next range:

- lower-price segment - 5-8% on PR and 70-85% on direct advertising (including the direct advertising and sponsorship on TV and radio);
- middle-price segment – 10-15% on PR and 65-70% on direct advertising (including the direct advertising, sponsorship on TV and radio BTL measures and event sponsorship);
- higher-price segment - 15-25% on PR and 55-65% on direct advertising.

Speaking about a "premium" segment, the role of PR increases significantly, while special event-projects and placement of models in print media are used as the basic tools of the direct advertising. Other communication tools are also used here. They focused on achievement of that clearly limited, quite narrow and elusive target audience, which basically refers to traditionalists preferring well known and familiar trademarks.

Accordingly, we can conclude, that regarding the allocation of budget funds for PR and advertising should be noted that all depends on those strategic goals which company sets for every specific trademark and if cost and effectiveness ratio of contact with target audience while using PR tool is unreasonably high in comparison with resources of direct advertising then conclusions are obvious. If trademark's promo-campaign is based on the means of direct advertising, but it looks more like using a sledgehammer to crack a nut, you can't handle it without PR-tools.

Advertising and PR budget allocation in large companies depends on the features of company, its aims and current situation. It's clear, that in mass-market oriented company advertising will always prevail over PR. At the same time the players of B2B markets are much more oriented on the reputation constituent of their image. Same factors concern organizations, working in the problematic or conflict field. Functions of PR and advertisement are simply incorrect to compare.

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## **BRANDING AND CHANGING OF FOCUS GROUP'S BEHAVIOUR**

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Branding was subsequently used in business, marketing, and advertising. Proper branding can result in higher

sales of not only one product, but on other products associated with that brand. Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc.

Brands typically are made up of various elements, such as:

- Name: The word or words used to identify a company, product, service, or concept.
- Logo: The visual trademark that identifies the brand.
- Tagline or Catchphrase: "The Quicker Picker Upper" is associated with Bounty paper towels.
- Graphics: The dynamic ribbon is a trademarked part of Coca-Cola's brand.
- Shapes: The distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands.
- Colors: Owens-Corning is the only brand of fiberglass insulation that can be pink.
- Sounds: A unique tune or set of notes can denote a brand. NBC's chimes are a famous example.
- Scents: The rose-jasmine-musk scent of Chanel No. 5 is trademarked.
- Tastes: Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken.
- Movements: Lamborghini has trademarked the upward motion of its car doors.
- Customer relationship management

In the world of marketing, focus groups are seen as an important tool for acquiring feedback regarding new products, as well as various topics. In marketing, focus groups are usually used in the early stages of product or concept development, when organizations are trying to create an overall direction for marketing initiative.

Rebranding is the term used to describe taking an existing brand and changing or altering its message and design elements. This involves changes to a brand's logo, name, image, marketing strategy, and advertising themes. Such changes typically aim to reposition the brand/company, occasionally to distance itself from negative connotations of the previous branding, or to move the brand upmarket.

Some successful examples of rebranding:

1. The changing the logo «Starbucks», one of the most popular coffee shops in the world, is a great confirmation of the trend of minimalism in design.
2. Lego is an incredibly overlooked brand when considering marketing achievements. Constant updating of their brand, as well as continually branching into new product categories. Lego stays up to date by keeping their toy themes relevant with popular culture and themes, often making partnerships with other brands such as movies, TV-shows and even video-games.
3. Combining the essence of its first two logos, the new Intel image makes a statement about the company's directions and promises to "leap ahead" in every aspect of technology, in order to make its costumers' life better.

This shows that the rebranding is an important step for the further development of the marketing organization, increasing demand and improving the emotional connection the focus group with goods or services.

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## **THE GAMES WE PAY**

Psychologists have already proved that people being social creatures, unconsciously plan their life as a game. By claiming the game priority in social life, we don't claim that they are very funny and their participants don't take them seriously. For example, football and other sports may be quite complicated, and their participants are serious people. Some of researchers include serious situations in a game definition", writes psychologist Eric Burn in his book "Games people play". Video-games give people more freedom in behavior and occasions so there's nothing astonishing in their popularity.

In 2010 appellation "gamification" became trendy. It defines a use of the games in non-game sphere. First gamification examples were based on rewarding people who shared their experience on platforms as Foursquare and Gowalla. A person checks-in in certain establishments and gains points, after feaching certain points quantity he receives a medal with status.

When definition of gamification is used in this report I doesn't mean the creation of a game or it's integration but it means customer's motivation with his stimulation. So, the gamification in marketing may be defined as a complex of events that more or less directly make consumer to use company's services. That goal is made possible with game mechanics which are based on people's psychological behavior.

Stimulation for any action, encouragement of the consumer to reach a new relations level with the product or service, ratings, collecting. All of these methods are more likely refer to the game marketing, as are present in the gaming world .

Two years ago marketologists used gamification model to pull users on some web-page srimulating them with some encouragement for discovering all the site's functions-social above all. In 2011 business-applications for company's coworkers just appeared. And it won't be surprising if in three years sales of those applications will raise till 15 billions dollars.

For the last years gamification in marketing became not just imaginable but real-with interactive advertisements, that aren't just entertaining but also profitable. Interest in this kind of advertising isn't one-sided, it is interesting for customer to participate. Potential and actual clients are drawn in the virtual product's world.And what if not attention is valuable for advertisers?

Besides advertisement in the apps appear interactive videos, interactive banners and bords on the streets. Interactive platforms may be anywhere.

Now we should name game marketing advantages:

- prolongued communication with the customer;
- nobody makes users to play,he is responsible for his time and actions,a brand's transmissivity raises;
- it appeals younger consumers;
- flexible mechanics. Game content isn't important.
- a customer chooses his gifts;
- elargement of the audience;
- increasement of the platforms quantity.

Though there's a big problem in this abundance of advantages. This sort of marketing is very difficult technically, it costs a lot because of the bigger quantity of options in the creation process. And those 10 % of audience that is generally passive is hard enough. It's not a teaser advertisement that is already pall, it's a different reality.

Game advertising directions:

- Advertisement in the games ,or product placement;
- Game banners;
- Quests on the internet and in the real lives;
- Gamification ,or real multiplatform advertisement ;
- Interactive advertisement.

As a conclusion: With the complication of the law "On Advertising" many of the traditional channels of communication became less available or more expensive. It's likely that advertisers in Russia and Ukraine will pay more attention to new media niche, or to channels that were formerly considered secondary. Detection of those niches will be easy with game marketing.

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## **ENGINEERING EDUCATION IN THE DEVELOPMENT OF NIGERIAN ECONOMY**

Engineering Education is the primary stone of development of a country's sources and prosperity. Therefore the primary optimistic training and research establishments of different multinational companies, skill acquisitions and national economics will promote a competent human supply.

The word 'Engineer' come from the Latin word "ingenium" meaning talent, genius, cleverness or native ability on the other hand, Engineering Education is the professional art of applying science to the optimum conversion of the resources of nature to the uses of mankind and moreover, it is far from clear that engineering education is preparing our graduates to succeed in a global economy. The stagnant number of engineers graduated each year in Nigeria has become more visible as

competition increases for the high-tech sector of the global economy from both developed and developing nations. Although it seems obvious that graduating more engineer in a world increasingly dependent on technology should be a Nigeria priority. There is nothing more fundamental to the future of Nigerian's Engineering enterprise than attracting talented young men and women to the pursuit of an Engineering degrees and providing them with an education which will brings about the role of Engineering Education has impacted to the development of knowledge society. Economic growth creates wealth to the development of a country and Engineering Education as a body of knowledge will continue to contribute tremendous developments of mankind (man and woman).

Human capital is becoming more important every day than traditional money capital as source of Economic growth. What sort of individuals, workers and citizens are needed in the Engineering knowledge society? Several answers can be given to this question, but a large consensus exists, not only among educationalists, on the fact that autonomous individuals, entrepreneurial and creative workers, responsive and socially active citizens are preferable to the "versions" considered more popular in the industrial society. Engineering innovation and creativity are now valued as keys to successful economic development, the real "wealth of nations" of the 21st century. We all know individuals bear responsibility for their own competence. Companies and other bodies are responsibilities for ensuring that their organizations function effectively and fruitfully as well as for developing their workers skills and abilities in order to promote this effectiveness.

Individuals can always bear responsibility for their own life, livelihood and create job opportunity to other people in a society founded with Engineering knowledge. This brought the ideas of State sending students abroad to acquire competent knowledge in the field of Engineering to create positive impact on human capital to be able to build industrialization in every part of the country. This also makes the country to extend their diplomatic relations and cooperation to different countries in the world along with entrepreneurs, investors and companies to invest in the region. It is in this way the foundation of Nordic society built around social equality will be subjugated and strengthened.

Engineering education (EE) is so momentous and should be spiritedly pursued and it should fully exploit the available possibilities for promoting sound Engineering education (EE) and sustain development. The development and maintenance of database of engineering manpower in the country by the government, it will assist Nigerian engineers in taking advantage of globalization and also be able to compete internationally.

I admire Engineering Education because it has most important channel for upward social mobility. From the perspective of society, Engineering Education has strengthened the national consensus of many developed and developing countries. It is the foundation of motivation to engage enterprise and guarantee of Finnish prosperity.

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## **AMBIENT MEDIA AND CROWDSOURCING: WAYS OF CONNECTION**

The present sales promotion activities even using complexes of marketing communications ATL (above-the-line) and BTL (below-the-line) not always are able to solve all the marketing tasks. Under the dynamics of macro- and micro environmental indicators the way of bringing information to the end-user needs to be flexible. Ambient advertising is one these effective and ingenious methods of attracting the consumers.

Ambient media (or A.M.) is a kind of outdoor advertising that uses the environment of the target audience's locating [1].

EMMi Lab's, Ambient Media Association (AMEA) adds semantics to ambient media, and brings together industry, research, and visionaries to envision the media landscape of the future in terms of business, technical, human-computer-interaction, production, and content creation. The Association is founded by the Entertainment and Media Production (EMMi) Lab, which is situated at the Department of Business Information Management and Logistics within the Faculty of Business and Technology Management at the Tampere Univ. of Technology (TUT). [2].

A.M. has certain features, here are 3 main of them:

- alternativeness: using the specific features of target audience's environment (evolution of the ATL channel);
- outer viewing (from outer to inner): using the specifics forms of placing information, penetrating even in the intimate sphere (inner space) of the consumer's life (evolution of the BTL channel);
- smart planning: using the individual approach in each specific case

Nevertheless ambient media has several disadvantages:

- problem of quality and original appeal;
- A. M's individualism and rare unification make difficulties with the design a stable and universal marketing construction for its application;
- opaque system of calculating the price of such campaign;
- lack of monitoring etc.

Offers for the problems' solution. The basis of economic planning and marketing activities of any company involves choosing a particular concept of firm behavior on the market. At the moment, there are 6 standard approved marketing concepts. There are also certain derogations from them, and some experimental concepts such as "marketing concept of individualism".

In the present conditions bargaining power of consumers is growing and the power of mediators is being tried to reduce for cutting costs and increase profit, therefore the market needs refreshing of the interactional methods with the manufacturer.

There is an assumption based on a preliminary analysis what helps to compose an Ansoff matrix. So we see, that it has some similarities with the A.M., for example, "Non-standard promotion" has the same features as the Diversification strategy.

		Ansoff matrix	
		Communications	
		Standard media (ATL & BTL)	Ambient media
Implementation	Standard mediators	<u>Conservative promotion</u> Six standard marketing concepts	<u>Improved promotion</u> Achieving the WOW-effect
	Crowd sourcing	<u>Utopian promotion</u> Unnatural use	<u>Promotion of non-standard</u> Extensive use in narrow focus

Fig. 1. The comparison of the Ansoff matrix with Ambient- media tools

Crowdsourcing provides the transfer of certain production functions to an indefinite number of persons who may be volunteers or amateurs in a certain area. According to the picture 1, it can be concluded the sense of applying the crowdsourcing component because it can neutralize the most complex aspects of ambient-media.

Problem of quality and original appeal. Crowdsourcing can be is used to accumulate a large number of ideas and suggestions from the target audience. In this case, the firm using quantitative informational strategy can get ability to analyze it and convert into high-quality solution.

Opaque system of calculating the price of such campaign. Monitoring system involving crowdsourcing component provides engagement of IT to get feedback. Counting systems are marketing effectiveness through marketing research, in which the respondent can assess about the effect of A.M., if it has been taken the serial advertising as a standard. Data from these studies can be converted into a specific amount of money to be laid in the advertising budget (method of determining the budget based on a percentage of sales).

Lack of monitoring ambient-media. Using data from marketing research it can be able not only obtain statistical information, but introduce its monitoring effectiveness. The main ascent is viral spread of advertising among the target audience. The monitoring can be carried by Yandex search (thought blogs) or with the help of specialized services for monitoring eg Youscan (important in the propagation of the viral effect via the Internet). [3]

Conclusions. Today the traditional marketing ATL and BTL complexes are not completely effective. They are transforming into more advanced systems, such as ambient media. Ambient media has big potential and operates informal methods what make it useful for application with the traditional media or independently.

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## **THE OPENING OF A NEW FILIAL BRANCH CENTER OF A SALE OF PURIFIED WATER**

The consumption of butylated water in Dnepropetrovsk increases by 4 per cent year. In addition to that, analysts underline that citizen prefer concretely noncarbonated potable water. The high level of potable water demand is accounted for the pollution of water resources.

The firm “Silver water” supplies the purification and delivery of potable water since 2010 year. During 3 years of their work, they built a perfect reputation and became trustworthy, submitting to citizen of Dnepropetrovsk water only with the best quality. To clean water, they use only profession equipment with a specially selected cleaning system. Accordingly to people’s demands they chose that system.

The firm “Silver water” implements about 850 000 of liters a year. The market share for production is 21 percent. The firm works only on Lenin district. There are two main competitors working in the same district. There are two points of water cleaning that “Silver water” uses. A consumer can come and accrue deperated water or to accrue a tare for clean water. The firm plans an opening of new center of purification water in Dievka. Because there is no center of water purification in this district. The citizen of this district should go to Communar to buy water and it takes about twenty minutes by bus or they use some water filters that are not gainful.

The center of water purification will be built on the place of people’s centralization. According to this fact there will be considered following standards:

1. The center has memorized architectonic shape, color scale that symbolizes cleanliness, freshness and confidence, memorized logotype with a name of product and trademark;
2. To provide a good visibility of center;
3. To provide a free place in front of the center;
4. To provide a place for free parking of automobiles;
5. To provide the working hours of center from 9 am to 21 pm without break.
6. To give an attention to activities for raising public awareness about quality of water, some useful traits of it. Sellers should follow the rules of polite communication with consumers.



An address advertisement will be used. The bright, recognizable flyer with characteristics of product that contain the name of trademark, brief information about the quality of product, cost of one liter of product; working hours of the center, additional collateral services, address of center.

The flyer will be percolated nearby metro of Communar, because there is a terminal station of a share taxi that goes to Dievka, an address delivery to post boxes of flats and offices.

The product price will be used on an equal footing with competitors – 0,5hryvnas/ liter, which provides a good demand of product and formation of client base. The accompanying commodity prices were fixed with minimal markup with an aim to attract clients. The service staff of company should wears corporative working cloth: an apron, headgear, one-off gloves (in accordance of norms and rules of SES), madden by standards of a company.

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### **3D ADVERTISING. THE NOVELTY ON THE ADVERTISING MARKET IN UKRAINE**

Such concept as 3D advertising was known only to a small number of companies a few years ago. However, electronic installations, 3D posters and outdoor interactive advertising are widespread nowadays and it is unlikely that anyone will be surprised now. 3D technologies are vital if you are willing to attract new customers and retain old ones. It is impossible to pass by such advertisements and not to pay attention on them, due to their originality and brilliance. Outdoor advertising in the form of 3D stickers can be posted in the street right on the pavement. People are looks itself under the feet than at the sides

According to the recent research, people much more frequently look down under their feet than at the sides. It resulted in appearing of floor advertising. Usually people concentrate their attention on the billboards for 2-3 seconds, and the aim is to create an advertisement that will be able to provide consumers with all necessary information about the product and to secure information in their minds within such a short time.

3D drawings are typically used in carrying out:

- Various advertising campaigns and PR activities;
- Exhibitions and presentations;
- Holidays and special events.

The most popular ways to use 3d advertising techniques are:

- Poster. Placed in a shopping mall poster will undoubtedly attract attention to the advertised product. According to the investigations, information that customer will memorize will be almost 400%.

- The three-dimensional image on the floor. The Stereo-vario images can be placed under the feet of visitors of shopping centers, cinemas, car parks. The effect of the convexity or dimples causes people to unconsciously change the rhythm of the movement, and 3d advertisement focuses their attention in the advertised product.

- Advertising at transport. Image of product or service placed on subway trams, buses, trolleybuses, trams and other types of transport, will allow covering a large cluster of market for relatively low cost.

- Manufacturing handouts. Making business cards, flyers, magazines, calendars, catalogs using 3d technology, will undoubtedly enhance the image and awareness of the advertised brand. These products will look very creative and high quality of an ad will reinforce the view of the potential client about the reliability of the company.

Having such a significant advantages over the conventional ways of presenting information, 3d advertising is still a relatively new trend in the advertising business, and its operational application will give your company a competitive advantage in the market of goods and services.

Advantages of 3D advertising:

- Novelty - the ability to qualitatively differ from competitors;
- Entertainment features form a positive attitude toward advertising, increases loyalty to the product;
- Amazing visual effect - people are making a photo with advertising medium;
- Coverage in the media and the Internet allows you to extend the validity of the advertisement;
- Well done 3D advertisement will certainly have the effect of viral marketing and marketing by word of mouth.

Disadvantages of 3D advertising:

- 3-D advertising has a relatively high cost;
- The complexity to cover the target audience;
- The difficulty in choosing a place for making 3-d pictures;
- Legality of applications under the laws of a country.

Foreign companies have had this kind of advertising in their arsenal for several years and in my opinion it is necessary to adapt these aspects to the Ukrainian advertising market because it has a number of advantages and fewer disadvantages in comparison to similar types of advertising.

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## **MARKETING RESEARCHES OF EDUCATIONAL PROCESS**

The prestige of university is primarily created by its graduates. Thus, university conscientiously watches after all the aspects of the educational process. Regular monitorings help to correct and update study materials, methods of teaching and to provide the new forms of teaching in time.

In 2012-2013 it was conducted a survey of students. The quality of educational services has become the object of research , as it is the main part, that influence on the skills level of the specialists. There is examined an educational program of the University , preparation of academic staff and their impact on the professional skills of the graduates. Subjects of the research were students of the fifth year, who can evaluate whole curriculum.

Students were offered to analyze the level of providing educational process , professional skills of the lecturers, carrying out practice and the other aspects of educational services. The evaluation was conducted on a five-point scale. Students had an opportunity to express their wishes, propositions for improvement of quality of the education services. For the processing interviewing results it was used the functions of Microsoft office Exel, which let to minimise the coefficient of error.

First of all students were proposed to analyze the content of educational process. With the help of the questions, which let to determine the rationality of load distribution during the year, it was determined that students are satisfied with a timetable of the lectures , amount and quality of disciplines and also distribution of time between the forms of the lectures.

As for the educators' professionalism, almost all the students (85%) are satisfied by the level of education. It tells about the high qualification and educational erudition of the lecturers, their ability to make students interested in discipline, and to find a common language with the students.

The set of disciplines at the faculties meets the needs of practical activities. Practical training left not only good memories and skills but also the excellent results of questionnaire (80%). It is naturally, because university cooperates with large corporations, such as for example DTEK –the largest energy company of Ukraine, which is a leader of mining and energy sector. The result of such cooperation is the opening of Methodology Center, where it became possible unification of strong theoretical base of the university and advanced practical technologies, which are applied in DTEK. University fully ensures the necessary conditions for a practical activity and future employment of students. Only 5% among the all students were dissatisfied with practical activity. It can be connected with the personal wishes or program of practice. (Fig. 1)

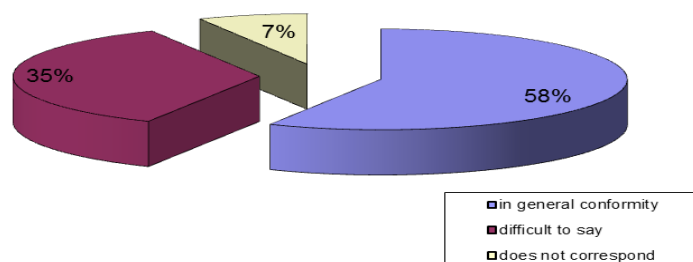


Fig. 1. Correspondence of the discipline set at the faculties to the needs of practical activity

Today, the most popular is creation of conditions for self-education of students. The lecturers inturn try to motivate students to search an additional material by themselves, with the purpose to deepen and expand their knowledge. The National mining university creates all conditions for self - this is opinion of the 72% of respondents. (Fig. 2)

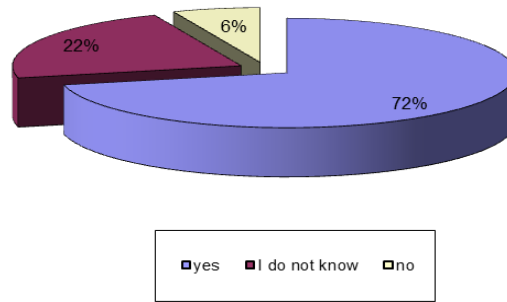


Fig. 2. Creation of conditions for self-education by the university

The analysis of data showed, that students are satisfied with the quality of educational services and believe that the University according to the time introduces innovations of educational process. The evidence of it are results of NMU activity showed in the rating “TOP-100 Ukraine”, where National mining university is ahead only of the three higher education institutions. University raised up 3 places during the last five years. NMU took the third place among the technical universities of Ukraine and the first place among the universities of the region.

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### **THE NECESSITY OF INTERNET - MARKETING IN THE MODERN WORLD. PROMOTION OF PRODUCTS AND SERVICES IN SOCIAL NETWORKS**

Nowadays the Internet has become not only a way of connecting people around the world but also the part of life. Modern business as modern communication is impossible to imagine without the Internet. Pursuant to GFK Ukraine company’s investigation, in December, 2007 Ukraine set a new record in the Internet activity. 6382672 the Internet users appeared in the country. [1] Active usage of the Internet technologies stimulates classic marketing theory transformation and leads to the Internet -marketing – its specific tendency. Virtual communications are indispensable condition of enterprises’ competitiveness. In their works in the Internet marketing marketers investigate virtual micro- and macro environment, web-opportunities for doing business, virtual forms of sales promotion: contextual advertisement, direct-mail, commercial associations foundation and attraction them to the social networks for goods’ advertising or creating the enterprise’s image.

As we know marketing communication mix consists of four elements but the peculiarities of sales promotion in the Internet cause the necessity of the traditional communication mix restructuring. Therefore internet communication mix consists of five elements: advertisement, PR, sales promotion, search optimization and virtual associations. [2]

In the modern tendencies, companies place high emphasis on sales promotion in the Internet. Social network or any its prototype unites users with definite interests. This business-model is the most complicated in organization. [3] Site's visitors play an active role in content generation. In free social networks promotion is used the most often as such social networks are heavy hitters. In corporate context it is possible both to use open, public social networks (Facebook, Twitter, LinkedIn and other) and to found closed resources meet organization's needs.

On the basis of the fact that an advertisement is actively used in the social networks it is necessary to show more creativeness and technological effectiveness to reach marketing and communication goals. Smm-marketing became very popular as an effective tool for site's promotion in social media, at the thematic forums and communities. First of all, smm- it is not a sell but the work for company's image and holding social events that have an impact on the reputation. The most widespread tools of Smm-marketing are foundation and promotion of company's associations in the social networks, fan page or personal profile promotion that often is united with videoblog. First of all, promotion in social networks gives an opportunity to influence on a target group in a pointwise way, to choose those areas where this group is introduced most of all.

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## **SOCIAL MEDIA MARKETING**

Social media marketing (SMM) is an important part of moving goods from producer to consumer. Social media expand the territory of the brand from a product of communication to the general emotional territory. Social media broadcast the mission of the brand in the broadest sense of the word: self-improvement, taking care of loved ones, simple and comfortable everyday services. SMM creates new metrics and understanding of user actions. Many brands tend to organize social network, dialogue, a forum on the site, which provides a content consumer.

SMM differs from ordinary marketing: it is the channel of communication, but does not impose advertising message. Communicating in social networks is of high quality, messages are sent directly to the administrator. The truth is that social networking is not worth going if the business is not adjusted. SMM is highly competitive. Information noise has been increasing (to take only at least a dozen stations "good morning"), it will soon become harder to win ' place in the sun'. 50%

of the display positions are obtained in the first half hour after publication. The remaining 50 % are in the next 7 hours.

Facebook is the most «thankful» tool which includes experience of promotion group, infographic development and brand image. Promotion strategy in Facebook should consist of four parts: attract, involve, affect and unite. It is easy to say "influence". How it can be evaluated? Helen Min of Facebook explains the influence as how your fans share your news. Another useful advice on a new page of a Facebook invites the first most loyal customers who will lead friends. Communities of practice, a variety of social tools (photo, travel, music and others. ) allow you to work from the very niche to the widest audiences.

CEO SocialBakers Jan Rezab showed statistics brands to engage: the highest percentage is demonstrated by the car companies.

In conclusion, modern companies can not do without a good social marketing, as a huge target audience spends more time communicating in social networks. The future of networks will belong to such social media as VKontakte, Facebook, Instagram and others.

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## **CONCEPTUAL GENESIS OF FINANCIAL COMPETITIVENESS**

Today term "financial competitiveness" used worldwide by scientists, researchers and practitioners in describing the economic efficiency of market entities at all hierarchical levels of the market environment. On the one hand, its meaning is very understandable intuitively and, at the first sight, it doesn't require intensive research, because the ability to compete for financial resources has always defined the success of market entities. On the other hand, its dialectical development seems extremely interesting and almost unknown from the point of the hierarchy of the market environment (micro -, meso -, macro- and meta- levels). Both mentioned facts actualize our researches.

Undoubtedly, derivative of investigated term is competition. If we look in dictionary, we can see that Russian and Ukrainian interpretations of "competition" are close in meaning to the "rivalry". Interestingly, that in English and French interpretations of "competition" are close to Latin "rivalitas", that comes from ancient times and means "dispute or rivalry between people who took water from the same irrigation canal". "Competition" as a scientific term appears much later in the Enlightenment epoch.

Thus, for a long time meaning "competition" and "rivalry" were identified. Even classical economists are not differentiated these concepts, generally speaking about free competition.

In modern sense, term "rivalry" refers to actual behavior, while the term "competition" refers to a model that determines the direction of market construction and that uses to predict the behavior of concrete market [1].

To help in discovering term "competition" we can look in "Economics". It contains such definition: "Competition is the presence on the market many independent buyers and sellers; also it is the opportunity for buyers and sellers to enter or to leave market freely". We are talking about "free competition" [2, p. 389].

Generally, there are two methodological approaches to research the competition, t.i. actionistic (behavioral approach) and structural. The structural approach is presented by classics and neoclassicists (K. McConnell, S. Brue). According to this approach, the basic prerequisites for the competition's existence is market economy; certain structural conditions; main condition is the presence of many producers with approximately similar goods. With this concept of competition researchers study and analyze the current market structure and processes to identify the competition's degree. Actionistic approach is presented by school of management and by economic sociology. According to this approach, competition is considered as action designed to achieve certain benefits. That is rival and competitive actions, which are aimed at resources' possession and opportunities to improve their position in market surrounding. In our opinion, structural approach reveals the concept of competition as a pertaining to concrete market model, its structure and processes; it can give a reasonable explanation to these processes and the producers' behavior.

As for the term "financial competitiveness" we try to understand the basis because of above-mentioned.

Competitiveness can be defined as the ability a class of entities (product, company, region, country) occupy a certain market niche [3, p. 451]. That is, within a given country's economy, certain sector, certain market segment there is the "place" which is occupied by entity (or group of entities).

Beforehand, we are interested in enterprise's competitiveness (since it is the primary element of the economy). Adding pre-word "financial", on the one hand, we are going through the financial sector within the enterprise; on the other hand, we understand that our entity will be identified by comparison of this inner financial sector and other related sectors of entities the same class – industrial enterprises.

Having been based on this perspective, financial competitiveness is competitiveness of enterprise's finance, quality of financial resources compared to the competitors. Paying attention to above-mentioned, first of all, we must decide on the industry of the enterprise; then we have to define market model, where enterprise competes (if competition is); then we must analyze both the enterprise's financial sector and the industry sector as well. Comparing these sectors gives us the possibility to estimate the level of enterprise's financial competitiveness.

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## **GUERRILLA MARKETING STRATEGY**

Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.

Guerrilla Marketing is about taking the consumer by surprise making an unbelievable impression and creating copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. Guerrilla marketing is often ideal for small businesses that need to reach a large audience without taking a lot of money. However, big companies are using this type of marketing as well.

There are six the most effective methods of guerrilla marketing:

- 1) Cooperation with companies working with the same target audience, but selling the other (non-competitive with your) products.
- 2) Another "partisan" technique: holding any shares, of which all the media themselves will want to talk about.
- 3) Mostly often used for shocking. Particularly successful was "Euroset" company. For example, in 2002 the company issued shares and anyone could get a mobile phone, if it comes in one of the shops network and undressed naked
- 4) The so-called «life placement». That is, the introduction of the goods in the ordinary everyday life with the use of happy customers.
- 5) Using the environment as a ready advertisement.
- 6) Using a car as a mobile non-standard advertising.

To sum up, using these tips you will reach unbelievable success in advertising a new product. Try to remember, that guerrilla marketing is a cheap marketing strategy that makes a company a market leader in this ever growing world.

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## **DEVELOPING A MARKETING STRATEGY: TARGETING AND POSITIONING**

To put the marketing concept into action, a decision must be made on the appropriate marketing activities focused on satisfying customer needs. An overall plan for conducting marketing activities is a marketing strategy. Marketing Strategy is a plan for selecting and analyzing a target market and developing and maintaining a marketing mix that will satisfy this target market.



Creating an effective marketing strategy is based on five steps: understanding the market climate and marketing strengths and weaknesses; developing a marketing strategy; building a marketing plan; implementing the plan and monitoring the success of the plan.

Real marketing strategy provides a way for creating and delivering true value to distinct groups of customers. All successful marketing strategies have one specific feature : they begin and end with customers.

Marketing strategy is known to be a combination of the targeting, positioning, product/service attributes, marketing communications, pricing, distribution and customer service. The two most important elements are targeting and positioning.

One of the first issues a marketer considers is the targeting decision. The targeting include identifying the people you want to direct your marketing efforts towards.

All of the target groups can not be profitable. So, to be the leaders of the competition marketers take time to devise a market segmentation plan and discover the most profitable target.

Customers on a market may have many different needs that cannot be satisfied by a single marketing mix. Then, a market segmentation approach proves crucial. The firm divides the total market into segments and creates a marketing mix for one smaller market segment rather than for the total market.

When a marketer has identified the financially optimal target group, the next step is positioning. Positioning is the reason why people buy one product rather than another. Products and services that stand for something important or remembered for something significant have an advantage. The positioning decision is not one that should be made in a one-hour meeting. Making the right targeting and positioning decisions takes time.

Formulating the remaining components of marketing strategy should reflect the needs, interests, habits, and behaviours of the target group and the motivating attributes of the positioning.

Marketers develop a message strategy that puts the product or service in the most positive light. Many tools and technologies exist today to help marketers make complex decisions. All that is required is the will to use them.

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### **THE NEW WAY OF MODERN ADS**

Traditional advertising is rapidly losing its popularity. The fast rhythm of life, a large flow of information, forced manufacturers to look for new advertising solutions.

Non-standard advertising is one of the ways to stand out among the competitors. An ability to apply a non-standard advertising successfully can significantly increase sales and brand awareness. However, insufficient analysis and poor planning may devalue the efforts of all creators of the advertising campaign.

The abundance of advertising has led to the fact that people started noticing it much less. As a result, designers and creators of advertising campaigns have to work harder to ensure that their work is carried out its basic function - to attract customers. In such cases, an unusual advertising or ambient media is most effective.

Scientific definition of non-standard advertising does not exist. Each specialist understands something unique for himself. The concept does exist and is widely using, but there is no clear distinction between standard and non-standard advertising. One advertiser simply said: "non-standard advertising - everything that is not in the price list."

Ambient media differs from traditional forms of communication by the development of new media (different from the classical media in public places). Ambient media is moving closer to the consumer - in the intimate sphere of the target group.

Ambient media involves an unusual, creative solution or unusual placement. Such advertising surprises the audience with their unconventional and shocking. Outrageous advertising is also unusual.

Any interesting promotional product - is a good news occasion for the media, which attracts the attention of the population, increasing its efficiency.

Unusual ad attracts attention by its own freshness and novelty.

Multiplying of memorable instances does not make sense - what caused the desired response once, becomes a standard with repeating.

In developing process of the advertising project the risk of failure is large enough, as even the most original idea can be easily spoiled by unprofessional performance.

Non - standard advertising is applying for more than 100 years, but its popularity began to grow only recently. Experts have calculated that each citizen receives more then 3500 advertisements a day, which is 200 messages every 60 minutes. Most part of the information is not perceived, passed through the eye and consciousness. A person focuses intension on a few bright posters, unusual actions, outrageous commercials on TV and radio - on a non-standard advertising.

A narrow audience, useful for a niche product, can be reached by using of non-standard advertising. The main role in the popularity of non-standard advertising plays a novelty of the idea. If a potential customer remembers an advertising message at least for a day, it is considered to be successful.

The advantage of non-standard advertising is higher level of influence on consumers. It stands out and attracts attention. Non-standard advertising can achieve significant results even with small budgets.

Most consumers do not perceive ambient media as advertising, so the credibility of such information increases.

One of the drawbacks of non-standard advertising is the necessity of careful planning and preparing for a future campaign. It is important to elaborate a detailed scenario of campaign and its implementation.

Another disadvantage of ambient media is the risk. Unlike to the traditional ways of promotion, the new advertising is using for the first time. In addition, it is difficult to assess the reaction of consumers to them.

One more drawback is the inability to estimate the effectiveness of advertising campaigns. During developing the scenario, except for creativity, it is necessary to think carefully about any possible consequences of this campaign.

Advertising has become routine and now it is not longer new and interesting, as it used to be. Nowadays, it does not attract enough attention of buyers. It is necessary to change the method of creation of the advertising company for returning its efficiency.

Ambient media is a logical extension of the standard advertising; it is the next step in the evolution of advertising.

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## **MARKETING AS A FORMING MEANS OF OUR NEEDS**

Marketing is a great science. Through the ages it has been building the society. In my opinion, the concept of marketing in Ukraine is not interpreted correctly. It happens because the social and economic situation in this country looks like a mess. As a result, the main goal of marketing – «maximal customer's satisfaction» is dropped out, and at the forefront comes «maximal enterprise's profit».[1]

Marketing is an essential part of business and political life. Nowadays, interests of some countries yield to company interests. Rapid technological development and high competition creates a system which is constructed like a malignant tumour, and the larger it grows the less chance we've got to get out of financial and credit troubles. Instead of improving the quality of the product, its real efficiency and life cycle, companies deceive costumers with pseudo-innovations and impose unnecessary needs on them.

Man, by nature, can be subject to external factors, which consequently form a personality. So there is a need to have a right environment if we want to have a healthy society.

Marketing in this case serves as the main instrument to form the necessities of a modern consumer. Satisfying human's needs is a continuous life process on the Earth. It leads to the conclusion that the knowledge and a proper use of marketing techniques can effect not only the development of individual enterprises, but it can also help to manipulate the entire countries.

For example, let's take an incident involving the Republic of Haiti and the USA. [2] The US banned the country from supplying endless stocks of rice from the Haitian territory. The country became a victim of the circumstances, in which a handful of oligarchs in charge possessed all the wealth of the country. Marketing helped to conceal the truth of what was really happening in the global economy. The media showed effective donations from the States to the country and different volunteer programs aimed to restore it. That turned into an advertisement of the USA, promoting it as a caring and friendly country.

Famous brands can become self-sufficient and influential enough to affect the

whole countries. For instance, Pepsi Cola entered into an agreement with the Indian government. The company has made a profit of millions of dollars from the new market, while the domestic producers in India went bankrupt. [3]

These examples can be compared to the situation in Ukraine. Over the years the Ukrainians have learned to adapt themselves to the living conditions. We apply maximum efforts to achieve our goals, but do not get the desired results because of the corrupt structure of the business.

Politics and Economics are closely interrelated. Marketing is a connecting link that transmits all the information through the media, where it is edited in a way, which is profitable to the government.

Marketing can draw the society's attention from the major issues and impose useless dreams and desires. Their realization requires money, and this money rotation circuit automatically turns healthy people into the components of the "system".

Marketing of a person can create the cult of the leader. It forces people to rely on this leader and not to use their own possibilities to make life better. Elections have become a game of a couple of people who view it as a way to manipulate money accounts. It is also a chance for students to earn extra money.

I believe that Ukraine with its boundless agricultural potential can take an advanced position in the world industry. But it requires restructuring of a governmental system, motivating programs for farmers and conscious marketing. Here, it should be emphasized that the task of marketing is to help the public to understand its role in the formation of the Great Ukraine.

All-in-all, believing in one's own abilities allows changing for better and standing one's ground in this battlefield of life.

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## **MARKETING CHALLENGES IN UKRAINE**

Today, marketing activities of the most Ukrainian enterprises can be characterized as a spontaneous or entrepreneurial marketing. Spontaneous marketing is expressed in periodic attempts of conducting a small advertising campaign to promote sales. At the same time, support and sales promotion is paid significantly less attention. Only about 25% of Ukrainian enterprises use marketing research to develop marketing strategies.

The following problems of Ukrainian marketing are highlighted in the scientific literature:

- lack of understanding of the role of marketing in development management of industrial enterprises;
- lack of understanding of direct links between the successful positioning of the company in a competitive environment and the profit obtained;
- marketing departments do not always have the desired status in the management structure of the enterprise;
- consumer preferences are weak and are taken into account in the production programs of domestic enterprises with a long delay;
- existence of informal sector, dumping, standards replacement, the active work of "partisans against marketing" in consulting ;
- imposition of sociologists' own standards for the purpose of market research.

However, there is a growing understanding of the necessity for full market research in Ukrainian business. For example, the company "Trading Systems" (Kiev) faced the problem of strong competition in the market of office furniture. The research has clearly set target segment and allowed to adjust the production range. As a result, the company's revenues grew by 60 %, the opportunity to invest in development of production and increase the range of products arose. Such well-known Ukrainian companies as "Merks", "Ekran" followed the same way.

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## **A MARKET OF EXPRESS DELIVERY IN UKRAINE: STATUS AND PROSPECTS OF DEVELOPMENT**

Express Delivery Market is a part of logistics services market, which development is taken turns quite rapidly, each year there are more and more new firms because e-commerce development is rapid and many companies transfer functions connected with logistics to outsourcing, this facts promote the development of postal services and courier companies. Until recently, Ukrainian used the services of well known SE "Ukrposhta". In fact, SE "Ukrposhta" had not competitors. Today in Ukraine there are hundreds of large and medium courier companies that provide post logistics services, for example, transport and delivery of letters and parcels weighing up to 30 kg. Courier services did a rate on the speed performing the orders and enticing to itself many clients. For instance, the company "Nowa Poshta", based on the market in 2001, has offered customers the delivery of parcels in Ukraine during the day. According to data published on the website of the company, now it has a network of 847 branches. Competitors in the market could not boast such number of branches, yet. For example, the nearest competitor "In-Time" has about 300 branches.

It's interesting to know, that SE "Ukrposhta" is not afraid of active development of the postal business in Ukraine, because the postal services market primarily depends on the work of SE "Ukrposhta" that is national mail operator in Ukraine. This enterprise has an extensive network (14 thousand units) and a car park

(more than 4 thousand vehicles) and is a powerful player on the market. Also, it is the only company that delivers mail in the most remote corners of the country.

Talking about the market of postal services should also be remembered international companies working in Ukraine. Representative players such as DHL, FedEx, TNT Express and UPS appeared in the country before most Ukrainian firms. But despite the fact that they are able to make delivery in almost any part of the globe, the cost of their services is significantly higher rates of local services and therefore they are less in demand. Also, at the moment, in the Ukrainian market are working Bridge Express, Euroexpress, ExPost, Absolute express and PostMan. It should be noted that the Bridge Express is oriented on the international Catalogue companies, while company " Nowa Poshta " almost captured the internal market of online stores [1].

The fraction of "Ukrposhta" in the general structure of logistics mailing (mail and courier activities) in 2011 was 42%, which is 10% less than previous year.

The total volume of parcels market in 2012 is about 2 million items per month half of which goes through SE "Ukrposhta", another goes through courier services. However, courier services which have the biggest number of items work with mass shipments such as online stores, MLM Companies, index trading etc. This is crucial in their activities. Simultaneously, this departure is most profitable for the company. With the increasing number of branches of certain companies reduced their share of shipments "to door" in quantity and value terms. The service like "the door" in the total income of all private courier companies are 40%, while in the quantity of delivered items - almost 48% (excluding Mailing and shipping of small correspondence - letters, invoices, promotional products). However, for some companies this type of delivery is essential, such as "Bridge Express" (80%) and "Euroexpress" (75%) and a number of medium and small companies, while in the " Nowa Poshta " and "In-Time " basic type of delivery is delivery "to storage" and this companies are focused on retail and service loads up to 30kg [4].

In 2012 positive trend courier activity that was observed in 2010-2011 increased on 29.9% over the same period last year. Thus, more weight has played corporate segment

With the influence of the Internet, the largest decline suffered printed correspondence (newspapers and magazines) as a means of obtaining information the rate of decrease in the delivery of this type of departure has progressed every year since 2000. Their number is reduced by 7-10%. Share of written correspondence is quite stable with slight growth.

As for the parcel, the situation looks better for example in 2011 the growth of shipments amounted to 5.7%, it should be noted that it is on 4 times more than it was in 2000 [2].

Income derived from the donation of postal services in 2013 is 2 458, 1 million USD. Including 424.9 million USD is income received from the public, which is 2.9% more than in 2012. Proceeds from courier activities in 2013 at 249.0 million, of which 6.2 million constitute income from the population (which is 58.0% more than in 2012) but overall revenues declined are less in 2012 on 7.4% [3].

Despite the fact, that there is no corresponding provisions of the legislation that would regulate the activities of all participants in the market, courier services and postal delivery is now an integral part of almost all business areas. Therefore, the active development of this area of work is essential, especially in a difficult economic situation.

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## **GLOBALIZATION, GLOBAL ECONOMIC DYNAMISM & GLOBAL RECESSION INDEX**

This is the era of global market economy. Globalization of economic affairs, in this modern global market arena, has rapid increased the exchange of knowledge, trade and capital throughout the world by the advantages of technological innovation.

What is globalization?

"Globalization" is to mean increase in worldwide trade & exchange beyond the domestic and national market to an increasingly open, integrated and boarder less international economy.

The phenomenon of globalization began in a primitive before several hundreds of years since the emergence of trans-national trade and has got momentum only after the WW II when general agreement on Tariffs & Trade as well as World Trade Organization (WTO) came under the framework. During the last couple of decades it has become an international dynamic due to technological advancement.

Globalization has both positive and negative aspects. Globalization has spurred tremendous economic growth and alleviated poverty throughout the world through accelerating international trade diversifying economic, creating employments, increasing income. Globalization has stimulated innovation, promoted quality and reduced the cost of the products and services. The volume of world trade increased 27 folds from \$29 billion in 1950 to \$8 trillion in 2005 and GDP per capita increased from 1.2% to 3.5% in the same time frame (WTO 2007).

On the contrary, due to globalization, world economy has been inter-dependable which is venturesome for world economy resulting global depression.

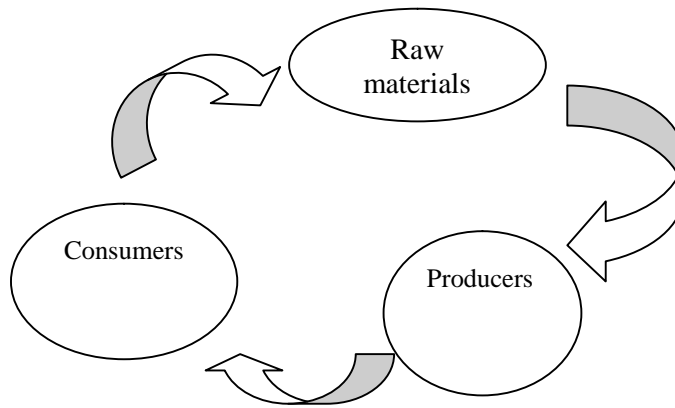


Fig. 1. World economic structure

The collapse of any segment of the circle is the cause of the collapse of the entire structure. This structure can be compared with the human body. If pain is commenced in any part of human body whole body suffer from.

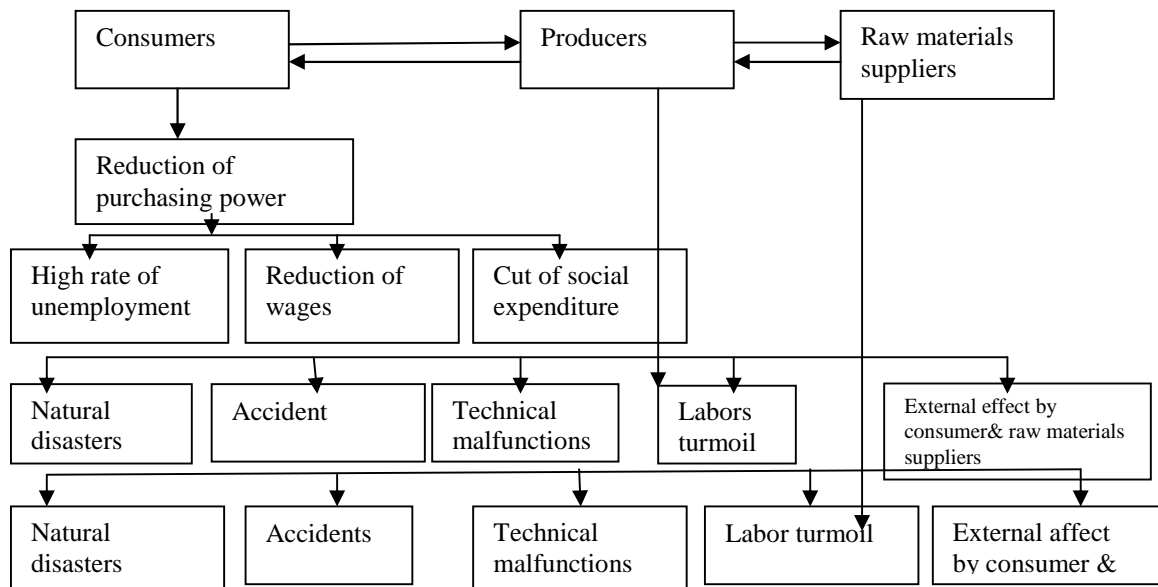


Fig. 2. Causes of collapse of structure

Very many functions are involved in every segment. Raw materials suppliers involves the functions, are yielding or lifting, marketing, exporting, importing, transporting, taxing etc. Much more functions are involved in production segment including importing, producing, processing, packaging, advertising, marketing, exporting, transporting, taxing etc. And consumers segment involves importing, assembling, processing, packaging, advertising, distributing, marketing, taxing etc.

If any segment of the structure is affected by internal or external cause it first affect its internal functions then its counterparts. More specially, when consumer part is affected it first affects its internal functions then its counterpart production part.

In last 10 years world has faced two global recessions. The global economic recession in 2007-08 that is the worst the world has seen since great depression of the 1930 and current on going global recession since 2011.



The malfunction of the structure weakens demands, lower price of the exporters, high volatility price and lower revenue; downturn the international business, cut employments and taxes resulting global recession.

Globalization of market has accelerated the producers' competition. To run the race producer from the developed countries are transferring to the cheap labor force, raw materials or potential markets to minimize the cost. Thus, developing countries are losing the employments and purchasing capacity affecting the global economy.

As globalization accelerates the trade among the countries more regularly and effectively, countries stopping producing the things they can import more cheaply and being concentrated to produce the things they can produce well. Individual countries are losing their abilities to produce certain goods completely, relying on other countries exclusive to meet the demand. Thus, the countries of this group are losing creativity, employments & economic growth causing global depression.

*Potential ways to subdue the circumstances.*

For stability inter-dependability of the world economy has to be lessened through increasing productivity. Productivity creates employments that increase purchasing capacity which create potential market & accelerate competition which stimulate innovation. Raw materials export based economic countries have to increase their domestic use through introducing regional raw materials based production industries and infrastructural development. Together with imported raw materials producers based economic countries have to be more concentrated to use regional raw materials effectively. Consumer countries have to go to the production more frequently and more regularly. Developed countries have to switch in knowledge based economy.

For desire consequences governments have to take effective and efficient measures to create talented human capital through proper education, training programs, R&D and entrepreneurial activities.

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## **MARKETING ACTIVITY AT THE INDUSTRIAL ENTERPRISES: PROMOTIONAL MIX**

Industrial Marketing is the activity of enterprises on the market of goods and services, aimed for the promotion of these products (services) from company-producers, to those organizations and businesses that purchase them for own use in the manufacture or resale.

Promotion of products (services) on the industrial market is a set of activities undertaken to increase demand, increase sales, the formation of customer loyalty.

The main objective of promotion includes:

1) Informing about the product and its options. Any customer benefits and related innovations are meaningless if the consumer did not know about it. Purpose of promotion is to convey this information to the consumer.

2) Positioning. Presentation about the product is necessary to form in mind of the consumers, for identify the goods and services offered by selecting them from the total range.

3) Members incitation of marketing system. The best way to increase sales in work with intermediaries is offering benefits such as discounts, promotions, gifts, extras, bonuses.

4) Promotion of more expensive goods. If product acquires new and unique quality in customer perception the importance of price falls in the decision to purchase.

5) Formation of customer loyalty.

To achieve success in your activity it is better for you to use the following set of promotional tools (for the industrial market):

Advertising. Consumer should know about your unique selling proposition from advertising.

Personal (direct) sales.

Participation in exhibitions.

Sales promotion. Consumer promotion, counterparty promotion, sales staff promotion.

Public Relation. Events, new, publications, sponsorship, means of identification.

Using the media.

The implementation of promotion complex will allow you to build strong relationships with partners and customers.

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## **MARKETING TOOLS IMPACT ON THE CONSUMER BEHAVIOR**

One cannot work effectively in the market environment without knowing the consumer behavior. The enterprises that will be able to research the peculiarities of the consumer behavior and to influence their behavior or at least to take into consideration its peculiarities, will be able to keep and expand the volume of production sales and profits.

The modern concept of integrated marketing communications provides for thoroughly balanced and coordinated work of all communication channels in order to form a clear, consistent and persuasive idea about manufacturer and his products.

The main means to persuade during communications are chosen according to the level of consumer readiness to percept a communication appeal:

- high level – direct way of the persuasion process. Only important arguments are used for forming a well-founded thought;

- low level – indirect way. One resorts to indirect hints concerning advantages of production to persuade a consumer, e.g. on behalf of the person who gives arguments;

- medium level – complex. Both can influence arguments and indirect hints.

Price policy influences the consumer behavior. While forming the price policy of an enterprise one should take into consideration its unprecedented influence on the consumer behavior. Price formation should be based on the analysis of factors of demand which contain: preferences of consumers, consumer characteristics of a product, its qualitative characteristics.

Correlation of prices and quantity of purchases by these prices can be explained, firstly, by the influence of laws of demand and supply and by the price flexibility, secondly, by different reactions of consumers of a particular market segment on price. There are four categories of consumers according to the perception of prices and understanding of purchases:

1. Purchasers who are highly interested in prices, quality and assortment of offered production while choosing a purchase. This group of purchasers is greatly influenced by advertisement which describes useful qualities and advantages of a product.

2. Purchasers who are susceptible to “image” of a product, they pay great attention to service and personnel treatment.

3. Purchasers who keep up certain categories of enterprises (e. g. openings) while buying something and they are ready to pay more for the sake of these enterprises.

4. Purchasers who prefer, first of all, convenience irrespective of a price. Consumer sensitivity to a price can be decreased depending on a number of factors of price importance which induce relative effects: the effect of unique value; the effect of knowledge about analogues; the effect of comparison stability; the effect of total expenses; the effect of ultimate profit; the effect of cost allocation; the effect of irrevocable investment; the effect of relation between price and quality; the effect of supply.

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## **HOW TO MAKE GOODS REALIZATION MORE EFFECTIVE – NEW APPROACHES TO WORK WITH CLIENTS**

Until recently the main mode of goods realization has been fully aggressive. The trader was merely interested in making the client purchase by all means the product or services offered (40% of all his efforts). Most of his time as a rule was dedicated to the presentation of the product or service focusing exclusively on its

advantages (30%). Imposing the product the seller knew very little about the client's needs and even was not interested to learn about them (20% of efforts). His presentation was not aimed at forming confident relations with the client who could have given the seller more possibility to persuade the client buying the product.

Russians got acquainted with such a model of trading during 90<sup>th</sup> of the previous century when this country was flooded by foreign emissaries offering new and attractive forms of resort property abroad. Clients were invited to luxurious hotels, motivated to get gifts (a strong motive used in marketing for attracting people is to promise something free of charge), offered some beverage and impressed by handsome men with charisma who in an extremely rapid and efficient way advertised club holidays. Another peculiar feature was that clients were never given a minute for reasoning – the reasons of the purchasing benefits were very well expressed. The process was accompanied by another marketing technique – from different corners of the hall one could hear happy exclamations of new proprietors of holiday property sharing free champagne with the personnel and the rest of the clients. Why was this model substituted?

In a year or two the holiday time-share owners were split into several groups. The first and the smallest group were people satisfied with this purchase as it gave them possibility to take advantage of the club's personnel for buying real entity or apartment abroad. The other group, the second in size, felt that the money invested would never be returned, and stopped paying administration fees. The third group tried time-share holidays ones or twice but couldn't afford it more losing the money invested. The biggest group was composed by unsatisfied people who comprehended that they were cheated when were promised the paradise receiving just some place under the foreign sun which required more and more investment. The last group being dominant made the marketing tools applied by clubs' personnel to be changed as they gave negative advertisement of a good idea. Besides, the proper client has changed. He doesn't want to be imposed a product not to be forced to buy it. He prefers to take his own decision due to his needs and preferences. A new model of selling the holiday product was to appear. It also happened in other spheres of commerce and gave rise to a new marketing strategy.

The client is not forced aggressively to buy. All the benefits are exposed altogether with detailed calculation of how much money he would need further to maintain his holiday property. The main accent in the new marketing model is made on forming confident relations between the manager and the client. These relations start even before the client appears in the club. Previously he gets materials about the club holidays sent to him to be acquainted with the location and facilities. He fills in a questionnaire for the club administration. It occupies more than 40 % of all the seller's efforts to create confident relations, to make the client believe in what the manager is saying, in his openness and frankness. Special questionnaires are offered beforehand to comprehend the needs and financial status of the client (30% of seller's efforts). The presentation of the product is important but it culminates all the preliminaries and gives the client possibility to ask his final questions to feel sure of the rightness of his decision (20%). The client is treated mildly. He is given time to consult his friends, to give another thought to the offer, to interview the manager and

the personnel, etc. And only 10% is given to the final act that is the contract/ deal signing.

Such model of marketing might be called “mild”/”soft” in comparison with the previous, aggressive one. Both of them share the same aim – to make the client purchase the product or service. The difference is in ranging priorities of the marketing steps towards the positive result. Why is the mild/soft marketing model more progressive?

A client who has formed confident links with the manager is never lost. He would come back. For sure!

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## **WHY MARKETING OF HIGH TECHNOLOGY DIFFERS FROM TRADITIONAL?**

Marketing of high-technology combines basic marketing concepts (product, price, distribution, marketing communication and promotion pricing) with aspects that are unique to “new-to-the-world” products.

The main differences between the marketing environments of high-tech companies.

First, the prominent features of a high-tech enterprise outside the environment. Markets of high-tech products, as well as the technologies themselves are changing much faster and more unpredictable than in traditional industries. This has a direct impact on both the content of marketing of high-tech enterprises, and the nature of such enterprises, as well as interested parties such as investors, creditors, representatives of the government.

Second, the different nature of high-tech enterprises to create added value. High-tech enterprises are characterized by higher risks of flexibility and unpredictability of the process of new knowledge.

Third, features are external and internal environments of high-tech enterprises determining the need for special management. Among the methods of control that are directly associated with the high-tech companies are, for example, knowledge management, management, use of adaptive organizational structures. A separate major problem is to assess the intellectual property of high-tech enterprises. Significant features are modern methods of funding, supply chain management, business - planning and personnel management at high-tech enterprises.

So, marketing of high-tech is vastly different than marketing of a consumer product that carries little or no risk. In the risky world of high tech, the customer will not rely on the word of the provider. The customer's decision making process is based on finding objective information from reliable sources, something the vendor cannot provide.

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## **MARKETING MOVES FOR A BUSINESS**

Fedor Ovchinnikov a businessman from Syktyvkar attracted more customers to his bookshop thanks to a blog. Learning how to blog is a great way to either promote a business or earn money. Blogs can be used to get the attention of search engines and drive traffic and interest toward a business.

Interesting marketing moves depend not only on creativity, but on how well they correspond to the target audience, which is needed to business. Special mobile or computer application are developed to colourfully prescribe services, goods and products of the company. Mobile marketing has truly come of age today. With the advent of several types of mobile games mobile marketing game is coming to the fore. It has been discovered that advertising in the mobile gaming industry can give a tremendous opportunities. It is expected that this aspect of mobile marketing will be booming in the very near future.

The “gold” of any business - is loyal customers. Whether it is a grocery store or a beauty salon, in any case, the result of good work is that the person comes back to the store again and buys the product or uses the service once again. Such an interesting marketing step is offering personalized discounts for regular customers. Businesses use discount pricing to sell low-priced products in high quantities. With this strategy, it is important to cut costs and stay competitive. Large retailers are able to demand price discounts from suppliers and make a discount pricing strategy effective.

The fact is that nowadays applications for computers, telephones and other gadgets are in huge demand. They are also considered to be an interesting marketing move, coupled with the application, but this time it is not a game. Online marketing is a huge part of growing online business. However, opportunities available for offline marketing to supplement the promotion you done online should not be neglected. Online marketing offers a global reach to a wide customer base. However, offline marketing helps to build relationships, establish loyalty and create credibility. Those things all help to significantly grow online business.

## **PERSPECTIVES OF THE INTERNET-BRANDING IN HOTEL BUSINESS**

The term «brand» in Ukraine has become popular recently, but has already become a whole search area. In western countries it happened 50 years before. There is no single definition of the brand. Everybody has it's own idea of this concept, but there is one generally recognized formulation: brand – it is a trademark and related associations.

Marketers and brand-managers have learnt how to «build» and «destroy» brands, and the best of them are analyzed and studied.

Nowadays there is now single definition of branding. In marketing this term is used to identify a set of measures, the purpose is to increase brand awareness and to form loyalty to the brand. Branding is used in a variety of business areas, and the hospitality sector is not an exception.

Presently, many hotels and even more hotel chains focus their efforts on the formation sustainable competitive advantages and strengthening the image of their own business. Thereby, the special attention is paid to branding, which purpose is to make customers «fall in love» with brand and it's services, to increase the adherence of customers.

Branding, for Ukrainian hotels, is a new concept, but a lot of global giants are already successfully using the conception of branding. Because of this, the names such as «Marriot», «Holiday In», «Ritz», «Hilton», «Accor», «Four seasons» are giving birth to the associations of something reliable and qualitative in people's mind.

The secret of a successful hotel's branding is to understand what does the customer want, what does he really expect of your product or service, and to develop a model of building and developing the brand in accordance with it.

Another aspect of successful branding is to track the latest trends in hospitality area and to put them into practice. For example, if the popularity of healthy lifestyle is increasing, it makes sense to pay attention to «ecological» image of your hotel. (The use of natural materials in interior, cuisine for vegetarians, etc.)

The appearance and development of the Internet led to the separate component of branding – Internet branding. In Internet the meaning of brand becomes larger than in traditional world.

How to pass the information about brand to potential customers of hotel services? In 21 century Internet - branding comes to the rescue. And it begins from creation your own website. A good hotel website – it's an effective tool in marketing and indispensable assistant in creation a positive hotel image in customer's eyes.

The process of building and development of brand in Web can be divided into two phases. At first, a formation of awareness of audience is happening. At this stage the basic tasks are customer's awareness of brand, understanding in which category it

is and what it is itself. On the second phase the most important tasks are: strengthening of brand and customer's loyalty and closer interaction with them.

On this basis, the basic methods of formation and promotion of hotel brand in Internet is image advertising in Internet, sponsorship, public relation organization in Web and building the partnerships.

The traditional branding has become an integral part of marketers and top-managers work, but the Internet-branding only have to do it. Nevertheless, nowadays we have to prove the importance and efficiency of branding in Internet less and less. Of course, the pioneers in this area are Western and big national companies, but eventually all who are going to achieve significant results and to take their place in consumers minds, will begin to move in this direction.

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### **ESPECIALLY THE USE OF BENCHMARKING IN UKRAINE**

Nowadays, most chief executives in Ukraine consider benchmarking as a regular competitors' analysis or market research. The present level of competition forces companies to find more sophisticated ways to improve the product qualities and services. The relevance this problem is increased with the growing globalization of the world economy and Ukraine's accession to the World Trade Organization (WTO), which, therefore, dictates the need to find new tools for creating a sustainable competitiveness of domestic enterprises in the strategic perspective.

How to become a leader in this market segment? What products do the main competitors manufacture better? In addition, how to implement successful and proven solutions? These and some other questions have recently begun rather popular direction called benchmarking. The purpose of benchmarking is to establish the probable success of the business based on the product study.

The success of the benchmarking project is highly dependent on the definition of the marketing spheres, which will be compared. There are many problems, but only such issues as financial activity, product characteristics and price are solved. More flexible and more detailed indicators are used less frequently: it is difficult to identify the target-matching object and analyze the information received. The objects to compare are the indicators related to the key -success factors of the competition.

The majority of Ukrainian entrepreneurs don't use the benchmarking because they don't know much about it. Moreover they are not aware of valuable b projects, which Ukrainian consulting firms could offer. However, we can notice the elements of benchmarking in many projects connected with the methods of work improvement at many Ukrainian enterprises. The first example of the benchmarking is the company's quality system certification according to the standards of the International Organization for Standardization (ISO), which increases the competitiveness of Ukrainian products, which appear at the international market. So, the certification process is the benchmarking process. In order to be certified according to ISO, the



company should adapt its business processes and internal activity to the requirements of ISO. The best-known examples of successful certification of Ukrainian companies according to ISO system are Brewery "Obolon", Lutsk Bearing box Plant and the plant Ambulance. The certification of these enterprises was carried out with the participation of foreign consultants.

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## **VOLUNTARY ENVIRONMENTAL CERTIFICATION AS A METHOD OF CREATING COMPETITIVE ADVANTAGE**

Voluntary environmental certification is a relatively new tool for marketing in Ukrainian industrial sector. Throughout the world about 400 different voluntary environmental standards exist, including ISO 14000, EMAS, Fairtrade, Forest Stewardship Council, and many others, which are applied for sustainable development of various businesses and different kinds of enterprise structures.

In Ukraine, the companies are certified with rare exceptions only for compliance with ISO 14000. However, because transition to these standards is voluntary, nowadays just around dozen businesses are certified with ISO 14001. This tool is still poorly used as a method to create a competitive advantage.

Studying the experience of "Sandora" company has shown that the transition to voluntary environmental standards can give a company significant economic and market advantages:

- Expand export opportunities of products in the CIS countries and Western markets;
- Demonstrate a potential consumer high level of liability for environmental safety and production, and thus increase the level of consumer confidence and increase sales in certain markets;
- Reduce the environmental and economic conflicts and improve the efficiency of the whole system of marketing;
- Switch to the concept of mutually beneficial partnerships with suppliers, customers and other market participants who are interested in creating environmentally sustainable chain of sales;
- Get the benefits to participate in various government projects and orders as an environmentally sustainable enterprise;
- Switch to energy and resource saving technologies.

Research has shown that the company does not receive all benefits due to the lack of necessary marketing activities which should be directed to formation of an appropriate image for the buyers. Particularly for the "Sandora" company it would be reasonable to carry out the following measures:

- Organize specialized exhibitions, competitions, fairs;
- Take part in international competitions of bioproducts;

- Promote products through retail;
- Inform consumers through media, etc.;

Develop a delivery system of organic food from producers to consumers directly.

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## **THE POSTER, AS THE MAIN TYPE OF ADVERTISING**

Today the poster is the most popular type of graphical edition, performing visual tasks of political propaganda or serving as mass media, advertising and instruction.

"Poster is an urban art. It is designed to attract our unthinking automatic views, taking away from the ever-lasting rush and returning for a moment the meaning of life" (Sergey Serov). [2]

The high speed of modern city life, an increasing number of cars and fast movement on the streets - dictates and determines the "language" of the creation of posters: the relatively large size, briefness, clarity and preciseness, generalization and simplification of images, the dropping of secondary details, symbolic designations, the maximally short and clear text. Thanks to these well-defined functions, a poster will be able to keep its leading position in the advertising market for quite a long time.

Poster's history began in Ancient Rome and Egypt, and the "father" in its modern form is the Frenchman Jules Shere, who also stated the basic principles of the modern poster, which are functioning nowadays.

The stylistic devices of the latter-day poster are:

1. First of all, a poster functions from a distance and quickly. It deals with the masses, the crowd, rapidly changing, so it must act at first sight, his call should be a lightning.

2. A poster is associated with the wall, pillar, window, etc. Therefore, it is somehow akin to decorative painting, murals, and mosaics.

3. However, it possesses a significant difference from the decorative painting (which is often neglected). ...A poster is supported by the wall and acting on it, isn't organically connected with it. It is only attached to it, sticked to it, but it still has autonomous, independent existence from the wall. [5]

Types of posters are various and are divided according to the purpose into following groups:

a) a political poster is one of the most effective forms of political agitation, embodies the policy goals and slogans.

b) a information and advertising poster solves the tasks of informing about variety of cultural and educational activities as well as tasks of advertising - introducing products and services to the customers.

c) a educational and guidance poster - pursues the aim of promoting scientific knowledge, methods of work, different rules, etc.

One of the most important indicators of economic effectiveness of advertising or advertising products is the development cost of an advertising contact with potential customer. Entrepreneurs realize that if they want their advertised products to be noticed and recognized, one of the best decisions - to release a colorful and memorable advertising poster, because a poster made by offset printing is not much more expensive than regular flyer or brochure, but hundreds and even thousands of people will be able to see it. [1]

In recent years, outdoor advertising has become very popular. In terms of profits it comes second only to the Internet-advertising. It attracts a large number of spectators and in effectiveness is comparable to television. [3]

So, we can make a conclusion - some posters glimpse before our eyes and then disappear from memory. Others - burn a desire to possess this product and make an instant purchase, and others are just remembered for time by their originality and creativity. Therefore compelling advertising poster is always art. [4] In its most general form, regardless of time or place, a poster is the message to the public and is seen as informative, psychological and commercial instrument, depending on what is prevailing - information, suggestion or sale.

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## **MARKET ANALYSIS OF RESTAURANT SERVICES IN DNEPROPETROVSK**

Over the past six years in Ukraine market volume increased from catering 12.3 billion to 28.4 billion hryvnia, according to the company's Restaurant Consulting . At the same time , according to experts of the company Pro-Consulting, only in 2012 the number of establishments increased by 13 % compared to 2011, reaching almost 900 . Profitability of the restaurant business in Ukraine contribute considerable Restaurant "margins" at a fairly cheap products, as well as the fall in the value of real estate suitable for places if five years ago, the cost of 1 m. m reached \$ 10 thousand , now - a maximum of \$ 2.5-3.0 thousand.

Turnover of restaurant industry in Dnepropetrovsk:

2012 – 580 392 900 UAH

2011 – 517 036 200 UAH

2010 – 455 679 500 UAH

2009 – 394 322 800 UAH

Approximate number of companies of the restaurant business segments in Dnepropetrovsk:

Restaurants, cafes and bars - 500

Coffeehouses - 200

Fast food places - 100

Motives of visits (ranking in order of importance):

Restaurants, cafes and bars

Number 1. Activities:

- Parties,
- Be on public,
- Look at the people and show yourself

Number 2. Communication:

- Friends
- acquaintance
- Business Meeting

Number 3. meal:

- eat
- Not expensive
- nourishingly

Coffeehouses

Number 1. companionship

Number 2. recreation

Number 3. Products and Services:

- Good coffee
- Wide range of desserts and other beverages
- Free internet

Fast food places

Number 1. meal

Additional motive – on the occasion of banquets corporate events, weddings and birthdays.

In Dnepropetrovsk, demand is subject to strong seasonal fluctuations, due to the fact that our city is not of much interest to tourists, locals tend to go during the holiday season, so the demand in the summer months is significantly reduced.

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## **THE INVESTIGATION OF CONSUMER ATTITUDE TO DENTAL PREPARATIONS IN CASE OF IDEAL POINT**

The limitation of present information of general type as to medical preparation (MP) assortment for dental practice incites us to marketing investigations dental preparations (DP).

During the DP market investigation questionnaire of 100 respondents has been carried out in Kharkiv and Kharkov region. The most of questionnaires were women aged 21 – 30 (54%).

The general consumer attitude to DP according to the model of ideal point in the case of TOP-10, which are in great demand among the population, has been determined. Due to ideal point model, the general consumer attitude to the good or to trade mark can be estimated by real consumer assessment of trade mark or good quality, consumer ideal for given types of relations, meaningful of each good criterion for consumer. The difference between ideal and real assessment of each criteria, taken with weighing ratio of its meaningful for consumer, defines the relation stability.

The less the consumer attitude value  $k$  to the good  $b$  ( $A_{bk}$ ), the bigger will be the consumer assessment  $k$  the good  $b$ . The best value  $A_{bk}$ , which good can have, equals zero, this proves that good accurately responses the consumer conception as to ideal set of criteria. Respondents were proposed to point the degree of criteria importance during DP choice and estimate the following criteria to 7 point scale: effectiveness, safety and rational MP usage, the quantity of MP in a package, MP dosage, easy usage, MP composition, the quality of design, package design, informed about MP, price, and annotation presence. Respondents pointed the ideal meaning for each criteria.

On the base of obtained results we can make a conclusion that such preparations as Stomatophit ( $A_{bk}=0,3945$ ), Metrodent ( $A_{bk}=0,3887$ ), Lysobact ( $A_{bk}=0,3945$ ) mostly corresponds the conception as to ideal characteristics set for given MP.

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## **EKOMARKETING IN UKRAINE: PROBLEMS AND PROSPECTS**

Nowadays in Ukraine and worldwide more prevalent is so-called “green marketing” or eco-marketing. The main reason for this process is the development of environmental consciousness of humanity and its own responsibility for saving the Planet. One more reason is our fear for ourselves, because we all want to live a healthy lifestyle, eat healthy products, wear natural clothing etc.

Ecological marketing is a specific type of marketing that involves targeting the entire enterprise (product development, its production, packaging, transportation, sale, promotion, recycling and disposal) to form and meet environmentally-oriented demand for profits, environmental protection and people’s health [1].

It would seem that such aspirations are only positive, but the environmental theme in marketing has long ceased to be a whim of some supporters of a healthy lifestyle and turned into a powerful consumer trend. Currently, ecological branding includes a major shift in consumer psychology, and virtually no sphere of life is left behind. Ecological lifestyle and environment-oriented thinking became an important

part of traditional Western culture of consumption. But if we investigate this issue, we can see that most of it is about the people's illusion for a better quality of life. And most manufacturers, marketing specialists and brand-makers are interested in creating and nurturing this kind of illusion. After all, products with the prefix "eco", as practice shows, are more expensive for 30-40% and, therefore, they provide greater profits [2].

At the time of massive "greening" of enterprises more products position themselves as "eco-friendly", but experts estimate that only 4.5 % of them are eligible for this grandiose name. In the West, where "green marketing" is much more common, they began to use a special notion of "green washing" - ecological positioning of the product or service without sufficient grounds for it [3]. The American company Terra Choice regularly publishes a report on this activity in the U.S. (Green washing Report). In one of them, the company has allocated seven "sins" of "green washing":

- Sin of the Hidden Trade-Off: If a product claims to be green in one sense, but ignores other significant impacts. The product is marketed as "eco-friendly" because it has one or several advantages, but marketers hide its important weaknesses;

- Sin of No Proof: If you can't prove it with reputable third-party verification, you can't claim it. Environmental positioning is built on the basis of statements which are difficult or impossible to prove and, especially, certify by third-party;

- Sin of Vagueness: Terms such as "all-natural", "environmentally friendly" and other vague or unregulated descriptors can mislead consumers.

- The (new) Sin of Worshiping False Labels: Often, a product has an official-looking seal, but the seal is meaningless because it is dreamed up by the product marketers themselves, without any application of third-party standards.

- Sin of Irrelevance: If a claim is true, but doesn't distinguish the product in any meaningful way, marketers have sinned.

- Sin of the Lesser of Two Evils: The manufacturer can focus on certain characteristics of the product, which really give the right to consider this product more "environmentally friendly" than counterparts. But the damage to the environment of use it is still high.

- Sin of Fibbing: Simple. It's a lie. Some companies will go as far as claiming to be certified organic or Energy Star-certified, but cannot back up the certification [4].

Currently in our country market of ecological products is still poorly developed. Nevertheless, it should be noted that the standards of "environmental" or "environmentally friendly" products do not exist in Ukraine. Thus, the barrier of entry to the market is practically absent. And now, we can find some cases of speculative green marketing.

Thus, we can conclude that we should not run to extremes, and believe that environmental products are absolutely necessary, because, in general, "green" trend in marketing is very positive. They demonstrate a minimum positive shift in public opinion. However, looking for goods with the prefix "organic", "eco" or "bio", you

should analyze the product which is in front of you, what is its origin and you should also think whether its "ecological friendliness" is simply a tool of influence on the minds of consumers.

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## **THE IMPACT OF INFORMATION RESOURCES ON MARKETING OPPORTUNITIES FIRMS**

The effective utilization of information resources is necessary for the organization. The information on segmentation of the target market allows the company to reveal marketing possibilities. The information is necessary for accurate definition of competitive advantages of the company and its strategic positioning. At last, the information on a strategic position of the company in the market is required for construction of effective business strategy on the basis of competitive advantages.

Firm possibility will successfully compete in the market to be defined by two key factors. First, it is ability of the company to reveal and consider further action of competitive forces and their dynamics. Secondly, firm possibilities to mobilize and operate the resources necessary for realization of chosen competitive strategy. A key element in the above described process is search of relevant sources of the information and efficient control them.

That the firm could reach the purposes, timely access to the objective information is necessary for it, helping to make strategic and tactical decisions. Thus the analysis of the business information creates a basis for formation and preservation of competitive advantages. The data two criteria is the cores at an estimation of available sources of the information and prospects of application of this or that kind of the analysis.

The information from external sources arrives in the organization at the analysis of environment and the target market. She allows to estimate the influence rendered on firm commercial (competitors), forces political, social, economic and regulating (state). In parallel with it in firm streams of the information influencing formation of competitive advantages circulate.

They arise from the analysis of costs and functional profit, and also from the analysis of technological possibilities of the organization. The information,

concerning process of formation of competitive advantages, allows to receive an objective picture of relative competitive position of the organization in the market. At last, three information streams set forth above influence formation of private elements of corporate strategy (working out of price and industrial strategy, distribution strategy).

The external information gets into the organization through various functional divisions and at different levels of management. Thus, once having got to the internal environment of firm, the information can or free in it circulates, or have the limited circulation, or in general to become confidential. At last, it can remain without attention as "irrelevant".

For successful achievement of strategic targets and tactical problems the firm should trace all possible sources of hit of the information in the internal environment and provide its maximum use. It can occur only in the event that all interested parties in the organization will get timely access to relevant information sources. In an opportunity the analysis and information use become interactive process in which participate both representatives of a management, and employees of all levels of management. information organization target market

The information, concerning a demographic situation, is used for definition of world and regional tendencies in population change, it structure, and also laws, characteristic for the concrete state or region. This information is the critical factor by working out of marketing strategy.

One more significant aspect in the analysis of environment of the organization - the technological environment. First, technology development can be an incitement for merge of various branches. Secondly, technology development leads to that information technology occupies now one of leading places in formation of competitive advantages of the organization. Especially this role is important in branches (in bank and insurance spheres). Thirdly, technological growth can have essential influence on a market position of competitors. Technological advantages usually are rather strong competitive bonus.

The analysis of the information, concerning technological changes in organization environment, is relevant up to a point provides with additional new competitive advantages and allows to improve the available. Thereupon (know-how) in concrete firm actually information is considered possibility of practical application of the received information much more significant factor, than.

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## **TOURIST MARKETING**

Tourist marketing represents a complex of methods and the receptions focused on carrying out researches of the market, segmentation, the analysis, a choice of strategy and the solution of objectives.



Main objective of tourist marketing is an - identification of opportunities of the fullest satisfaction of needs of clients from the point of view of psychological and social factors, and also definition of ways of the most rational from the financial point of view of business management by the tourism organizations, allowing to consider the revealed or hidden needs for tourist services.

Marketing in tourist activity gives the grounds to firms to develop new, more effective types of tourist and excursion services, to improve technology of their production and sale for the purpose of receiving profit. The main function of tourist marketing is a purposeful impact on formation of recreational requirements, demand, development of the range of provided tourist services, free market prices, market segmentations.

The following stages enter into tourist marketing:

- studying of demand for tourist trips;
- studying of the main requirements of consumers to quality of tourist services;
- drawing up the programme of marketing on each concrete tourist product taking into account expenses;
- advertising;
- establishment of the top limit of the price of provided tours and profitability of their production;
- development of investment and assortment policy;
- definition of end desirable result (strategy) - level of the income and profit.

The main objectives of marketing of tourist firms are:

- analysis of factors of dynamics of consumer qualities of a tourist product;
- analysis and choice of the production technology of tourist and excursion services;
- studying of requirements and demand for each concrete tourist product;
- studying of behavior of consumers in the tourist markets;
- market segmentation;
- analysis of market condition of tourist services;
- identification and studying of possible competitors.

Quality of services of travel agency has to meet the following requirements: - - service it is easy to receive availability in a convenient place, in convenient time, without excessive expectation of its granting;

- skill to communicate - the description of service is executed in language of the client and is exact;
- competence
- the service personnel possesses demanded skills and knowledge;
- manner - the personnel is friendly, valid and careful;
- trustworthy
- it is possible to rely on the company and its personnel as they really seek to satisfy any inquiries of clients;
- reliability - services are provided accurately and steadily;
- responsiveness - the personnel creatively approaches to the solution of problems and satisfaction of inquiries of clients;
- safety - provided services don't bear danger or risk and don't give a reason for any doubts;

- tangibility - tangible components of service truly reflect its quality;
- the knowledge of the client - the personnel aspires as it is possible to understand better than need of clients and to each of them pay the maximum attention.

The tourist market – is an special system of the relations (economic, social, legal), connecting producers of a tourist product and consumers who are interested in a certain type of provided tourist services. Demand for tourist services represents confirmation of recreational needs of the people expressed in certain quantity of tourist trips and services which consumers can get at these prices of a tourist product

The offer of tourist products (services) - number of rounds (tourist and excursion services) which is exposed on the market at a certain price level. Modern consumers carefully treat new proposals of marketing specialists therefore it is quite difficult to attract and maintain interest to goods or service. Now for ensuring successful sale of goods or company services it isn't enough to watch only its quality and most to reduce the price.

The company has to convince the consumer of compliance of these goods them to requirements and desires. Thus, tourist marketing represents a complex of the organizational and administrative actions directed on development of new effective types of tourist and excursion services, their production and sale. The purpose and problems of marketing – improvement of quality of a tourist product, receiving profit, the accounting of the processes which are occurring on adjacent with tourist market, demand studying, establishment of the prices of tourist services, development of investment and assortment policy, definition of strategy of the company.

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## **USING OF CRM-SYSTEMS IN FORMING OF COMPETITIONAL MERITS OF ENTERPRISES**

Foreign companies in conditions of growing competitions often use modified tools of creating competitive advantages in order to strengthen their positions in commodity markets by means of information Technologies, in particular CRM-systems. On the basis of literature sources analysis it was found that using of information system in managing relationships with clients provides increasing of customer loyalty, level of service (that is provided to customers) and improves financial indicators of enterprise activity [1, 2]. CRM-system comprise in itself program units that are aimed to save, process, make analysis of information about clients and submit that information to all departments of the enterprise where such information is necessary.

Using of CRM-systems in the area of relationships with clients allows:

- to systematize information about clients of the enterprise;
- to determine the most profitable clients and to develop attractive marketing proposals for them (these propels have to be aimed to increase loyalty);

to react operatively to clients queries and complaints;  
to make forecasts on production sales;  
to respond operatively on changing market conditions.

Due to the set goals, the enterprise can use CRM-systems in order to:

collect information about clients during production sales and service for customers;

analyze information about relationships between enterprise and customer to develop some recommendations and to find out trends;

provide customer participation in enterprise activity;

make it possible for customer to influence on enterprise activity [3].

However few Ukrainian companies understand the feasibility of CRM-systems and usually use them to optimize internal processes and cost management. Thus the companies that usually do not take into account that the increase of prosecuted clients can increase profits by 50 - 100% (this is guaranteed by CRM-systems developers). Besides it is worth to notice that the installing of such systems is effective for enterprises of all sizes. In particular, for small and medium companies rates of turnover increase and profitability after implementing CRM project are higher than in larger organizations, often reaching 70-90 % [ 2].

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## **ADVANTAGES & DISADVANTAGES OF ECO-BRANDING**

The ethics and philosophy of an organization have become an integral part of marketing and business. The time when the price and value were the most important factors that influence a customer buy a product is long gone. Nothing has become more important to a customer than the way a business treats the environment. To remain competitive, business has responded by becoming environmentally conscious, and eco-branding has become a major part of marketing.

Eco-labeling first entered mainstream environmental policy-making in 1977. At that time Germany established the Blue Angel program, a certification for

environmentally friendly products and services. Eco-branding is now seen as for achieving environmental objectives. To a consumer, eco-branding entails:

- decreasing environmental impacts of products throughout their life cycle:
- efficiently promoting natural resource.

An eco-label is currently one of the main consumer information tools around the world. Eco-branding benefits businesses and consumers as well as the environment itself. It is a “non-zero-sum game”.

Consumers understand the climate crisis and are willing to influence the behaviour of businesses through their purchasing habits. The results have been a combined effort between consumers and businesses to address global climate change by adopting energy-efficient products and practices. One of the most prominent eco-branding symbols is the Energy Star. The cumulative total of Energy Star Products sold between 2000 and 2009 was 3 billion, according to [energystar.gov](http://energystar.gov). The Energy Star is an international standard for energy-efficient consumer products.

The main disadvantage of eco-branding is that eco-friendly products are generally more expensive than the conventional products. When some consumers see an eco-brand, the first reaction is that they cannot afford it. Because of little competition in businesses that produce eco-friendly products, prices remain high. The other problem is that manufacturers are tempted to make exaggerated or misleading claims. TerraChoice, an environmental marketing firm, for instance, in 2007 found that out of 1,018 products that made environmental claims, only one was legitimate. Some businesses are prepared to lie in order to remain competitive.

When a company wishes to buy green products, employees must be pulled away from their normal daily duties, or new employees must be hired in order to complete a green task force. It can be time consuming to research suppliers who will provide the company with the same products they are used to, but that have the added advantage of being environmentally friendly. If the new green products that a company purchases require a different method of use or a different method of disposal, employees must be taught the new processes. This can be expensive in terms of training costs and reduced productivity while employees experience a learning curve.

Ukraine is a country with conditions for the rapid creation and promotion of new environmentally-directional brand. The current situation on the Ukrainian market shows that the level of recognition of the main environmental brands is minor. Ukrainian consumers want to buy organic certified products. According to survey, 79% of Ukrainians want to use organic products grown without chemical fertilizers and pesticides and are certified according to European quality standards. The development of a program that will work for Ukraine is a must.

## **POWER INDUSTRY: THE NECESSITY OF MARKETING**

For the successful enterprise management to master the art of marketing becomes necessary in the conditions of transfer of electric power industry from monopoly to working on market basis.

Marketing - the management of the production activities of the organization aimed at meeting the needs of customers for products and services taking into consideration the requirements of the market. Marketing concept is based on the union of producers and consumers. Marketing is like a negotiation process capabilities of the producer and consumer needs.

In the power industry marketing has a number of peculiarities. There are two main areas of marketing in electric power industry: marketing of subjects of the power sector and marketing of electricity consumers.

Subjects of electric power industry – legal entities engaged in the following activities in the electric power industry sector: generation of electricity and thermal energy, supply, services of electricity transmission, dispatching management, distribution and organization of purchase and sale of electric energy.

Electricity producer faces the following objectives:

- provide a structure of power generation, which minimizes producer's costs;
- sell the electricity to the maximum profit in the wholesale and retail electricity markets;
- carry out repairs of equipment according to the optimal repair schedule;
- generate investments on modernization and development of production capacities.

All of these problems need to be addressed to meet the requirements of the electricity market, as well as the need to develop referral marketing in power industry as work with every single largest consumer to reconcile the interests and arrange a mutually beneficial relationship.

Another form of marketing is the organization of relations with suppliers of fuel for power plants: to choose the supplier of coal, to agree on prices, to agree on terms of delivery, etc.

Consumers of electricity – physical or legal persons that use electricity for their own needs. Electricity consumer marketing is directed at satisfaction of needs taking into consideration different market requirements.

The primary means of achieving the reconciliation of interests, on the one hand, energy producers, and its suppliers and service companies in the electricity market, and on the other hand, consumers, is the price for electricity and tariffs for the services which are integral to the delivery of electricity to the consumers. The fact that in the electric power industry due to the homogeneity of its products and non-uniformity of consumption tariffs play more important role than in other industries, is the important distinctive feature of marketing in power industry.

The above features characterize the operational marketing, however, there is an obvious need to develop the perspective marketing as well. It is based on a forecast of electricity consumption, which depends on the rate of economic development of the region. If the decision on ensuring the growth of energy consumption through the creation of new generating capacities is taken, there is an obvious need to solve a number of problems, which should be considered as marketing problems.

Formation of investments for construction of a new power plant is an important direction of marketing in power industry. Investments can be formed from different sources: depreciation, profit, borrowings, revenue from sale of shares. All these sources must be assessed in terms of their appropriateness taking into consideration lending rates, income on issued shares, etc.

Thus, the marketing in the electric power industry has its own characteristics and there is an obvious need in such marketing in conditions of transition to market relations.

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### **HOLISTIC MARKETING- NEW PARADIGM**

Supply is a totality of interrelated elements of marketing activity targeted to meet customer needs by means of optimal using of sales potential of the company and procurement of sales efficiency thereupon. The most effective supply forms a basis for commercial success of the company carrying out its business in the consumer's market, and that becomes especially important under conditions of competitive struggle aggravation connected with global economic crisis impact. In virtue of importance and relevancy of the problem in shaping of supply appropriate to market demands, a large variety of studies by national and foreign marketing experts have been devoted to its solution, in particular of Subin A.A., Krikovtsev A.A., Bolshakov A. S., Kardasha V. Ya., Konovalenko M.K.

The indicated studies are a weighty base of scientific approaches to supply shaping. However, certain issues connected with strategic solutions in respect of integrated interaction methods based upon holistic concept, remain open to discussion in course of supply. That is why the object of this article is a shaping of methodological approaches to foodstuffs supply based upon interaction of all distribution system members which is consistent with the holistic approach.

Development of integral supply structure provides for making such marketing decisions:

- task system development in the supply sector;
- target market selection;
- selection of interaction methods;
- development of a strategy for long-term mutually beneficial contacts with customers;

- definition of place, time and way of go-to-market;
- list of steps to form loyalty.

Interaction monitoring is to be based upon reliance on peculiarities of the goods supplied by the company, customer concentration in the servicing region, competitive struggle intensiveness, advantages and disadvantages of some sales forms and methods.

So, one may draw the conclusions on necessity of shaping supply methods based upon making integrated decisions in all distributions channels relying upon possibility to achieve the general metavalue of sellers and buyers. In the follow-up studies it is planned to consider a problem of integrated interactions with account for innovativeness level of proposed products.

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## NEGATIVE EMOTIONS IN ADVERTISING

So far, debate on the usefulness of negative emotions in advertising continues. These arguments are based on different positions. Those who favor the negative emotions, talk about the memorability of advertising messages, and those who are against - on the decision-making (will such a product be bought, if the information on it is based on negative emotions).

Of course, both are right at the same time: the goods will be well remembered, but a decision about buying it most likely will not be accepted. A search engine of looking for pleasant and avoiding unpleasant will work - which defines the behavior of all living beings on earth. Therefore, if an advertiser wants the good advertising to be remembered by the audience, feel free to use negative emotions. If the goal is to increase sales of the advertised product, the negative emotions should be avoided.

Among the negative emotions most commonly used in advertising, we can distinguish the emotion of fear, shame, disgust, suffering, threat and potential losses.

The perception of advertising and incentive to action are influenced by the effect of "incomplete action" and the emotions that accompany this effect. To create tension - emotions are necessary. And the most part in a person's life is occupied strange as it may seem by the negative circle emotions. They are more energized, evoke strong force and control motives much more reliably than the positive emotions. It is not a coincidence, as if to recall the history of mankind - such emotions as fear, anger, offense controlled the man in critical situations.

Negative emotions are more diverse, more developed in culture. If we turn to the dictionary of any language, we will find that the words for negative emotions are 5 - 10 times more than the words for positive emotions.

Sarcastic sneer or severity hurt, remain in memory, return to the object that caused surprise or annoyance. The surprise in the structure also contains a negative component.

In order for the event to remain in the memory, it is necessary to create some

not very noticeable stress background possibly of annoyance or anger. Naturally, you cannot go too far - as excessiveness in this area could lead to a complete rejection.

Examples of the use of negative emotions in advertising can be found in the advertising of pharmaceuticals. For example, advertising anesthetic “Solpadein” calls strike pain back, as soon as the pain will manifest itself. It is rooted in an appeal to the unconscious everyone’s fear of pain, and a call for aggression as a relief. In advertising of children’s fever-reducing medicine the widespread fear of parents before an uncontrolled rise in baby’s temperature is used.

This rule also applies both for the design of printed promotional products advertising and dynamic that is video advertising.

In composition it is often useful to alternate positive and negative emotions, you can start with the negative and complete - but not intrusively – with positive - but leave incompleteness or the positive reaction will absorb all the accumulated emotional effect and the stress will be eased.

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## **SEGMENTATION OF CHILDREN ALL-ROUND DEVELOPMENT SERVICES CONSUMERS**

Currently market of children all-round development services is one of the most dynamically growing markets. Children centre “Radost” that is a player in this market is going to increase sales level with the help of actual and new services selling to existent consumers. To this purpose it is necessary to identify the most attractive segments for business.

The following factors were chosen for segmentation of consumers of children all-round development services.

1) *Households geographical position and level of geographical availability of proposed services.* Since children centre “Radost” operates only on Dnipropetrovs’k market, Dnipropetrovs’k households were sorted out. Present households can be divided into households of near-field (from 10 to 15 minutes’ walk, until 5 kilometers by transport), middle-field (from 15 to 25 minutes’ walk, until 8 kilometers by transport) and far-field (not more than an hour’s walk, unlimited distance by transport) regions.

2) *Stage of a family life cycle.* So long as children development services are provided for kids together with their parents, families with children were selected. They include families with early age children (from birth to 3), families with pre-school age children (from 3 to 7), families with primary school age children (from 7 to 11), families with juvenile age children (from 11 to 15), families with preadult age children (from 15 to 18).

3) *Motives of services consumption:* basic abilities development, creative abilities development, physical abilities development, pre-school training, languages learning, single-purpose educational skills development, assistance in educational



process, baby-sitting, entertainment, psychological support, and enunciation improvement.

Segmentation of children all-round development services market was implemented with grouping method.

Given segmentation has enabled the author to mark out the next segments.

✓ *Families with early age children* that purchase services for the purpose of basic abilities development, learning of languages, baby-sitting, entertainment, psychological support, enunciation improvement. Segment size – 3560 families. Number of Centre’s service offering – 9 programs.

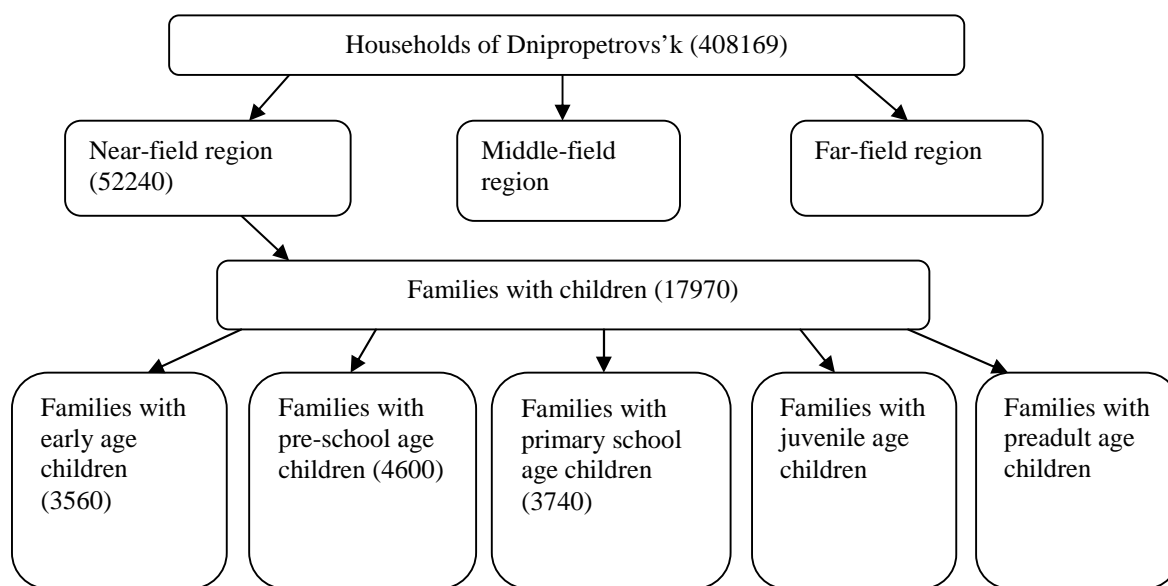


Fig. 1 Segmentation of children all-round development services consumers

✓ *Families with pre-school age children* that purchase services for the purpose of basic abilities development, creative abilities development, physical abilities development, pre-school training, learning of languages, baby-sitting, entertainment, psychological support, and enunciation improvement. Segment size – 4600 families. Number of Centre’s service offering – 13 programs.

✓ *Families with primary school age children* that purchase services for the purpose of creative abilities development, physical abilities development, learning of languages, single-purpose educational skills development, assistance in educational process, entertainment, psychological support, and enunciation improvement. Segment size – 3740 families. Number of Centre’s service offering – 7 programs.

A degree of price sensitivity modifies within each of the mentioned segments. However the segment “Families with early age children” is less sensitive to price changes in comparison with other segments. A nature of competition in all of segments is monopolistic competition.

Thus, aforesaid segments are target market for children centre “Radost”. Children centre “Radost” can offer concrete service types for every of these segments (strategy of selective specialization). The most priority segment for Centre is “Families with pre-school age children”. Moreover the first-priority subsegments depending on the motive of service purchasing are consumers who are interested in pre-school training, language learning and entertainment services.

## **INTERNET-BRANDING AS A MARKETING INSTRUMENT: ADVANTAGES AND DISADVANTAGES**

In connection with the dynamic development of information technologies, electronic trade, the new instruments of marketing appear or existing evolve in accordance with modern tendencies. One of such instruments there is Internet-branding that actively develops in the world. The development of the personal computers and appearance of the quality searching systems in a network of the Internet became the factors of rapid development.

Internet-branding is the specially worked out complex of the marketing measures which is sent to the acquaintance of audience of internet-networks with a commodity or a service, that move up on the increase of loyalty to its potential consumers. That is, the simple placing of information about a company or a product is not Internet-branding [1, p. 69].

Some advantages of application of Internet-branding are: possibility of grant of generous amount to information of different kinds (text, photo-, audio and video information); possibility of conduct of instantaneous co-operation and feed-back through the dialogues with the consumers, reacting on the necessities; low cost comparatively with other marketing instruments; targeting, that is mechanism, that gives an opportunity among the internet-consumers to distinguish a target audience that answers the chosen criteria and possibility of creation of the personal suggestions; possibility of watching of statistics of amount of queries for to the keywords in the searching systems, visited of web-site, CTR (click-through rate is the correlation of amount of pressures and revisions) of banners and on their basis to forecast future results; possibility of bringing in wider target audience; higher speed of distribution of information [2, 3].

As a specific marketing instrument branding in the Internet has also the disadvantages: the different efficiency of the use for the companies and the features of audience. Thus, according to the analysis of internet-audience of Ukraine, that is conducted on an order the Internet Association of Ukraine by a company InMind, 57% of the Ukrainian population in age older than 15 have an access to the Internet and 51% of the people are regular users, from them 43% are the persons in age 15-29; 35% – 30-44 and 22% – population older than 45 [4].

Internet-branding has its tool that includes: the creation and the advancement of corporate web-site; imaginary advertisement that consists of visual and informative; on-line-video and audio advertisement; sponsorship that gives an opportunity to promote the image and loyalty to itself, supporting a valuable for visitors resource; the partnership gives an opportunity of mutual advancement of the partners.

The characteristic feature of Internet-branding is that maintenance, informative filling, comes forward into first place, as a physical contact is absent with a commodity. Successful slogan, design and comfortable navigation of web-site, that

give a complete access to information help to conquer the trust of the target audience [3].

In Ukraine there is a revival of the use of Internet-branding. Thus, the company COMFY, that is the leader of network market of the appliances in Ukraine (September, 2013 80 shops were counted in 40 cities of Ukraine) inculcated a new web-site, on that there are the presented commodities that can not be purchased in retail shops, a comfortable navigation gives an opportunity easier and quicker find a necessary commodity, there is a possibility to leave the opinion, share the remarks. It is presented the different methods of delivery of the commodities. The advertising agency “Think! McCann” elaborated the brand-personage – Supercat especially for the Internet shopping that is used in all points of communication of brand with a consumer [5].

Thus, Internet-branding is the modern and the perspective direction of the development of marketing that can become the guaranty of success for foreign and local companies.

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## **BUSINESS MANAGEMENT SYSTEM PROJECT**

In order that budgeting department worked methodically large body of informational and reported data are to be processed. Hence, budgeting department creation was proposed whose main goal is efficient management and cost structure optimization. For budgeting department could operate project of business management system is proposed which allows to combine primary and secondary processes (including materials provision) performed at “Runast” company.

Interaction between enterprises and companies for different activities carried out on a contract basis mainly. With a large number of contracts ongoing at the same time efficient daily control over their progress is only possible involving information technologies. However, the basic principle is organization within value chain, but not

links, where local financial and economic results are formed. Internal factors for group of independent companies development within value chain do not restrict the variety of possible solutions in terms of cooperation.

Therefore, the project proposed takes into account not only the system itself, but the attitudes towards formation of efficient cooperation between the members of the value chain. At the same time the following components of cost management are pointed out: strategic planning of members' assets investment value; organizational and management structure; major cost factors monitoring; the system of "early warning" against negative and destructive processes at the different management stages; "value creation mindset" rewards; changes in communication with the parties concerned, in the first place investors.

In practice, creation of such a system considering the feasibility study allows the top-management of a company to increase the profitability and the operating efficiency due to commodity flow optimization and to improve its position in the competitive market.

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### **INTER-COMPANY COOPERATION AS A FORM OF INDIRECT SALES CHANNEL IN THE FOREIGN MARKET ON THE EXAMPLE OF MACHINE-BUILDING ENTERPRISE**

There are many alternative distribution channels to choose from and the conditions may vary from different companies and markets. Furthermore, the choice of distribution channel is often complex and expensive if changing it subsequently. Therefore, it is central that the decision is given the attention and acknowledgement which is called for due to the fact that it has such a long-term outcome of the export investment's success.

The process of distribution of the machine-building enterprise production is connected with a problem of interaction of the producer and the consumer. Overall, the efficiency of the enterprise depends on a choice of a form of distribution.

The main factors that influence the decision-making in this sphere are:

- type of production;
- the geographical location of the consumer;
- opportunity to enter the market.

Today there is a tendency of using machine-building enterprises simple schemes of distribution.

For example, we will consider the features of distribution of machine-building production of Ltd "Dnipropetrovs'k Drilling Equipment Plant". Ltd "DDEP" sells its production both on internal and on external markets for the extractive industry enterprises – mining, oil and gas extraction and prospecting.

The feature of this production is that the appropriate kind of the drilling tool is used for a certain type of drilling and drilling equipment. Therefore for each branch of an extractive industry various types of the equipment which differ by the type, function, climatic conditions and conditional depth of drilling are used.

In this case, Ltd "DDEP" uses several forms of distribution depending on the features of the geographical area of sale. It gives the company advantages in maneuverability, i.e. helps to react on changing of market environment quickly.

In its activities Ltd "DDEP" uses two main types of distribution channels:

- direct;
- indirect.

Geographical concentration of customers in the internal market promotes the use of direct distribution channels. This form allows controlling the marketing environment and creating close cooperation with the customer. Also it allows controlling process of using the drilling tools and providing service support.

Ltd "DDEP" uses direct distribution channels in foreign markets of the post-Soviet countries, such as Russia, Kazakhstan, Belarus, because, firstly, in the mining industry of these countries used the same type of drilling equipment for which it is necessary to apply an appropriate drilling tool, which Ltd "DDEP" makes at rather low prices. And, secondly, there is a stable inter-company cooperation that has developed since the USSR.

Ltd "DDEP" uses indirect distribution channel on the external market through inter-company cooperation.

Between Vietnam and the USSR there have been close economic relations since 1955 when about 300 enterprises in such industries as mining, machine-building, etc. were constructed in Vietnam. The most successful directions of economic cooperation — oil production and others. Therefore the most part of the equipment which serves these industries was bought in the USSR.

Ltd "DDEP" has been cooperating with "Belaz Vietnam" since 2009. "Belaz Vietnam" is a service company that is engaged in supplying machinery and equipment for the mining industry of Vietnam. It professionally understands market conditions of drilling equipment that considerably influences the successful sale of the drilling tool.

For Ltd "DDEP" cooperation with "Belaz Vietnam" allows to pass tariff barriers of an entry into the market of Vietnam with no direct capital investments. Speed of the entry to geographically remote market of Vietnam is rather high.

At the same time, there are risks due to the lack of the desired level of management and control systems (enterprise loses direct contact with the market) that is partially overcome by fixing conditions of partnership by the contract.

Inter-company cooperation allows "Belaz Vietnam" to sell the drilling equipment to the mining industry enterprises with the drilling tool, provide service support and also to expand a market of its production by expanding their assortment.

Cooperation allows companies to collaborate with other firms at the external market in order to achieve specific goals, while remaining its independence organizations. Cooperation is often aimed at achieving synergetic effect due to joint efforts.

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## **THE SPECIFICS OF ADVERTISING AROUND THE WORLD**

Each country has its own distinctive advertising 'handwriting' because of the features of national identity, historical traditions of advertising, economic and social realities. The cultural values of the country and features of the character of its inhabitants are certainly reflected in commercials. Undoubtedly, for foreigners those features seem to be very unusual.

If you are aware of all of those features and observe them for some time, in nine cases out of ten, it is easy to figure out in what country a roller or a print is invented.

Geography, different perception and thinking leave their mark on almost any advertising campaign. Thais have crazy jokes, Brazilians have carnivals, and the Germans are doing amazing logical ambient media.

The most striking characteristics and features of creativity for different countries are discussed in the presentation. One of the most straight-line advertising is American one. It is perceived with some obsession. Direct persuasion in advertising is not too confusing for Americans.

Germans tend to the accurate and functional advertising. For them, emotion is inferior to logic. They emphasize the technical advantages of the product, and prove them by facts and figures. German advertising can be called extremely credible.

Japanese advertising creates a mixed impression. On the one hand, it attracts moderation, restraint, functionality and pleasing colour combinations. On the other hand, the image in the Japanese advertising takes the highest place, and it is not always clear to the Western mind.

Thailand is, perhaps, the leader in the area of "crazy" advertising. It is notable for its bright, simple and funny movies with an incredibly high degree of absurdity.

The emphasis is made on the mentality of the nation and the conditions in which people live as the factory cause the environment for advertising. Naturally, not all local advertising are described here. It is impossible to standardize all creative efforts to a whole nation.

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## **MARKETING OF PARTNERSHIP RELATIONS**

Marketing of partnership relations (MPR) proceeds from principles of traditional marketing, however considerably vary from it.

Marketing of partnership relations (MPR) is a continuous process of determination and creation of new values together with individual customers, and further joint obtaining and distribution of profit from that activities between partners. It comprise understanding, attention focusing and managing of current joint activities of suppliers and selected customers for mutual creation and mutual usage of values via interdependence and adaptation of organizations.

There are eight constituents of marketing of partnership relations:

1. Culture and values

Culture and value system of customer should contribute to establishment of strong relations.

2. Administration

Administration should view mutual usage of profit as advantage and understand the real meaning of mutual relations before transfer the company to the principles of MPO. Companies, that have market advantages, powers regarding customers and suppliers, should initiate introduction of MPO for the sake of own company, customers and suppliers.

3. Strategy

Customer should be the heart of the strategy. Strategy is client-oriented and purposes of mutual relations and strategy are aimed at individual consumer.

4. Structure

It is necessary to reconsider traditional organizational structures, business units, organized under the principle of marketable or market orientation. Consider the organization in contexts of its mutual relations and potential possibilities. Itemize and specialize activities of managers.

5. People

Train, educate and bring up people as owners of the process, who are aimed for establishment of close relationship with customer and his favour of further purchases.

6. Technology

Use technologies for ensuring of the best accumulation of information about the customer. Provide the customers with those kinds of communication, which they prefer, to make them buy from you.

7. Knowledge and understanding

Do investments in knowledge and understanding of the customer, no matter in what situation you are.

8. Process

Concentrate processes around current customers, offering each those benefits he aims to, and involving into cooperation with the company via most convenient for them communication system.

In conclusion, it is easier to coordinate processes in the mutual relations system and even coordinate people's activities and technology. It is quite real to create the system of collecting, keeping and processing of knowledge to spread corresponding information as necessary. It is much more complicated to coordinate cultures. Essentially is possible to meet such culture contradictions, that are impossible to accommodate and the company should decide whether to deal with the company, that differs in cultural relations. Even if all factors of MPR are coordinated, it is possible

not to tune up the mutual relations because of contradiction of cultures. Prerequisites for cultural conflict should be identified in advance, unless the party wishing to establish relationships does not invest in them too much.

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## **TWITTER IN THE MARKETING**

Twitter is an online social networking and microblogging service that enables users to send and read "tweets". Twitter is now one of the ten most visited websites, and has been described as "the SMS of the Internet". The service rapidly gained worldwide popularity, with 500 million registered users in 2012, who posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. Twitter is becoming an increasingly important platform for online communication for millions of people in the world. The most popular twitter is in Indonesia, Brazil, Venezuela, Netherlands, and Japan. In addition, twitter is gaining popularity for commercial companies. Many companies have their page in this social network. Among them there are large companies such as BMW Group, Sony, Vogue magazine, Starbucks, Dell and others. Why do companies use Twitter to promote? The advantages of the Twitter are as follows:

- Twitter covers a large audience
- News update is online
- Feedback from readers (because every tweet can comment on any user)
- The ability to post links to external sites
- Ability to host multimedia content
- The growing popularity of the site.

It is not uncommon for companies to post promotions, sales, or specials on Twitter. The company can keep statistics on how many people responded to the news. The best thing is that all publications on Twitter are free. Having minimal cost resources a company receives a powerful marketing tool. Exchange of tweets between the company and other users is a way to build relationships with potential future customers. Such communication will get trust to the company and makes a customer loyal.

The use of Twitter as a marketing tool will give the company the next advantages:

- Reduce the cost of advertising
- Creating a dialogue with the customer in on-line
- A new distribution channel for information about company
- A new channel for gathering information about consumers.



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## **THE 8 PS FOR MAKING A SUCCESSFUL PLAN**

The following eight areas provide a comprehensive framework for developing an effective marketing plan. These areas are often referred to as the "8Ps" or the 'marketing mix'.

They comprise product, price, promotion, place, people, physical evidence, process and physical presence.

*Product* covers the combination of goods and services that your business offers. It could include the following characteristics of your goods or services: quality, variety, design, features, services, warranty, sizes, packaging, brand name and returns.

*Price* answers the questions: what approach will you take to pricing your product? Will you offer discounts or extended payment periods? What credit terms will you set?

*Promotion* refers to how you communicate with your customers. Most businesses use a mix of advertising, personal selling, referrals, sales promotion and public relations.

*Place* explains how your consumer accesses your product or service. Things to think about in this area include: distribution channels, coverage, inventory, transportation, logistics and retail outlet location.

In addition to these basic components there are the following ones:

*People* are the employees of the organization with whom customers come into contact.

*Physical evidence* is the elements within the store – the store front, the uniforms employees wear, signboards, etc.

*Process* means the processes and systems within the organization that affects its marketing process.

*Physical presence* means how your shop or website looks.

The secret to success of any company is a combination of all of these components. Thus, if you want to be competitive in a market, you need to focus your attention on a variety of all Ps.

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**Named after Vadym Hetman**

## **OVERVIEW OF POLICY DOCUMENTS IN THE FIELD OF NON PROFIT ORGANIZATIONS AT EU LEVEL**

*Problem statement.* Nonprofit organizations are actively developing all over the world and, in particular, in Ukraine. However, Ukrainian NGOs and society in

general lacks knowledge about experience of developed countries. Thus, studying leading European experience of policy documents regulating nonprofits could serve as useful example.

*Main goal* of this article is to analyze European policy in the field of nonprofit organizations as example of possible development of Ukrainian policy in this field.

*Main material.* According to Article 2 of the Treaty on European Union, its' values are: respect for human dignity, democracy, freedom, equality, and human rights (including rights of minorities). Those are common values for all EU member states in society where pluralism, non discrimination, tolerance, and justice prevail, and which is characterized by solidarity and equity between men and women. [1] A lot of non profit organizations are working to promote these values, for example, gender organizations, minority organizations, charities, organizations protecting human rights etc.

According to Article 11 of Treaty of the European Union, EU Institutions should grant citizens and their unions, possibility to publicly state their opinions and exchange views in all fields of EU actions. Thus, EU Institutions should have regular dialogue with associations, representing citizens, and with civil society organizations. This dialogue should be conducted openly, transparently and constantly. European Commission should consult wide array of interested parties in order to ensure that EU actions are coordinated and transparent. Moreover, at least one million citizens of essential number of EU countries can undertake initiative, i.e. ask European Commission, in areas of its competence, to submit any needed proposals on problems where citizens consider that new EU legal act is needed to implement Treaties. Paragraph 1 of Article 24 of the Treaty of the Functioning of European Union should be base for procedures and conditions of these initiatives. [2] And first paragraph of Article 24 TFEU just states that there should be some regulation concerning this issue. [3]

In April 2012 special Regulation (EU) No 211/2011 of the European Parliament and of the Council of 16 February 2011 on the citizens' initiative entered into force. According to it, if organizers of some Initiative manage to gather one million signatures to support their idea, they may put their concerns at EU agenda. At first organizers should register their Initiative at European Commission web-site. After that, the process of gathering statements of support starts. And this process can't be longer than 12 month. These can be paper signatures or electronic declarations of support. Online system for collection of electronic declarations of support should be also verified by Member States. Moreover, people should be asked some personal identification data in order to enable their national authorities to later verify these data. Organizers should collect at least one million statements of support form at least one quarter (currently 7) different EU Member States. In addition, there are different minimum requirements on minimum number of statements of support for different Member States corresponding to the number of members of European Parliament representing these states multiplied by 750. So, one needs more signatures in large countries than in smaller ones. Minimum age of supporters should be the same as minimum wage for voting in European Parliament elections. Organizers should be organized as citizens' committee and also come from at least 7 different

Member States and should have some representatives for cooperation with the Institutions. After that organizers should provide these statements of support to Member States for verification. State authorities have 3 month to check these data. After that these statements of support should be submitted to the European Commission. And it has to decide within 3 month if some actions should be taken regarding this Initiative. Organizers should present their ideas at public hearing. Files with statements of support should be destroyed by European Commission during one month after the Initiative was submitted or 18 month after the Initiative was registered. Member States also should destroy these files one month after certification [4,5]

In the EU, laws in the field of NGOs are to a great extent competence of Member States and thus some aspects may vary greatly [6]. However, there are some policy documents at the EU level.

White Paper on European Governance indicates that European Commission should actively interact with civil society. [7] There is even special Economic and Social Committee that should be composed of representatives of different economic and social elements of organized civil society, and, in particular, representatives of manufacturers, farmers, carriers, working people, salesmen, craftsmen, professionals, consumers and general interest [8]. Its members are nominated by national governments and appointed by the Council on 5 years [9]. There are three main groups: Employer's Group – Group I, Workers Group – Group II and Various Interests – Group III (it represents civil society operators) [10] Official motto of Group 3 is “Achieving real participatory democracy in the EU, through civil dialogue” and there are three pillars of activities: diversity in democracy, consensus building and European civil engagement – local action [11].

Moreover, there is a special Liaison Group established for interaction with civil society organizations and their networks. [10] The European Parliament, the Council or the Commission should consult this Committee when Treaties require it or they may consult it when they think it is appropriate or Committee may issue its own opinions [12]. In addition, Economic and Social Committee annually organizes “Civil Society Day” dealing with problems of organized civil society at the EU level [13].

In general, the process of consultation and dialogue between the EU Institutions and civic society is called “civil dialogue”. However, this term does not have generally accepted legal definition yet, as there are still some different views on of this concept. There are three complementary forms of ‘civil dialogue’:

- Dialogue between civil society organizations and respective authorities at sectoral level – ‘vertical dialogue’
- Dialogue between civil society organizations and EU Institutions – ‘transversal dialogue’
- Dialogue between different civil society organizations – ‘horizontal dialogue’[13]

In addition, there is special Civil Society website of European Commission [14] and Your Voice in Europe website [15] where interested organizations can leave their contributions about ongoing consultations. Currently there is voluntary Register

of those who wish to be consulted by Commission [16] and European Parliament has obligatory register. However, in this register all lobbyists, i.e. or people or organizations that want to influence EU decision-making, are included [17]. Moreover, Commission and European Parliament plan to create one common Joint Transparency Register of everybody who wishes to influence their decisions. And now participants will have to provide more information: how many employees are active in advocacy, which legislative proposals they already covered, and how much EU funding they already received. In addition, those, joining the Transparency Register will undertake obligations to act according to a Common Code of Conduct [18]

Economic and Social Committee created eligibility criteria for “civil dialogue”: European organization should be permanently present at EU level, it should give access to its members expertise, provide fast and constructive consultations, represent common interests that comply with European society interests, its bodies should be recognized by Member States as those, representing particular interests, have member organizations in most EU member states, its members should be accountable, it should possess authority to be representative and conduct activities at EU level, it should be independent and have mandate, not taking instructions from external bodies, it should have transparency, especially financial and in decision-making bodies [19]

However, Commission issued its own “Communication from Commission towards a reinforced culture of consultation and dialogue – General Principles and Minimum Standards for consultation of interested parties by the Commission” [20] in order to consider even minor opinions, and respecting different situations in EU countries. The key General Principles are:

- Participation

Commission should ensure as wide participation of interested parties as possible

- Openness and accountability

It should be understandable what issues are being discussed, what mechanisms are used for consultation, whom the Commission consults and why these parties are chosen for consultation, what influenced final decisions. It should also be clear which interests are lobbyists representing and how inclusive this representation is.

- Effectiveness

Consultation should start at the earliest possible time. Interested parties should be involved in stage where they can still influence formulation of main goals, methods of delivery, indicators for assessment of implementation of activities, and, where appropriate, initial outline of policy concerned. It may require consultations at more than one stage.

Both Commission and interested parties are interested in knowing opinions of each other. Work of the Commission is influenced by a range of different factors. For example, Commission needs to take into consideration its obligations to other EU institutions as well as to third countries and international organizations.

Principle of proportionality should also be respected. So, the method and extent of consultation should be appropriate to the influence of concrete proposal. In addition, possible limitations connected with this proposal should be considered as well.

In order to understand what they should expect interested parties should realize such factors and the way how Commission works.

- Coherence

Minimum standards have the following requirements: content of consultation should be clear, all interested appropriate parties should have possibility to express their opinions about the issue, the Commission should publish consultations on “Your Voice in Europe” website, participants have enough time (8 weeks) to respond, there should be acknowledgement and feedback.

Minimum standards are:

A. Clear Content of Consultation Process (all communications dealing with consultation should be easily understandable, and should include all information needed to respond).

B. Consultation of target groups (Commission should consult those affected by policy, those who will be involved in implementation of policy or bodies that have stated objectives giving them a direct interest in the policy).

C. Publication (Commission should publish open public consultations in “Your Voice in Europe” web-site as “single access point” and also communicate it in other appropriate ways)

D. Time limits for participation (Commission gives interested parties 8 weeks to respond to written public consultations and 20 working days to respond to invitations to meetings)

E. Acknowledgement and feedback (Commission should acknowledge when it receives contributions. Results of public consultations should be available through Internet) [20]

Moreover, there is “access to documents” Regulation (EC) No 1049/2001, according to which EU citizens can require access to unpublished documents of Institutions. In addition, there is register of Commission documents and register of ‘comitology’ committees’ documents. Commissioners also should act according to their “Code of Good Administrative Behavior” and Staff Regulations and rules [17]

In addition, in 2005 Commission launched “European Transparency Initiative”. According to it, information about beneficiaries about EU projects and programmes under centralized management should be available through special web-site. This site also should have direct links to sites of the states where should be information about beneficiaries of EU funds under shared management [17]

Green Paper on European Transparency Initiative among other issues deals with lobbying. Lobbying is defined as all activities conducted with goal to influence processes of policy formulation and decision-making by the EU Institutions. [17] Accordingly, lobbyists are defined as people, who conduct such activities, working in wide range of organizations, such as PR consulting firms, law companies, NGOs, think-tanks, lobbying departments of corporations (“in-house representatives”) or trade associations. [17] So, civil society organizations are part of lobbying organizations and should act according to rules on lobbying.

The Commission asked lobbyists to establish their own voluntarily Codes of Conduct based on minimum criteria: lobbyists should be honest and always tell what interests they are representing, they should not provide misleading information, they

should not offer any inducement for access to information or aiming to achieve preferential treatment [17] And many lobbying organizations adopted Codes of Conduct based on these minimum criteria, but these Codes apply only to consultants. By contrast, lobbyist in European Parliament should act according to the obligatory Code of Conduct. If somebody breaks this Code, he/she may lose accreditation and thus possibility to enter the European Parliament [17]

Moreover, Council of Europe also cooperates with NGOs. There is a special Conference of INGOs (International NGOs) for nonprofits, which have participatory status. This Conference periodically takes place in Strasbourg and is main body where INGOs make their decisions in the Council of Europe. It defines policy directions, what actions should be taken in order to achieve aims of these INGOs and in order to organize their cooperation with the Committee of Ministers and with Parliamentary Assembly and the Congress of Local and Regional Authorities. In 2005, this Conference was even recognized to be one of four pillars of Council of Europe. The Bureau is executive body, which should ensure implementations of the Conferences' and Standing Committees' decisions. The Standing Committee is responsible that committees work according to policy lines of the Conference. Conference and Bureau consult the Standing Committee. In addition, Standing Committee can make proposals to them. Committees are responsible for activities in particular fields, such as democracy or gender equity. Council of Europe can consult NGOs, nonprofits may take part in its projects or in activities of intergovernmental committees, make memorandums, oral or written statements, visit meetings, widespread info about Council of Europe's activities. Moreover, there is the Expert Council of NGO Law. It evaluates NGO laws in EU countries and how it is implemented, and promotes compliance with good European Practice and Council of Europe Standards. There is also The Code of Good Practice for Civil Participation in the Decision-Making Process. [21] In addition, there are special "Civil Society Initiatives" of the Council of Europe conducted with partner NGOs. [22]

Recommendation CM/Rec(2007)14 of the Committee of Ministers to member states on the legal status of non-governmental organisations in Europe sets up minimum standards for member states how to deal with NGOs [23] And there is Explanatory Memorandum created to make it easier to understand this Recommendation. [24] Moreover, there is European Convention of the Recognition of the Legal Personality of the International Non-Governmental Organisations [25] and Explanatory Report to this Convention. [26] In the field of humanitarian aid in developing countries, there is even Article 214 of the Treaty of European Union [27]

*Summary.* Within the EU, many aspects of NGO activities differ from one member state to another. However, there are some important policy documents at EU level. Article 2 of the Treaty of European Union states its general democratic values. And Article 11 of this Treaty elaborates that EU Institutions should widely consult civil society. Moreover, concerned citizens may bring their views into consideration of the European Commission, using European Citizens Initiative.

Moreover, within European Commission there is Economic and Social Committee that should consist of representatives of civil society. Sometimes EU Institutions consult this Committee because the Treaties require them to do so. Or they may consult it because they feel that it is appropriate. Committee may issue its own opinions as well.

In general, the process of consultations and dialogue between EU Institutions and civil society is called “civil dialogue”. Interested organizations can take part in it through the European Commission web site and special web site “Your Voice in Europe”.

Because of large number and different institutional capacities of nonprofit organizations in Europe, Economic and Social Committee created criteria for participation in civil dialogue. And European Commission issued its own general principles and minimum standards for consultation.

Moreover, EU citizens can require access to unpublished documents of Institutions. And they can see at special web site which organizations received EU funds to implement projects and programs under centralized management.

In addition, Recommendation CM/Rec (2007)14 of the Committee of Ministers to member states on the legal status of non-governmental organisations in Europe describes in detail minimum standards for EU member states in the field of state policies dealing with NGOs.

In general, EU legal framework in the field of nonprofit organizations can be characterized as broad and well developed. And it helps to achieve high levels of transparency and accountability of both NGOs and Institutions.

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## **PECULIARITIES OF THE PERCEPTION OF SOCIAL ADVERTISING YOUTH**

A public service announcement (PSA) or public service ad, are messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue [1].

Such topics in social advertising as violence, alcohol and smoking are relevant at all times, but each audience at different times higher priority will be a separate problem. In modern socio-cultural conditions of the society are very important for the formation of the young generation, especially among students, norms of behavior that will not harm their health or society in General. Therefore the question of what exactly a socially targeted ad will pay the greatest amount of young people?

To determine the most effective theme of social advertising of the existing today in Ukraine for youth was applied survey method in social network among the youth of different age groups [2]. The results of the study showed that a significant percentage of respondents showed interest in social advertising on the theme of «Knowing your rights and responsibilities». The vote was anonymous, so this gave maximal truthful results (table 1).

Table 1

The most interesting theme of social advertising for youth (Anonymous poll)

<b>What is the theme of social advertising are you interested in?</b>	
Unplanned pregnancy	
Violence	
Question regarding Smoking and alcoholism	
Knowing your rights and responsibilities	
Clean not there, clean, and where there is no litter	
Voted: 100 people	

In my opinion, such a sharp separation of the subject called the advent of videos that were to shoot with real events such organizations as «Stopham» and «traffic control». These organizations are struggling with the employees of law enforcement bodies of Ukraine, faulty perform their duties and act in the non-conformity of the laws.

During the growth of corruption, youth seeks to claim their rights and duties through awareness in them.

The theme concerning the knowledge of their rights and responsibilities of citizens of Ukraine can be used in social advertising as on behalf of the state and individual citizens interested in public social issues.

Social advertising can be an effective method of activation of youth to the study of the legal framework. Therefore, today, social advertising should be used to improve young people's knowledge of their rights and obligations and of citizens of Ukraine in General.

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## **INBOUND MARKETING**

Taking a look at the latest trends in marketing strategy, you may find that most of the changes of the advertising market connected with the gradual evolution of traditional marketing in the so-called inbound-marketing. In my article I would like to tell about the current and modern concept of "inbound marketing."

Inbound marketing is a type of marketing, which involved the creation of free useful content for users, often without direct advertising of their products. The main task of this type of marketing is to get potential buyer loyalty and earn customers trust.

Numerous studies confirm that the aggressive promotion bring to the losing main part of potential buyers.

The growing popularity of this type of marketing is explained by well above the efficiency of obtaining quality of stable demand than with aggressive advertising. In addition, budgets are spent on creating quality products that benefit the people and not spent on the creation of a massive PR company.

So, the new revolutionary «inbound marketing» is based on the following principles:

- active use of the methods of SEO / SEM- marketing;
- blogging to draw attention to your landing page / site;
- the widespread use of social media (Facebook, Twitter, VKontakte) to promote a new product / service;
- running your own RSS-feed , podcasts , publishing eBooks;
- preferential use of all kinds of free tools such as e-commerce , Google Analytics and Content Experiments.

Only high-quality content is able to keep the user on the site and to encourage further action: huskies, registration, purchase. Good content can create a big buzz and increase of awareness about product, which in turn will lead to the customers.

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## **PECULIARITIES OF BOOK PRODUCTS ADVERTISING**

Advertisement of a book is one of the elements of book marketing, means of promoting the book products sales, but at the same time it is information distributed orally or with the help of technical means containing data about certain books or services of an advertiser for popularization of work of literature.

There are three main types of book advertisement: commercial or wholesale advertisement, consumer advertising and cooperative advertisement (joint advertising of a publishing house and a book-trade structure).

Commercial (wholesale) advertisement is aimed at the book sales promotion in the book-trade system and libraries.

The key elements of commercial advertisement are the author, the name, time of book release and price. Here are also specified the characteristics of the publication which may attract a buyer; a list of arrangements for book promotion and purchaser motivation is contained herein, as well as preferential sales conditions for libraries and bookselling companies.

The task of consumer advertising is to reach every potential consumer and provoke his interest in the book. So far the cooperative advertisement does not develop so actively in the Ukrainian market as other kinds of advertisement; nevertheless it is able to contribute to sales intensification in virtue of its specific trend. Apart from the task of selling a book, it is also intended for another purpose – to persuade a reader to buy a book in the shop which participates together with the publisher in this advertisement.

Advertising materials may be represented in various formats depending on the audience they are designed for and the information channel intended for bringing them to the consumer.

Informational leaflets and booklets. They are usually most extensively used for announcing to the book-trade structures about the preparing publication, in which case they are mainly of informational character or are issued for work at fairs, exhibitions, presentations and other arrangements. Another important mission thereof is to serve as informational and promotional materials when working with consumers by mail.

Volume and directional effect of the text depend on the target of material. It may be accompanied with other advertising or informational editions and it may also be an addition.

Catalogues. Catalogues include reference or promotional literature based upon the systematized list of descriptions of one or another goods and services. One may say that preparation and publication of catalogues belong to one of the leading directions of publisher's activity in market promotion of its products.

Depending on the target catalogue address (book sales, libraries, high readership, specialized consumer groups) a catalogue may include various information and may be published with various periodicity.

The main components of catalogue description are the author, the name and bibliographic information.

Correctly compiled catalogue is not only an advertising and informational publication, but it also serves for collection of orders. For this purpose, the catalogue includes an order form, which allows not only forming the base edition sizes, but also provides a feedback, efficiency analysis of catalogue materials and its structure.

Placards (posters). The placards intended for the bookselling companies and work at exhibitions and fairs as well as for using in public places (street, transport etc.) are issued for attraction of buyers' attention to the most important publishing projects.

Advertising articles. Apart from direct advertising of book products, which are constantly published by print media, advertisement may also be indirect in form of an editorial or opinion piece.

Text on the cover, book wrapper or bookbinding. The text is a kind of last advertising appeal to the buyer, and this dictates the requirements claimed thereto; it must contain the most important commercial information, the character whereof have already been spoken of, when direct marketing was referred to.

Thus, positioning of the book uses, in the first place, such its attributes as its name, format, binding, artistic finish of the book itself or of the book wrapper, text on its valves, the price. As a whole, they should attract the buyer's attention, ensure the effect of exposure, highlighting the book in the general series, and induce a potential consumer to buy a book. And if all these are aligned correctly and operate, so the characteristics of the book distinguishing it among other books are perceived by buyers as its unique advantages.

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## **INNOVATIVE TOOLS OF INTERNET MARKETING FOR EFFICIENT BUSINESS**

The key to successful business is to be always one step ahead of everyone. Today, the Internet is changing the rules of business. More and more our life is moving into the media space. New formats lead to new and unique possibilities that are unattainable or difficult to achieve using traditional methods. The effectiveness of the company's innovation economy is displayed in the close relationship of its activities with the Internet. Internet marketing is a modern business tool.

To win the competition and to anticipate the desires of our customers now possible thanks to innovative solutions, which reveal the practical implementation of the new internet marketing tools. It is necessary to take into account the specifics of the modern audience, choosing Internet marketing tools.

Innovative solutions allow to increase the efficiency of funds invested in the promotion of business and now they have to become a working strategy.

In view of the increased number of gadgets the need for the development of adaptive web-design and mobile marketing has increased. According to the survey results, the behavior of consumers and the options of buying in 75 % defines mobile advertising today.

A unique opportunity to communicate directly with the consumer appeared with the rapid development of social networks. And the facilities of SMM-applications allow to use the interactivity with consumers. Obligatory condition of SMM-applications efficiency is the creative content. Additionally, the development of landing pages increases the effectiveness of the campaign and will be the key for successful marketing.

To increase the effect of the information perception is necessary to use infographics, thereby increasing the degree of understanding the material by users,

and the visual display in the form of pictures, graphs, charts that will allow them to form a three-dimensional picture.

Ukrainian market of e-commerce is growing rapidly. Modern business requires innovations, which can not only be a step ahead of the needs but also manage their development. World practice shows that the new technologies to promote business online work simply and efficiently.

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### **IN-STORE TV COMMERCIAL**

In-Store TV (also called Instore TV, Indoor TV, Digital Signage, Indoor Media, and Indoor Video) is a special Through-The-Line (TTL) advertising type, which is a new communication channel with the customer, a type of mass media that improves sales. Instruments for in-store marketing are: In-Store TV, Digital signage, Dangling from the ceiling, Card reader, Flat screens, etc.

In-Store TV establishes direct communication with the customer at the moment of truth either while waiting in a line or searching for a product/service. Large LCD panels broadcasting commercial materials, news, entertainment and educational programs can be found in large shopping centres.

Broadcasting and management are performed using special software. It is important to make sure customers are not bombarded with messages when they do not want to be, by ensuring that content is tightly tailored to particular store areas. Monitors are located at crowding areas: restaurants and cafés, walk galleries, entrances/exits and check-out zones. Media professionals believe that this medium is quite promising, yet, not used to its full potential by advertisers at the moment.

In-Store TV first appeared in the 1970s in the USA and then spread in Great Britain, Russia and the Scandinavia where it became an effective tool in the hands of advertisers and a traditional source of information for customers. Such large sales networks as Wal-Mart, Tesco, ASDA, Sainsbury's (Fresh TV), Selfridges, COSTCO, Vodafone, Spar, Ramstore all have their In-Store TV. Global leading brands, such as Coca-Cola, Nestle, Danone, Evian, Gillette, Colgate, Visa, Heineken, Dove, Procter & Gamble, Land Rover, Renault, BMW, Unilever, and Henkel have appreciated the unique benefits of In-Store TV.

The biggest lesson is that in-store TV needs to communicate in an unobtrusive way. Analysing changes in shopping patterns at different times of the day can help the retailer show ads that are relevant to particular customer groups. As a result, the majority of customers feel that in-store TV improves their overall shopping experience. So the objectors are probably going to have to restrict their purchasing to the small shops that in-store TV has not penetrated yet.

## **EVENT STUDY METHODOLOGY IN CONDUCTING RESEARCH**

Fama (1991) states significance of event studies in conducting research, reporting, that the body of event studies results is extremely large. MacKinlay (1997) reports, that the first research, using this methodology, goes back in history and was conducted by James Dolley (1933). The advantageous feature of using event studies framework is its widely recognized and non-controversial statistical properties (Kothari, Warner, 2004). For instance, this methodology can provide an insight on how numerous corporate events (M&As and takeovers announcements, regulatory changing and earnings announcements) influence company's stock prices.

Although the event study methodology evolved during last three decades, the core concept in the approach remains the same: the methodology estimates the mean of cumulative abnormal returns for the time period related to the event (Kothari, Warner, 2004). However, authors mention two key transformations, which took place in conducting event studies research: first, the usage of daily returns in contrary to monthly data and second, the estimation process itself became more complicated.

The key assumption of the methodology is that abnormal returns reflect the influence of an economic event on an entity's performance (MacKinlay, 1997). Abnormal returns are equal to the difference between actual returns and normal returns (anticipated returns) over the event window. They are to be measured relatively to a chosen benchmark (Brown, Warner, 1980).

Methodology of conducting research directly relates to decision-making (Brannick and Roche, 1997). According to Campbell, Lo and MacKinlay (1997), there are seven steps in conducting event study. Each of the steps implies decision-making process:

- The choice of event, where also the event window should be determined. For example, the nature of earnings announcements is such that EPS can be announced at day -1 and then reported at day 0. If the announcement at day -1 happened before the market close, then the news will take place at that date, one day before the reporting of the announcement. If this announcement was made after the market close, then the news will influence stock price at day 0 (Su, 2003).

- Data selection process, where some specific criteria are to be set by a researcher, such as listing on particular stock exchange or operating in a specific industry.

- Normal returns calculations, where one of the methods for obtaining normal returns has to be defined. The positive performance of market model was outlined by Brown and Warner (1980). The model represents market adjustment of returns.

- The choice of estimation window, which can be set up to 120 days before the event window. The estimation window data is being used to evaluate parameters of chosen model at previous step.

- Testing, where abnormal returns are obtained using parameters of estimated model and afterwards have to be statistically tested. The last two steps (empirical results and interpretation) do not need further explanation.

McCall and Bobko (1990) state, that none of the methods or approaches is superior to others, however the most important is to match a problem and methodology.

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## **THE PERSPECTIVES OF MARKETING DEVELOPMENT IN UKRAINE**

Misunderstanding of the role of marketing in the production activity of many enterprises in Ukraine today is one of the most pressing issues. The problem lies in the fact that the heads of enterprises underestimate the work of marketing departments, and often simply refuse them in order to save money. The main reason is the lack of the direct connection between time spent marketing and the successful subsequent positioning of the company and the obtained profit in a competitive environment.

The main purpose of this article is to study the problems and prospects of development of marketing in Ukraine [1].

The evolution of marketing is of great interest in Ukraine. Marketing had gone from obscurity to the recognized as in a relatively short period and widely used in practice tool of management of the company. Nowadays marketing in Ukraine has reached the stage when all the basic tools of well-known companies are implemented with varying degrees of completeness and depth in the practice of entrepreneurship. Prepared a large number of professional marketers and made important steps in the formation of the professional community of marketers [2].



Scientists- marketers conventionally divided the process of formation and development of marketing activities into three stages:

1-st Stage - covers the time of functioning of Ukrainian enterprises before 1991 and is characterized by the weak development of the exchange processes. Lack of free competition, the terms of decision-making, planning management and distribution of products, which existed at that time, did not demand from the enterprises of any activity in market research. 2-nd stage - began after 1991 and lasted until the end of the 90-ies. Although the process of market transformation in the economy of Ukraine is in difficult conditions, we can cite many examples of successful use of tools of strategic and operational marketing in the practice of the domestic enterprises. The accumulated practical experience in turn raises a lot of problems of the methodological, methodical, terminological level, which require conclusion and improvement. Therefore, today we can speak about the 3-rd stage of the development of marketing in Ukraine, when on the basis of the experience acquired in parallel with its development, we strive to summarize the results of the: move to a high theoretical level and continue to transform the scientific developments in the practical recommendations.

When enterprises confronted with economic independence in practice, need to use a marketing concept for building successful strategies for the future growth. Despite the significant progress achieved by the Ukrainian in the implementation of the marketing concept for the last three years. Many of them not yet overcome the barriers on the path of awareness of the importance of a marketing idea and its practical organization.

Today the development of the concept of marketing at Ukrainian enterprises can be defined as the movement of marketing orientation at the side of the consumer orientation. Analysis of the functions of marketing, practiced by the Ukrainian enterprises, showed that the support and stimulation of sales, are considered as the most important aspects of marketing activities, while the demands of the customer is given by for lower values[1].

Now a careful analysis of the history and practice of development of marketing in Ukraine shows that while the basic tools are mastered. Marketing as a system and the philosophy of management of the company have not reached that level, which in market economies of the developed countries of Europe and America [2].

Marketing helps in identifying the best opportunities for growth in defining the ways of the structural transformation of the economy in the specific social, political and cultural conditions of the country. Marketing contributes to economic development and stimulate the transformation of social and economic systems, helping to ensure the monitoring of changes in the level of production and market demand [1].

Creation of an effective marketing system and, accordingly, a high level of marketing development - socio-ethical marketing relations presupposes, on the one hand the presence of a large number of consumers of the developed system of needs, which requires enterprises unconventional and variety of actions, on the other hand - the development of civil society and its institutions, with a third party - mastering the control over the enterprises of tools of marketing and understanding of its importance

for the creation and maintenance of competitive advantages and development of the economy as a whole[2].

Thus, at the present time marketing in Ukraine is at the stage of transition from the sales orientation to the proper marketing, closer to the latter. Including this, marketing is on the way from the marketing of transactions to the marketing relations. Development of marketing in Ukraine indicates that one only of economic development is not enough for the qualitative evolution of marketing. For the development of marketing system is necessary to require the social changes, which aren't need for the development of consumption, but also to change the structure of economy, the dominant model of business development and overcoming corruption [2].

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### **ECO-PRODUCTS MANUFACTURING: PROFIT FOR THE PRODUCER, BENEFIT FOR THE CUSTOMER**

Green marketing or eco-marketing is the marketing of products that are supposed to be environmentally safe. Green marketing involves a great amount of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. The term 'Green Marketing' became popular in the late 1980s and early 1990s.

Due to the growth of consumer welfare and significant impact of advertising, people buy more and more goods. This contaminates the environment, because the raw materials used to produce products are used in large quantities and the cheap manufacturing techniques do significant harm. The problem of waste disposal reaches the unimaginable proportions. There is a vicious circle: the deterioration of the environment reduces the people's material well-being, they tend to buy goods with a low price, and it happens over and over again. That is why eco-marketing is now in a great demand.

Many CEOs of major companies have realized that they will incur huge losses if they do not begin to solve environmental problems, so the strategy of environmental marketing at the enterprises is developed all over the world.

What are the advantages of the green products manufacturing and what are the benefits if its promotion?

- Green product: saves the nature.

Now companies are offering more eco-friendly alternatives for their customers. Recycled products for example, are one of the most popular alternatives that can benefit the environment. These benefits include sustainable forestry, clean air, energy efficiency, water conservation, and a healthy office. One example is the E-commerce business and office supply company Shoplet which offers a web tool that allows you to replace similar items in your shopping cart with greener products.

- Green product optimizes the use of transport.

Thus, the eco-friendly service optimizes the use of transport and uses eco-friendly vehicles (such as cars with fewer emissions and less fuel consumption, and, for example, the use of rail transport instead of road or air transport).

- Green product saves your money.

Eco-product saves energy both in its production and in use, it means it will be beneficial for the manufacturer and the consumer.

- Green product is safe for your health.

This product is made of safe materials (for example, it does not contain carcinogenic and mutagenic substances and heavy metals), which have a positive impact on the consumers' health and make the good reputation for the company.

- Green product has a long life.

It means that it is the product with a good quality. Customers see it and decide that they can trust this brand and it is safe to buy other goods of this company.

To sum up, civilized countries should gradually move to green production, because we have to care about the environment. Humanity does not clearly understand the seriousness of this problem, but with the efforts of manufacturers and marketers it will be possible to reach people's consciousness to buy green products.

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### **STRATEGY MARKETING FIRM**

Today, the most important task of strategic management is to establish and maintain the dynamic interaction of the organization with its environment, designed to provide it with a competitive advantage, which is achieved by providing the purchaser of the product of the firm. Therefore the marketing objective is the position of one of the leading strategic management functions. For a number of organizations, depending on what they have objectives and which implement marketing strategies is a key feature that ensures their successful operation. Marketing is increasingly becoming a business substance that permeates all areas of the company. In the language of physiology, marketing becomes a part of the brain of the firm and her

soul, her feelings, and, finally, the source of the pulse driving the body firm and the firm fills with energy. In implementing this strategy, the role of marketing firm is obviously extremely high [ 1, p.35]. This strategy will serve for marketing services in the form of objectives and strategies identified in the means of its implementation are the marketing strategies. Marketing strategy - rational, logical construction, guided by organizational unit which calculates to solve their marketing problems. When developing a marketing strategy decisions are made in three main areas:

- . Segmentation of the market (the company should share the target market into distinct customer groups (segments) , to study their needs, characteristics , decision -making buyers );
- Identify target markets, (should analyze the attractiveness of various segments of the market, in accordance with the relative gain and growth opportunities and select those that are of most interest to the Company ) ;
- Market positioning (determined with the target segments, the company started developing the distinctive advantages to help it to take its rightful place in the minds of consumers).

To implement the positioning strategy, a program of the marketing mix. The market consists of consumers who have similar needs. However, the set of buyers is never uniform. They vary in their desire, the amount of money you're willing to pay for the goods required by its quantity and source of information. Therefore, the company should be divided into segments of the market, and then select one or more to develop. Market segment - a group of consumers with specific, essential to the development of marketing strategy performance [2, p. 58].

In most markets, the need to develop proposals for specific segments of the obvious, as one kind of goods is not able to simultaneously satisfy the needs of all consumers. Modern markets are highly dynamic. The current needs of customers, competitor activity indicators used technologies are constantly evolving. Firms pioneers of the market should bear in mind that they have achieved the benefits are short-lived , as the market novices can take advantage of the opportunity to attack the leader. Frontal attack against the leader of the successful working rarely leads to positive results. Success is an unconventional approach to the identification of new market segments and additional qualities of the goods which have not yet had time to take advantage of the leader. Market development is accompanied by mutual attacks acting on its competitors. At the same time as increasing the intensity and scale of competition. This makes it difficult for companies oriented to the unique niche, because eventually higher value niche products attracted the attention of large companies looking for new ways of development [ 3, p. 79].

Thus, marketing plays an important role in the strategic management, significantly beyond the scope of functions of sales and demand analysis. Speaking on more specific matters include marketing in the strategic management of the company in the first place it should be noted that that, as a marketing activity - it is a lower level of activity in relation to the highest corporate level, the strategy of the firm , were themselves the means to achieve the objectives of the firm, with respect to the marketing service serve as targets. In this regard, we can say that in a strategic marketing management performs two functions:

- ✓ a means of collecting and processing information for the development and strategy of the firm;
- ✓ a means of implementing strategies of the company.

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### **PRODUCT PLACEMENT**

The latest trend in advertising is to make it less advertorial. The tendency is to move away from in-your-face ads, where the product is the star, to mini-movies or quasi-documentary vignettes that feature "real-life scenarios" with the product(s) hovering in the background. Some would argue it's a sort of "art imitating art imitating life" scenario -- where ads are imitating the practice of product placement.

This may seem a bit confusing, but really, it's quite simple. The majority of us are getting tired of ads. Today's consumer is inundated with advertising everywhere: television, radio, billboards, magazines, buses, newspapers, the Internet... And these are just the usual suspects. More and more ad-space is popping up every day. From people walking down the street wearing signs, to flyers on our cars and in our mailboxes, to ads on the ATM screen as we wait for it to dispense our cash -- we see ads all day, every day. [3]

Imagine this scene in a movie: The hero is drinking a bottle of soda as the bad guys drive by disguised as delivery men. The hero leaps into his sports car and a chase ensues. The bad guys finally crash their delivery truck into a coffee house and surrender to the hero.

There is a reason why the hero was drinking Pepsi, the bad guys were driving a Federal Express truck and the crash scene was a Starbucks coffee shop. That reason is called product placement, and it is more prevalent than one might suspect.

Even television networks that depend on advertising dollars to stay in Product placement in movies is so ubiquitous that it's even become something to parody on the big screen. Two movies that do a good job of this are "Wayne's World" and "Josie and the Pussycats." In Wayne's World, the two main characters hawk a variety of stuff, including Nuprin, Pepsi, Pizza Hut and Reebok. The amusing part about this is that the product placement vignette takes place while the characters Wayne and Garth are lambasting the very thing they're doing. As Wayne says "Contract or no, I will not bow to any corporate sponsor," he is opening a Pizza Hut box and pulling out a slice of pizza. The camera lingers on the Pizza Hut logo and Wayne, holding the slice of pizza lovingly beside his face, smiles straight at the camera.

The movie "Josie and the Pussycats" takes the joke several steps further. A send-up on the music industry, "Josie and the Pussycats" manages to satirize name-

brand integration throughout the film. To get an idea of just how saturated with brands, logos and products this movie is, here's a taste of what you can see in just the trailer alone: America Online, American Express, Bebe, Billboard Magazine, Bugles, Campbell's Soup, Coke, Entertainment Weekly Magazine, Evian, Ford, Gatorade, Kodak, Krispy Kreme, McDonald's, Milky Way, Motorola, Pepperidge Farm Cookies, Pizza Hut, Pringles, Puma, Ray-Ban, Sega, Starbucks, Steve Madden, Target, and T.J. Maxx.

Product placement isn't just for movies and television anymore. You'll find it in books, music videos, video games and on the Internet. [3]

But product placement has recently raised the ire of some critics who contend that it only increases the melding of commercialization and media. One major critic is even pushing for legislation that would force networks to fess up when a company is paying for a product in a show. [2]

Though new research from YouGov suggests product placement will not drive brand profile, while 70% of people quizzed claim their perceptions will not be changed by brands in paid-for slots. The survey of 2,062 people revealed just 32% of people quizzed were even aware that Ofcom's rules has changed to allow product placement. [1]

Despite the debate between artistic integrity and practical commercialism, there is no doubt that product placement is effective in most cases. Moviegoers may not even be aware of all the examples of product placement in an average Hollywood film, but they might remember enough details to boost sales after the fact.

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## **STRATEGIST'S TOOLKIT: STRATEGY MAPS**

In an increasingly competitive business environment, the ability to spot and seize new opportunities, to plot a path of successful growth for an organization, and to use resources effectively and efficiently, becomes paramount. Managers have a

number of management tools at their disposal to help meet the challenges that they face. Among these are tools for dealing with strategy analysis, choice and implementation. The challenge for managers is knowing which of these tools to use, how many to use, and when to use them. By consulting with both business academics and alumni on their knowledge and use of strategy tools, we have constructed the following core strategy toolkit for practitioners: SWOT analysis, key success factors, core competences analysis, scenario planning, value chain, Porter's 5 forces, resource-based analysis, industry life cycle, PESTLE analysis and portfolio matrices.

An issue under considerations is how we begin to understand competitive positioning and get our hands around point how different companies are positioning themselves within the market. So let me introduce a tool from our toolkit here called Strategic M. Strategic Maps are a very generic tool. You can see widespread use of them in consulting and other practices, and they can take many different forms. Basically, you're taking a couple factors, they may be 2 or 3 factors, and you're mapping the various players within the industry grounding on those factors. Here, you see illustrated a way of doing a three-factor map.

You have an x-axis for factor one, a y-axis for factor two, and then the size of the circle reflects a third factor. So let me give you an example here. Here we have Autos in 2002. On one axis, we're observing average vehicle costs. On another axis, we're observing somewhat subjective indicator such as sportiness of the vehicles. And then, finally, we use the size of the circle to determine the number of models available by that company. So what do we see? We see someone like Porsche, once again, way up in the upper right corner. High average vehicle cost, high on sportiness here.

Clearly, there appears to be a niche player within the industry here, trying to position himself or herself as a top luxury automobile manufacturer. On the opposite side, we have Kia. Lower average vehicle cost, perhaps lower on sportiness, but appealing to a more low cost focused strategy here.

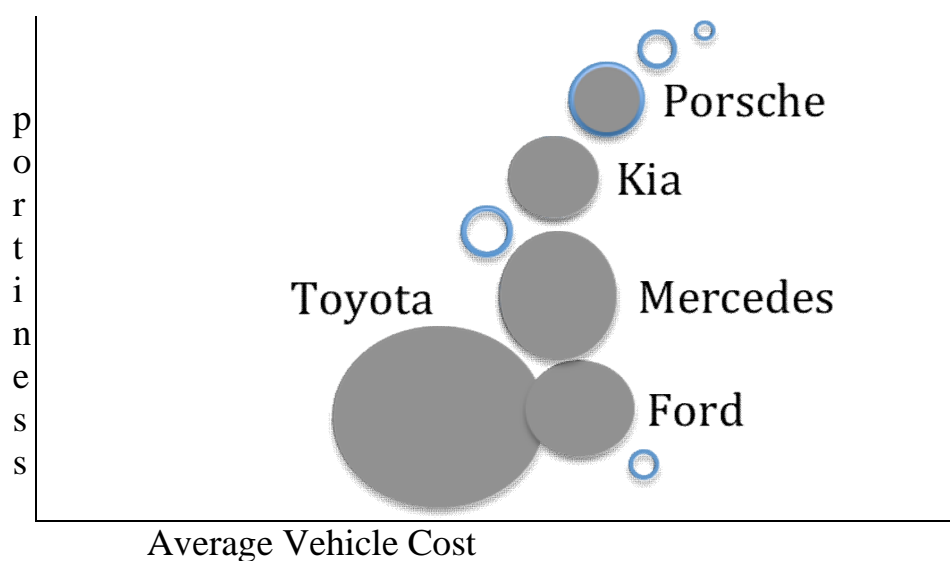


Fig.1. Strategic Map: Auto (2013)

We have Mercedes. Mercedes is higher on sportiness, maybe higher on average vehicle cost. A broader array of vehicles that they offer, this would be perhaps a differentiation strategy. We look at Ford of models similar number. They have lower average vehicle costs, and perhaps they are a little bit lower in terms of sportiness. It might be a cost leadership strategy. And then Toyota, on the other side, has an integrative strategy, trying to be both differentiated and low cost simultaneously.

Managers consider strategy tools more useful for analysis and sense-making purposes than for making and implementing decisions; this may mean that more emphasis is required during training and education on those tools that assist managers with making and implementing decisions.

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**ADVERTISING AS THE GREATEST ART OF THE 21TH CENTURY**

Advertising is a sort of informational sources used to encourage an audience to continue or take some new action. It may be considered as a form of communication.

This communication is usually through various forms of paid media - TV and radio commercials, print ads, billboards and more recently, product placement. Ads are placed where advertisers believe they will reach the largest, most relevant audience.

Virtual advertisements may be inserted into regular television programming through computer graphics. Virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events.

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia.



Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Celebrity branding is the type of advertising which focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers.

The purpose of advertising is to convey information from the advertiser's message to the target audience. The task of advertising is to induce the target audience to action (the choice of goods or services, implementation of purchase, etc.).

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### HOW TO REACH ECONOMIC GROWTH OF BANGLADESH BY 2050

The Liberation War 1971 destroyed Bangladesh's economy, and the post war dislocations left the country on a slow growth trajectory for better part of two decades. Then the economy accelerated from 1990, driven by a remarkable turnaround, in the growth of multi-factor productivity.

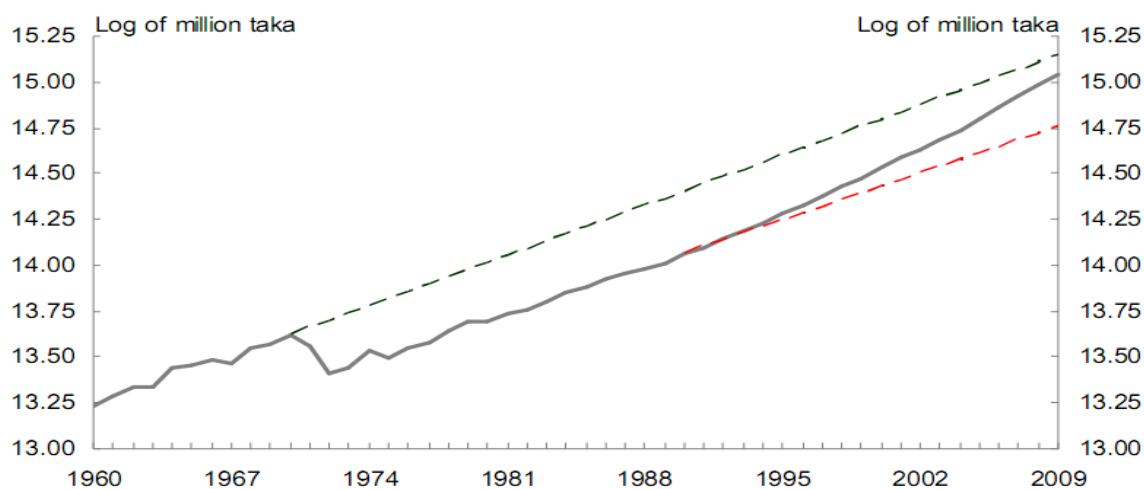


Fig. 1. Real GDP

The solid gray line shows the actual path GDP. Dotted lines are hypothetical trend paths based on: 1960s trend (green); 1970s/1980s trend (red) [1]

Had it continued to grow at the 1960 pace in the decade since, Bangladesh GDP would have been 10 percent higher by 2009? On the other hand if not for post-1990 acceleration, the Bangladesh economy would have been 29 percent lower in 2009 than the actual. So after 1990, Bangladesh is having sustainable economic development.

According to the CIA World's Fact-Book, published in 2010, economy structure of Bangladesh is as follows:

Table 1

## Economics of Bangladesh [2]

GDP(PPP)	\$289.3 Billions
GDP growth	6.00%
GDP (per capita)	\$1,700
Public dept/ National budget	29.30% / \$11.43 Billions
Inflation Rate	8.10%
Exports	\$16.24 Billions
Imports	\$21.34 Billions
External Depts.	\$24.46 Billions

Released beat-up report 2007 of World Bank 2007, estimated Bangladesh becoming middle income country. It has been suggested to reach to goal; Bangladesh should emphasize to deepen its industrial base, integrate more into global markets and prioritizes urban economy development.

Denoting GDP by Y, population by N, working age population as L, we can write GDP follows

$$Y = N [3]$$

Population growth has steadily slowed from around 2.7 percent a year in the 1970s to 1.4 percent by 2009. Changes in working age to total population ratio used to make a small GDP growth in the 1960s, when the onset of the population explosion saw the number of young people outpacing the working population.

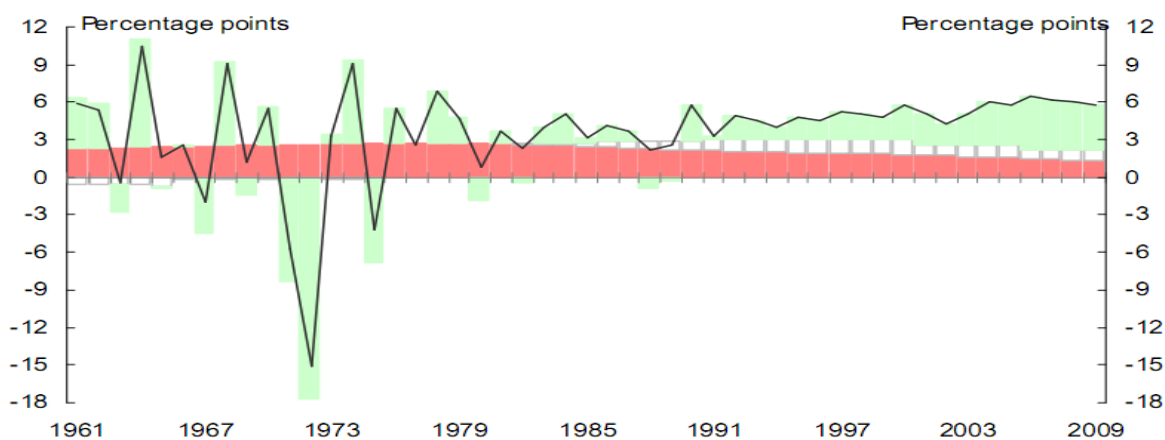


Fig. 2. Decomposing GDP growth

The black line represents GDP growth; the red area represents the population growth; the white area represents the contribution from the change in the ratio of working age to total population; the green area represents growth in GDP per working age person. [4]

Figure 2 shows that the population growth and the demographic change have accounted for only a small part of variation in GDP in Bangladesh over past five decades. Bangladesh's economy growth over that period has been driven by growth in GDP per working person.

On December 18 ,2012 UK based newspaper 'The Guardian' published an article "As even BRICS plateau, other countries, from Bangladesh to Mexico, are coming up fast - and could overtake the west by 2050." [5]

The Guardian's list of new-wave economies include Bangladesh, Pakistan, Vietnam, Philippines, Indonesia, Turkey, Egypt, Iran, South Korea, Mexico and Argentina(NEXT-11). It said that these countries were even moving faster than the BRICS (Brazil, Russia, India and China, South Africa).

This group of countries including Bangladesh has young and growing populations.

'They have invested in infrastructure and education. And they are growing at the sort of rates that make them the envy of the recession-hobbled west,' said the report.

Even in the global financial crisis in 2007-2008 which also hit many emerging countries by falling western demand for their exports, Bangladesh and the Philippines have been helped by remittances sent by expatriates, it said.

I was sharing my ideas with Mr. Ananto Jalil, Director of AJI group, number 1 readymade garments exporter in Bangladesh. "Our economy will boom, if our political situation remains stable" he said. Economists such as Hawksworth say there are a number of key factors that are allowing emerging countries to grow more quickly than the mature markets of the west.

Firstly, they need sound macro-economic policies, including control of inflation and budget deficits.

Secondly, they have invested in human capital, improving their educational standard.

Thirdly, they have been able to import new technologies from the west, which made up for the lack of physical infrastructure and boosted productivity.

Bangladesh has made significant progress in its economic sector performance since independence in 1971. The economy has improved vastly in the 1990s and it is still improving. There has been a dramatic growth in exports and remittance inflow which has helped the economy to expand at a steady rate.

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## **WHAT IS MARKETING?**

Marketing is defined as the process of determining the consumers' needs and wants and being able to deliver products that satisfy their wants and needs. Marketing includes all necessary activities to move products from the producer to the customers. Marketing can be submitted as a bridge from the producer to the customer.

Marketing starts with a learning process, market research, in which marketers get to know everything they can about the wants and needs of customers, and it ends when they buy something. All companies know that services provided to consumers after the purchase are also an important part of marketing. All of these enterprises - production, advertising, transportation, processing, packaging, and selling - are included in the marketing process.



Fig. 1. The nine functions of marketing

In order for the marketing bridge to work correctly - providing consumers with opportunities to purchase the services and products that they need, the marketing process must accomplish nine important functions.

The functions are:

*Buying* - people have the opportunity to buy products they want and need.

*Selling* - producers function within a free market to sell the products to the consumers. Direct, personal communications with prospective consumers in order to assess needs and satisfy those needs with appropriate products and services.

*Financing*

Budgeting for marketing activities, obtaining the necessary financing, and providing financial assistance to customers to assist them with purchasing the organization's products and services.

*Storage* - products must be protected and stored until they are needed. This function is especially important for perishable products such as vegetables and fruits.

*Transportation* - products must be relocated physically to the locations where consumers can purchase them. This is a very important function. Transportation includes ship, rail road, airplane, telecommunications and truck, for non-tangible products such as market information.

*Processing* - processing involves turning a raw product, like wheat, into something that consumer can use, for example, bread.

*Risk-Taking* - insurance companies provide coverage to protect marketers and producers from loss due to theft, natural disasters or fire.

*Market Information* - information from around the world about weather, market conditions, political changes and price movements can affect the process of marketing. Market information is provided by all forms of telecommunication, such as the internet, phone and television.

*Grading and Standardizing* - The products are graded in order to conform to previously determined standards of quality. For example, when you buy potatoes, you know you are buying the best potatoes on the market.

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## **METHODS AND APPROACHES OF PRICING IN UKRANIAN BUSINESS ACTIVITY**

The price and pricing are central elements of marketing complex. The prices serve all turnover of acquisition and realization of goods, pricing is a key tool at the disposal of firm or organization. By choosing the correct method of pricing depends the activity and enterprise development. The established price of goods or service reflects the marketing program on how correctly was it developed and realized.

In a marketing complex pricing represents very difficult process subject to influence of many factors.

The decisions made by the management of firm in the field of pricing, concern to the most difficult and responsible as they are capable not only to worsen the indicators of financial and economic activity, but also to result the enterprise in to bankruptcy. Pricing is especially actual in present Ukrainian conditions when owing to decrease in consumer ability and the increasing competition in the market for successful activity of the enterprise the greatest value needs to be given to a right choice of pricing method.

At the same time, the price policy of many companies, especially in Ukraine, quite often are insufficiently qualified. Most often the following mistakes meet: pricing is excessively focused on expenses; the prices are poorly adapted for change of a market situation; the price is used without communication with other elements of marketing; the prices are insufficiently structured by various options of goods and market segments. These lacks are caused in many respects by heritage of a planned economy when the prices were defined in a directive way or only on the basis of expenses, insufficiency knowledge of the Ukrainian heads in marketing.

The problem of pricing takes a key place in system of market relations. Pricing problems gradually gain character not so much internal problems, but international. Different countries differ from each other not only a standard of living and distribution systems, but also reactions of buyers to the prices. Therefore it would be favorable for a company to differentiate prices on goods. Unfortunately, legislative restrictions and parallel import considerably complicates the implementation of given strategy [1].

Definition of competitive price can be for a businessman quite a simple task, and can represent a certain complexity. In this context it is possible to consider two methodologies of determination of the price – classical and marketing. In classical approach to determination of the price the businessman first of all proceeds from his expenses (prime cost), the current competitive offer in the market, and only in the last turn is guided by estimated advantage of goods for the consumer. The marketing method of pricing assumes to consider first of all existence in goods required benefits

for the consumer and also his availability to pay for these benefits. From the point of view of marketing approach, there are various technologies of market research, allowing to determine the "correct" price. These techniques allow to calculate an optimum level of the prices in a context of the current market situation, to predict a share of the market and its possible change depending on fluctuation in prices (competitors and yours). It is possible to formalize classification of pricing methods [2]:

- Interpolation method which is based on econometric modeling and forecast of consumer behavior.

For these purposes, usually use, data of panel researches on products (services). Unfortunately, such method is badly applicable to modifications of products, which have even not so different differences from presented "equivalents", because the importance of these differences for the consumer isn't used for price calculation.

- Operated market tests, when in real (or approached to real) conditions consumers acquire new goods.

Such method also is based on the current consumer behavior, though to a lesser extent. This method is more expensive, and it can test both products which are already presented in the market or their prototypes. One of versions is so-called "game in purchases".

- The modeling of the purchases representing simplified marketing models.

As a result turn out rather exact straight lines or the generated (latent) estimates of the price. Demands from the respondent some "trust level" to the researcher.

Far not each of the listed methods of research can be suitable for the certain organization. One methods can seem to a company too expensive, others – not too exact, the third – too difficult in preparation and carrying out. Each of them has lacks and advantages [2].

Thus, pricing are an integral part of any business activity, especially those its forms which assume the offer on the market of any goods or service.

The system of pricing is a key in market economy. As for pricing, generally, that can be believed that, judgments of modern economy concerning the mechanism of pricing, can be considered completely settled. The mechanism of market pricing is very important, therefore state intervention in this organic mechanism has to be made under supervision of the most experienced economists. In the conditions of the market, pricing is a difficult process, subjected in influence of many factors. Choice of the general orientation in pricing, approaches to determination of prices of the new and already let out products, rendered services for increase in volumes of realization, commodity turnover, increase of production level and company strengthening's of market positions are carried out within marketing. Price establishment is one of the important elements of marketing, directly influencing marketing activity, because the level and ratio of the price on separate types of production, especially on competing products, have defining impact on volumes of purchases made by clients. The prices are in close dependence with all components of marketing and company activity as a whole. Real commercial results in many respects depend on the prices, and the right or wrong price policy makes long-term impact on position of firm in the market.

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### **FLASH MOBS FOR POWERFUL PR CAMPAIGN**

Developing of information technologies and society in general led to appearance of a big quantity of goods and merchandise lines. Nowadays advertising people are looking for new technologies, specific PR-tools and unique integrated mass communications to increase effectiveness of their work.

Organization of flash mobs is one of such unusual methods.

“*Flash mobs*” are groups of people who assemble in a public place and collaboratively perform an act, usually something unusual and even strange. This seemingly pointless performance can actually be extremely beneficial to marketing and public relations professionals.

Flash mob movement was born in the USA in 2002, after appearance of a book that was written by sociologist Howard Rheingold named «Smart mobs: the next social revolution». After that people started to use new communications for self-organization. The first flash mob occurred on June 3, 2003 at Macy’s department store in the city of New York. About 150 people were gathering around one an expensive rug in furniture department. Participants told sales assistant that they wereshopping for a "love rug" for their warehouse on the outskirts of New York, where all they lived together.

Flash mob was added to the 11th edition of the Concise Oxford English Dictionary on July 8, 2004 where it noted it as an "unusual and pointless act" separating it from other forms of smart mobs such as types of performance, protests, and other gatherings.

Flash mobphenomenon became popular about 10 years ago, after appearance and spreading of various social media: it gave opportunity of rapid and handy communication between thousands of people. It seems that traditional flash mobs are close to retirement, but they are about gathering theirpeak in advertising business.

There are different types of flash mobs:

- traditional flash mob
- political or social mob
- commercial flash mob
- x-mob
- smart-mob
- i-mob

Let's consider on commercial flash mobs.

The most important thing that this is one of the most effective instruments of attracting attention from psychological point of view.

Goals of flash mobs for PR:

- Draw attention to the brand to increase brand visibility and recognition.
- Engage the consumers by making the Flash Mob a "live" TV commercial.

- "Go viral" – attempt to make the YouTube clip of the flash mob.

Reasons why flash mobs is genius for PR:

- Unconventional and unique: In contrast to other advertising techniques, flash mobs are nearly impossible to miss because they tend to lure bystanders (and possible consumers) into watching the performance.

- Flash mobs cost next to nothing: most flash mobs are organized through social media, which are free. In addition, these events usually takes place in public areas (no need to rent out the space).

- YouTube renown: flash mobs always a surprise and capture the attention of a large audience in unexpected forums, in that way many witnesses usually catch the action on tape or mobile phone or other devices. Many of these videos then go to television news shows and YouTube.

- Flash mobs make closer relationship between consumers and product: consumers are more likely to remember the product or cause from witnessing a live performance rather than viewing a billboard or commercial.

- Great use of Social Media:

Flash mob phenomenon has a lot of benefits for use in PR and marketing. They are something fresh, new, unique, something that was used very rare before. It makes people remember the product. People are sending each other commercials from YouTube that were based on flash mobs. So it's a good experimental marketing technology that can be used for PR campaign and for developing a brand.

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## **IMPORTANCE OF COLORS IN BUILDING A STRONG BRAND**

Color attracts almost flawlessly. Even without referring to advertising, if we take the efficiency of perception in black and white in 100%, the perception of two-color images increases by 20%, and multicolored - by 40%.

Color significantly affects the psycho-intellectual state of people because it causes psychological reactions (stress quality, mood, create a warm or cold environment, reflects the seasons of the year); has physiological consequences, both positive and negative optical stimuli; and affects feelings of the individual.



Between the color decision of advertising and natural human perception there is a definite relationship. It is well established that each color is a subliminal association. Color can attract and repel, instill a sense of calm and comfort, soothe or disturb. Therefore, references to a given object can generate association with a particular color. The opposite is true: the perception of a particular color may occur similar to a particular object.

Despite the fact that the modern consumer has become more sophisticated in the colors, the main color preferences of the vast majority of people are universal.

For instance, the red color is warm, lively, restless and annoying symbol of danger and the ban shows active attitude and creates excessive tension. It activates the cardiovascular system and accelerates the rhythm of breathing. The red color is often chosen by emotional and amorous people. It is widely used in advertising of cosmetics and perfumes, but because of its aggressiveness is not always suitable for the promotion of products aimed at the older generation. The purple color is perceived as a refined, pretentious and commanding, while pastel colors purple hue indicate separateness and isolation, and with a purple color fullness and richness is associated.

The combination of white and black leads to grey emphasizing balance. Grey is the attribute of solidity, sobriety, and nobility.

A largely successful selection of a visual image depends on coordinated and calculated accurately match colors.

Specificity of high-quality goods and luxuries better emphasizes a combination of black and red or golden.

Freshness is expressed by cool colors: yellow, blue or green. Green color is often used in trademarks of dairy products, blue - for seafood, brown - for ceramics, bright blue - for jewelry. According to the degree of deterioration of perception, color combinations are arranged in a specific order. For example, a mixture of blue and green evokes a feeling of uncertainty and anxiety.

Psycho-physiological effects of color depend not only on the light because color is looking completely different at different times of day, but also at distance and direction of the impact of color. Essential for creating the right atmosphere in the perception of the advertised product is the color temperature, which also has a psychological impact on the consumer.

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## **THE INFLUENCE OF MARKETING COMMUNICATIONS ON CONSUMER BUYING BEHAVIOR**

Marketing communications intend to convince an audience to purchase or take some action upon products, information, or services etc.

The aim of the research is to investigate the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspects of consumer buying behavior.

Emotional Response. Advertisement is one of the effective tools of integrated marketing communication to emotionally motivate consumers to buy the products. It also has strong linkage with entertainment and the proliferation of media has blurred the distinguishing lines between advertisements and entertainment. The most influencing theory in marketing and advertising research is attitude-towards-the-ad. However, the attitude that is formed towards the ad help in influencing consumer's attitudes toward the brand until their purchase intent. As the goal of effective advertising is to form positive attitude toward ad and the brand, to increase the number of purchase, then a positive emotional response to an ad may be the best indicator of effective advertising [1]. That's why basic aim of advertising to encourage people to buy things and creates awareness.

Advertising proliferate the beliefs that possessions are more important and desirable qualities like beauty, achievement, prominence and happiness can be acquired only by material possessions. According to the traditional attitude theory consumer behavior is predicted from consumer attitude when consumers buy the brand, which they like the most. However suggested that behavior is a result of emotional response, which is affected by three independent factors:

- Pleasure: the state in which person feel good, happy, or joyful in a particular situation.
- Arousal: the state of feeling that is varying from person to person in different situations i.e. feeling of excitement, active, bored, or sleepy.
- Dominance: this defines individual feelings, which are in control of or free to act in a particular situation.

Environmental Response. Environmental attitudes are conceptualized in terms of attitude theory as being composed of beliefs. Environmental concern appears to be a specific belief, which is largely set in cognitive structure and should be considered an opinion rather than an attitude. Environmental variables might affect on buying behaviors of consumer. As marketing related research proposed that environment provides certain type of experience for consumer, which are used for promotion and selling product or services. Specially, marketing research has attempted to explain the effects of different environmental conditions, like atmosphere in retailing store, and background music at the time of purchasing [2].

In our society, social norms have led to a cultural climate that favors the expression of impulse and moment desire. Sensory stimuli can reduce self-control mechanisms; which can hinder or even reduce the ability of consumers to resist the temptation to engage in desire moment. Impulse buying may also be driven by other variables such as rewards, possessions, materialism, moment desire, post-purchase decision and self-exploration. Therefore, businesses offer consumers specific types of media experiences, which are used for setting the stage or creating a context that promotes or sells related products or services. Although, those purchasers who plan to buy a product but they may not have yet decided features and brand that they want, can be considered impulse buyers. Shopping lifestyle is defined as the behavior exhibited by purchaser with regard to the series of personal responses and opinions about purchase of the products. In this situation, consumers use the retail store for gaining information, finding options, comparing products and then reaching to a

purchase decision. Although impulse behavior is preceded by a consumer's intention to buy impulsively the products or services.

However, the environmental psychology model provides better concept of emotional response rather than traditional marketing research. Sense modalities and information rates make the environmental psychology model. Sense modalities are sound, sight, and touch that can affect user experience. The information rate can affects user for gaining information from advertisement. Thus, this model is applicable to music, text lyrics, image, and music video, which are strongly related with each other and are shown in advertisement. The environmental psychology model proposes an environment (such as retailing store) that produces an emotional state in an individual that can categorized into pleasure, arousal or dominance in buying situation [3]. This study defines media, which provides information that is represented by the combination of sound, sight, and touch sources. This study covers various areas of the visual and verbal media messages through which people takes information. The verbal and visual information affects individual's perception of the environmental stimuli.

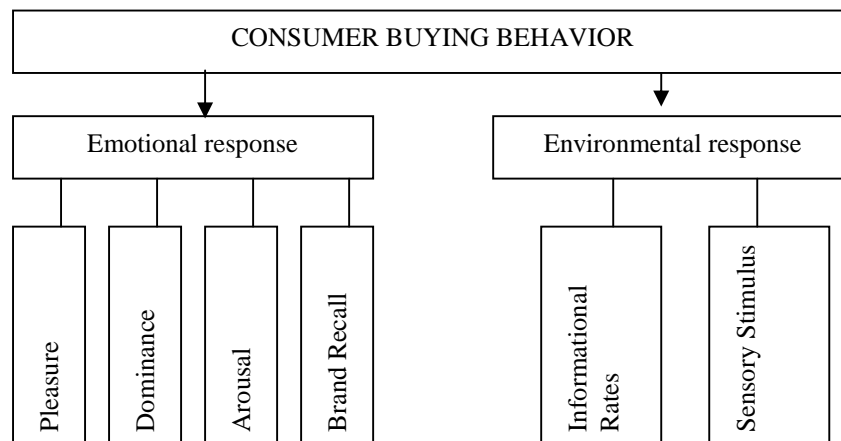


Fig. 1. The relationship between independent variables which are environmental response and emotional response with consumer buying behavior

The results of this research clearly indicate that there exists a weak association between environmental response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior. Therefore, it is established through this research that consumers purchase products by emotional response, rather than environmental response. The environmental response of the purchasing associates these buyers with unplanned or impulse buying but in this research consumer purchase those products from which consumer are emotionally attached. In addition, these attachments are created through advertisement as audio, video and text form, which appeals him or her.

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## **RFID – TECHNOLOGY: ITS ADVANTAGES AND DISADVANTAGES**

RFID (Radio Frequency IDentification, RFID) - a method of automatic identification of objects in which, by radio read or write data stored in the so -called transponders or RFID- tags.

Any RFID- system comprises a reading device (reader, the reader or interrogator) and a transponder (also known as RFID- label sometimes uses the term RFID- tag).

Most RFID- label consists of two parts. First - Integrated circuit (IC) for storing and processing information, modulating and demodulating radio (RF) signal, and other functions . The second - an antenna for receiving and transmitting the signal.

With the introduction of RFID-tags in everyday life associated with a number of problems. For example, users who do not have a reader, can not always detect the label affixed to the product during manufacturing and packaging, and to get rid of them. Although during sale, as a rule, these marks are destroyed, the very fact of their presence causes concern among human rights groups and religious organizations.

Already known applications RFID (contactless smart card systems, access control and payment systems) provide further popularity with the development of Internet services.

During the application of these technologies in various companies identified the following benefits of RFID- technology:

- The ability to overwrite (RFID- tag data can be rewritten and expanded many times, while data on the bar code can not be changed - they are recorded immediately in the press);
- No need for line of sight (RFID- reader does not require line of sight labels to consider its data);
- Greater reading distance (several hundred meters);
- Resistance to the environment;
- A high degree of safety ( number of unique and immutable identifier assigned to the label in the production, ensures a high degree of protection against counterfeiting labels ).

Also in the analysis were identified and some disadvantages of this technology:

- The cost of higher cost accounting system based on bar codes;
- The complexity of the independent production (bar code can be printed on any printer );
- Susceptibility to interference of electromagnetic fields;
- Distrust of users, the possibility of using it to gather information about people;
- The established technical basis for reading bar codes significantly superior in terms of solutions based on RFID;
- Lack of transparency developed standards.

Thus, we can conclude that for the RFID- technology - the future. The only factors that still hinder widespread adoption of these systems remains their high cost and the existing level of distrust. Although the benefits of using RFID, in trade - are obvious. On the one hand, this technology will help streamline the movement of goods from the warehouse to the store shelves, on the other hand - will be antitheft protection. And third, in the RFID- tags can contain all necessary and buyer and seller information on a particular pair of shoes.

However, the use of such technology would be justified only in the larger stores, characterized by rapid trade flows, but also include a large retail space.

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## **TRANSFER PRICING IN INTERNAL MARKETING**

In the period of qualitative changes in the economic system the main requirement for companies seeking to resist competitive pressure and improve their position on the market is to become flexible in the use of new technologies. The result of the evolution of transnational companies (TNCs) is the growing importance of internal markets for the global economy. All of the large quantities of goods, services and factors of production move within TNCs. The question now arises about the study the forms of management of internal markets, among which the most important is internal marketing. That is why it is advantageous for company to organize efficiently the system of internal marketing.

The term internal marketing appears to have been first used by Berry et al. in his article [1]. There are a number of competing definitions all claiming to address internal marketing. According to the main five elements (employee motivation and satisfaction; customer orientation and customer satisfaction; inter-functional coordination and integration; marketing-like approach to the above; implementation of specific corporate or functional strategies) the following definition is proposed: internal marketing is a planned effort using a marketing-like approach directed at motivating employees, for implementing and integrating organizational strategies towards customer orientation [1] (Fig. 1). In this case internal customer orientation complements the traditional customer orientation, so the motivation of the employees increases.

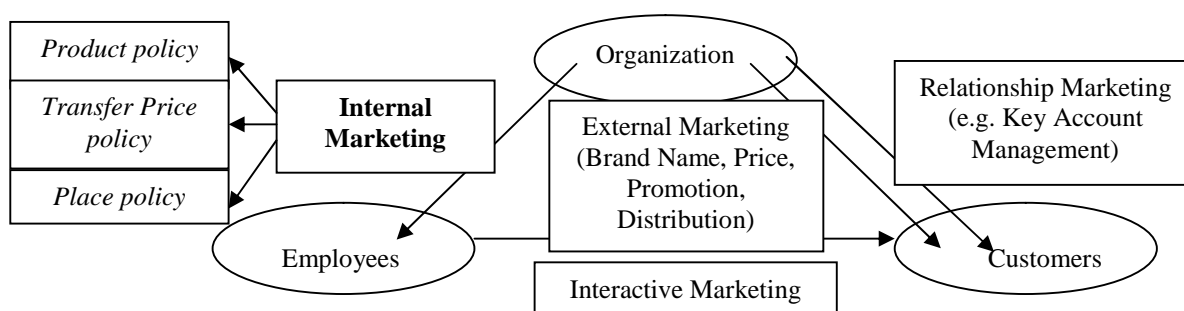


Fig. 1 The internal marketing in the marketing system

The internal marketing-mix consists of the following elements: product policy, (transfer) price policy and place policy. The peculiarity of internal markets is unimportance of promotion policy, so for internal corporate markets Alchyan criteria is valid, which restricts competition (Fig. 1). Transfer pricing policy is one of the most advanced elements of the internal marketing mix [3]. Still some researchers refer transfer pricing to financial management, and others - to the marketing mix [2].

Transfer prices (according to OECD) are the prices at which an enterprise transfers physical goods and intangible property or provides services to associated enterprises [4]. In regard of internal marketing transfer prices are the cost of the transfer of goods in the internal market [3]. The functions of transfer pricing are the following [5]:

- counting: evaluation of services, assets and liabilities between related parties for financial reporting;
- income distribution;
- planning and decision making: evaluation of decentralized department work for supporting company plan;
- management and control: coordination of decisions of decentralized departments.

Transnational company has complete freedom to decide who will control the establishment of transfer prices, for example company management, the selling units, and the buying unit. The determination of who should set the transfer price, and the method to be used, depends in part on the needs of the company and internal information.

Transfer pricing has been viewed by many primarily as a mean for controlling divisional performances and coordinating cash and income flows from foreign subsidiaries. However, there is strong evidence that transfer pricing can be used on marketing decisions. Transfer pricing has great potential for helping marketing managers achieve strategic objectives in changing international environments.

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## **INSTRUMENTS OF MODERN COMMUNICATION**

QR-code (Quick Response) is a matrix code (two-dimensional bar code), which was first developed in Japan in 1994 by Denso-Wave and was originally used for industrial purposes. Because of its undeniable advantages, it has subdued not only Japan but the whole world.

The main advantages of QR-coding are easy and quick recognizability (including mobile phone camera) and possibility of coding of several times more information than a familiar linear bar code can fit.

To recognize the QR-code, it is sufficient to establish a decoding program on a mobile phone or other device that supports this feature.

It is possible to encrypt everything: data about the company and links to websites and social networks, "business card" of companies (name of the head, phone numbers, names of web sites, etc.) with the possibility to save them after reading directly to memory telephone or other device.

There are a number of fields where the QR-code is used.

1. QR-shopping is a new word in the field of sales. The principle is quite simple: to buy these or those goods or book a service, simply read the code placed under the picture with the image of the item. Usually such QR-shops are placed in locations convenient for the consumer (subway, street or in a simple directory.) After such a momentary order, you are called back from the dispatch service for the exact place and time to receive your item, as well as a convenient way for you to pay.

The essence of the campaign was that the walls were Korean subway styled as the supermarket shelves, and entering the subway, you could make purchases by simply reading the code, which was placed under the picture of necessary goods to the buyer. Ideally delivery service must deliver goods to you at the same time you arrive home. Thus, customers did not have to waste their time wandering around the supermarket during their precious weekend. This idea immediately resonates in other countries, which began to adopt the experience of Korean colleagues. Russia, our neighbor, also plans to launch a network of QR- stores in the Moscow subway.

2. QRpedia is a Wikipedia project, which consists of placing QR-codes in museums, at historical or architectural monuments, etc. During reading, the code

leads on Article with a simultaneous inquiry to Wikipedia API to issue articles in the user's language (available in 27 languages).

It is noteworthy that under the auspices of Wikipedia the world's first city-Wikipedia was created, which served as a platform for the town of Monmouth in South Wales. The city has more than 1,000 tablets with QR-codes, each of which leads to an article in Wikipedia.

3. QR-code is used heavily in tourism. In addition to the information about things to do in such "tourist" codes they contain links to google-maps or other information useful for travelers. A similar project was successfully implemented in Lviv, where there were more than 80 plates with travel QR-codes.

4. QR-code. Some companies use the code as coupon codes. To get the discount you only need to show your QR-code scanning.

5. QR-epitaph. In Japan, QR-codes are used in cemeteries, when reading this code you get the information about the deceased.

6. QR-art. This code is used actively by artists who create unusual informative installation, by writers who encrypt their texts or poems and by designers who create unusual interiors and by architects who create entire QR-coded buildings, which are as easy as with the usual written code can be read information.

7. QR-code, in particular, is located on the Japanese visa and contains a friendly greeting.

In Ukraine, the QR-mania is only being developed. During the Euro -2012 all packages of sweets " Svitoch " had a QR- code , which led to the official site and told tourists about Lviv and its chocolate institutions. Free app "Purse 24" by Privat enables cash withdrawals from ATMs of any card on the QR- code. Verkhovna Rada of Ukraine plans to replace the enterprise seal by a QR- code, the bill provides rejection from the mandatory use of seals enterprises. QR- code is implemented to replace tickets in Ukrainian trains.

In Ukraine, there are a few producers who want to put a QR-code on packaging of their products, but the QR-code is an effective tool of communication with the consumer, and marketers will soon appreciate its benefits. In the next three-four years, a QR-code will be placed on packages of 30-40% of Ukrainian products.

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## **PSYCHOLOGICAL CHARACTERISTICS OF THE CONSUMER**

Currently, a distinctive feature of most unsuccessful companies is such factor as a mismatch between characteristics of goods offered by manufacturers and consumers' needs. Namely, it means that most of the manufacturers still prefer the model of marketing that focuses on the promotion of manufactured goods instead of production of goods needed by the consumer. Even if we take the adherents of the second model, there are still a significant percentage of those who are not particularly delves into the nuances of its process. Thus, it appears that, to date, the actual



problem is a lack of understanding of the needs of consumers and companies report incomplete product characteristics.

The fact, that consumers do not come to shop after shampoo, cream and toothpaste, but after beautiful hair, healthy skin, snow-white smile and fresh breath, is no longer a secret.

By purchasing detergent «Mr. Proper», consumer doesn't simply buy a bright bottle of soapy liquid, he buys a clean apartment. That is, the cleaner has a precise set of characteristics which consumer requires at the moment.

Accordingly, it is necessary to produce exactly those goods, which consumer needs, and provide them with precisely those characteristics which consumer prefers.

Another common manufacturers' mistake is incorrect report of goods' characteristics to the customer. Manufacturer looks at the product from one side and customer looks from the other side, but those sides may not be similar. For example, by looking at the bottle marked as "energy drink ", consumers are likely to think that it is necessarily based on caffeine, but it can be average lemonade, since it is known that its components are safer for health and more energy intensive than caffeine. On the one hand the segment of consumers committed to "caffeine" is unlikely to purchase this product for the second time due to the stereotypical association - "energy - caffeine " , and on the other hand the segment that is carefully monitoring their health may not even pay attention to this product , and all because of the "energy drink" label.

Thus, we can conclude that the manufacturer needs to select his product feature set more carefully and assign exactly those features, which consumer desires the most. It's also important to properly inform the consumer what exactly are the features of the goods. In both cases such tools as market research, segmentation and planning become essential assistant tools to identify what the consumer needs, which customers the goods will be directed to, determinate the scenarios, write strategies and other elements of the marketing activity.

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## **SYSTEM OF NEURO-MARKETING AS MOTIVATOR OF RETAIL NETWORKS EVOLUTION**

Today, at a time when the market is extremely rich with variety of products, the competition between companies, producing similar products, becomes tougher. In addition, picky consumers are beginning to better understand the peculiarities of the influence of manufacturers, which entails a reduction in response to standard methods of marketing. That is why companies are beginning to develop and practice the unusual techniques to revitalize the sales. One of these techniques is neuro-marketing, which is relatively new on the Ukrainian market of retail networks.

Neuro- marketing as a scientific discipline studies the spontaneous reaction of consumers to external factors, such as: visual, auditory, olfactory, tactile and emotional.

Visual factors include the architecture of the building, the lighting in the room, the range of colors, features of furniture and equipment design, interesting pictures, unusual merchandising and harmonious combination of all these elements.

Modern visual marketing is used by a large amount of retail chains. Color is one of the most important features of visual marketing. For example, «Amstor» uses orange color to enhance customers' appetite, so it's not surprising that we buy twice as much as planned, when we come to their supermarkets for the products. Continuing the topic of the color spectrum used by a retail networks, it's necessary to mention «Obzhora» network. Predominance of green color in its trading halls portrays the image of company that cares about its customers and offers only fresh products. In turn, "ATB" sales network using combination of blue and white colors, positioning itself as a strong and reliable company that cares about its customers.

Regarding audio-marketing, it has become almost an integral part of retail networks. After all, it is thanks to him moving speed of visitors can be regulated. In time when the influx of people is relatively small, music is calm and quiet, which is reducing visitor's movement speed, so he can see much more goods and buy a few unplanned items. Quite the opposite situation can be observed in so -called "rush hour". Audio accelerates and make the visitors do the same, helping to reduce jams in the trade hall.

Aroma-marketing in retail chains involves spraying pleasant scents in the trading hall causing pleasant feelings and contribute to the expansion of commodity turnover. For example, in food networks, vanilla and pistachio flavors proved to be most suitable, because they enhance visitors' appetite.

Tactile marketing involves placing the trade hall furniture and equipment, made of kind to the skin materials, in most convenient locations.

The last factor - emotional marketing involves friendly atmosphere, created by the staff of the company.

As for the active application of neuro-marketing in retail networks, for today, professionals' opinion in this matter is dispersed, and a clear decision was not formulated. Many of them consider neuro-marketing as an unethical and deliberate impact upon the mind of the buyer and the imposition of various commodities to him without his awareness. However, there is another view; unlike the hype, neuro-marketing is not an aggressive method of impact, which is its positive side during an oversaturation of space with advertising information. Also, it was proved that the system of neuro-marketing helps visitors to relax and concentrate on the selection of goods.

Thus, we can conclude that despite the fact that there are many points of view regarding neuro-marketing, using of its complex system of elements promotes the rapid development of retail networks as well as positive emotions of the visitors.

## **INSIGHTS INTO LEVEL ASSESSMENT OF ENTERPRISE ECONOMIC SECURITY**

The indicator of business activity that summarizes the most and directly reflects management company efficiency is its net profit. The factors of businesses macro- and microenvironment can create a lot of dangers for a company and prevent ensuring of certain economic security level. The environmental factors  $S$  that have direct impact on the performance indicator of economic activity are determined by the expression:

$$S = F_{ex} \cap F_{in}. \quad (1)$$

So a profits can be represented as follows:

$$P = f(S). \quad (2)$$

A profit amount sets economic security of an enterprise and in this order an achievement of its goals that are referred to different business areas (economic, financial, innovation, social, environmental, etc.). If a profit is accepted as the main factor that characterizes the enterprise economic security, then change of the security level will vary in direct proportion to it. Just this level evaluates the economic security of enterprise for a certain period of functioning as its ability to achieve set goal under micro- and macroenvironment conditions in analyzed period. Thus all the strategic goals of the enterprise are identified with the end indicator of its economic activity in the form of net profit by determining its rational level and comparing it with the actual level of net profit. Under the condition of gaining profit the enterprise economic security level ( $ESL$ ) is offered to determine as follows:

$$ESL = 1 + \frac{P_a - P_r}{P_r}, \quad (3)$$

where  $P_a$  – the actual level of net profit in analyzed period;

$P_r$  – the rational level of net profit calculated in accordance with the given natural, technical, technological, organizational and economic conditions in analyzed period.

When a profit changes in a value of  $(P_a - P_r)$  an economic security level changes to a value that is proportional to  $(P_a - P_r)/P_r$ . Some of this increase (decrease) of the economic security level will be directed into the formation of additional income (or caused the reduction of accumulated profits).

In the considered task the rational level of net profit is understood as such its level that meets the cost of planned output subject to taxes and revenues from enterprise's sales on the assumption of strengthening of accumulation and consumption funds. Thus business activity can be considered as rational (in particular task business activity is analyzed as such one of production and sale of goods (works, services) in all its areas) when it is supplied by material, labor and financial resources for earning the most profit that is possible in the given conditions.

Economic security as any technical system security is a relative concept. It reflects the entity's ability of reacting to the impact of various micro and macroenvironments' factors to achieve the business activity goals. Representing the realization of these goals net profit enables changes of functional conditions of enterprise through operating its components that depend on itself. Therefore, for increasing an enterprise economic security level determining of factors that have the greatest impact on the net profit is needed.

Evaluating of economic security level creates opportunity to diagnose timely the current operating state of an enterprise that can be characterized by inefficient use of its corporate resources in the existing environmental conditions.

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### **SPAM. WHY IS THERE NO SENSE IN SUCH A THING?**

Spam is a well-known term and nowadays it is used for unsolicited or undesired electronic messages which we face almost every day in all forms, such as: emails, instant messaging spam, Web search engine spam, spam in blogs, wiki spam, online classified ads spam, mobile phone messaging spam, Internet forum spam, social networking spam, social spam, television advertising and file sharing spam. However, few people know that it was named after Spam, a luncheon meat, after the Monty Python sketch in which Spam (the luncheon meat) was included in almost every meal.

The purpose of this paper is to look at the efficiency of spam and its practicability as a form of promotion. It is a well-known fact that the main criterion of efficiency is conversion. Conversion marketing is an ecommerce phrase most commonly used to describe the act of converting site visitors into paying customers. Hence, the goal of commercial spam is to raise the conversion of the website (internet store).

According to a recent survey studying how the spam change the conversion showed the following. Taking into account that 1 million messages will cost about 150\$ and it seems like a good opportunity. However, statistically speaking, state-of-the-art spam filters block about 97-98% of spam, thus 1 million is reduced to 20-30 thousand messages which results in dramatic rise in the costs of each message. Moreover, latest research shows that among all spam receivers only 1% really pay attention to what is in it for many reasons, such as standardized text, poor content and so on. So, in the end the spammers have got about 300 mails delivered with enormous costs with conversion growth barely noticeable.

To sum it up, spam:

- costs money;
- makes (almost) no results;
- takes vast amount of gigabytes on the mail system's servers;
- and slows down the internet connection all over the world.

Taking into account all the above, it should be noted that there are far more efficient ways of spending money in order to raise conversion and, hopefully, someday people will understand this.

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## **ADVANTAGES OF THE INTERACTIVE MARKETING**

In modern world consumers become more scrupulous in their choices every day, while it becomes harder for manufacturers of goods and services to impact on them. Thus, manufacturers have to constantly look for new directions of end users handling. One of such directions became an interactive marketing, which is very popular today.

Interactive marketing is based on modern technologies and implies innovative approaches and tools of work with consumers. The most popular instruments are:

- SMS- games;
- SMS- chat;
- Contests;
- Harnessing the power of the Internet, etc.

Interactive marketing uses tools, which involve customer feedback, and this differs from the standard ATL- advertising on the Internet.

The advantages of using interactive marketing are following:

- 1) Impact on target audience;
- 2) Using the effects of viral marketing;
- 3) Activation and identification of consumers;
- 4) Low cost of spreading the advertising information.

There are two main directions of interactive marketing, namely:

- Promo-sites;
- SMS services.

Using promo-sites is a good opportunity to draw attention to your company. Promo sites may be a solid internet resource as well as separate section of site, dedicated to the advertised product, service, or brand itself, in which information is provided in a positive and entertaining way. The main advantage of using these sites is that while surfing the network a person feels the freedom of his choice is much stronger than while reading the press or watching TV. It happens because he comes to your site voluntarily and positively disposed towards the information that he's going to take.

Unlike the Internet services, SMS- games and SMS-voting are more mobile. Mobile phone is close to a person more than 18 hours a day - even when the owner is sleeping, the phone is next to him and able to receive calls, SMS or MMS. Of course, consumer cannot perceive advertising information while sleeping, however, if Internet access is just the many, the mobile phone has the vast majority, if not all. In

this way, SMS- services are accessible to a wider range of consumers, over a much longer period of time during the day and with almost no restrictions on the place of use. Moreover, SMS-games and voting are primarily addressed to younger audience, which understands the modern technology much better, and more receptive to advertising of recreation and entertainment.

Thus, we can conclude that modern interactive marketing becomes one of the most popular and innovative methods of impacting the consumers, which growing rapidly and covers an increasing amount of advertising information.

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## **MARKETING OF MOBILE AND DESKTOP APPLICATIONS**

Today the market of mobile and desktop applications is growing rapidly with the development of modern technologies, so enterprises must constantly adapt methods of promotion to the new requirements.

If we take the market sharing by income level for a basis, both mobile and desktop applications can be divided into basic groups:

- games and other entertaining apps;
- business and office applications;

Both groups need very specific set of promotional tools, which depends on their functions, magnitude and target audience, but differs significantly on each platform.

Mobile applications require much less investments and time to develop than desktop applications, but this market is overwhelmed with competitors, so it's difficult for developers to offer the consumer something completely new.

Basically, mobile apps are promoted through two main services- Google Play and App Store, so bringing application to the top downloaded applications becomes primary task. This can be achieved by the following methods:

- Create a website with links for download and complete information for both visitors and press;
- SEO;
- Promotion in social networks;
- Review in associated press;
- Analysis of users feedback;
- Work with popular independent reviewers.

Development of desktop application can take several years and millions of dollars so it's necessary to predict, what will be the consumer's needs in the future. Thus, such tools as marketing analysis and planning become an essential part of company's marketing strategy.

Before the application is released it's important to attract as much consumers as it possible.

Unlike the business and office applications, most of the promotion of desktop games is made long time before release.

There are several of most effective methods of desktop games promotion in pre-release period:

- Run the beta-test;
- Make a limited edition with additional features only for those users, who pre-ordered the game;
- Participating in game conferences;
- Previews in associated press.

Release date is also important, because many developers and publishers failed the sales by releasing their game at the same time with bigger and presumably better projects.

After the game is released, publishers use downloadable content to maintain the interest of those, who already bought the game, as well as order articles in specialized magazines to attract more customers.

As for promotion of business and office applications, it often represented by standard set of tools, such as:

- TV advertising;
- Direct marketing;
- Outdoor advertising etc.

Thus we can conclude that evolution of mobile and desktop applications is only determined by accessibility and power of hardware, which are expanding every day. So, companies must keep up the pace with technical progress to remain strong in this tricky and constantly changing market.

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## **MARKETING. MARKETING RESEARCH**

1. Should be distinguished from market research marketing research as a marketing research refers to the process of marketing, at the time, as market research applies only to markets.

2. At the moment there are a number of different methods, including innovation , market research , responding to all kinds of customer inquiries.

3. Adekvatnost assessment of the demand and the optimal pricing of products is largely determined by the level of development of marketing at the company. Demand analysis allows to determine the maximum price of the product.

4. Poll. The method of collecting primary data by referring questions to a specific group of people, which is directly proportional effect on demand.

5. In the research and development of marketing widely used teaching methods borrowed from other disciplines. Methods allow us to study sociology processes information dissemination in the market, identify consumer attitudes to innovation .

methods of anthropology, allowing on the basis of knowledge of national cultures and living standards of different nations to better understand the market environment .

6. Developed system of selling shelf market research, greatly simplifies the process of market research organizations . The most well-known companies are American Market research (in English) and the Roy Morgan Online Store.

7. Without market research is impossible to make effective strategic decisions in the field of marketing.

8. There is no need to prove that the completeness and relevance of marketing information to a large extent determine the success of the company in the market

9. Make more informed management decisions, it is better to know the needs and preferences of customers , to assess market prospects products , to evaluate and improve the effectiveness of the campaign to promote products / services, will allow us to Marketing Research

10. In recent years a number of factors that increase the importance of marketing information:

Market research should be conducted in a professional and thoughtful at all stages, from the selection of the type of marketing research, and finishing techniques of data processing and presentation of the results.

11. In large companies have marketing departments that are engaged in the promotion of goods and services on the market and collecting marketing information, however, there are also specialized companies that are engaged in marketing research. The main advantage of an independent marketing agency in comparison with the marketing department of the company is its objectivity and professionalism.

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## **EVOLUTION OF MARKETING**

Each era has a certain marketing concept in its evolution. Marketing concept is a way of thinking; a management philosophy guiding an organization's overall activities all the efforts of the organization, not just its marketing activities.

The first stage of marketing evolution was the production era. The main goal of manufacturers was increasing output with the assumption that customers would look for, and buy, reasonably priced, and well made products. Today it is not effective because companies focusing their effort too narrowly losing sight of the core idea of producing to meet customer needs, but this concept can be used when the company wants to expand the market.

The product era followed the production era when companies tried to produce product based on its quality, performance and innovative features. This concept focusing on the product and not on the consumer needs, which leads to 'marketing myopia'. Now it can be useful when company introduces new products where there may be insufficient customer knowledge and competition.



The product era was replaced by sales era. This era has led to use of marketing techniques, such as advertising and personal selling. It focuses primarily on customer conquest – getting short-term sales with little concern about who buys or why. Nowadays, it could be used to support some more dominant philosophies in certain types of businesses.

Unlike the selling concept, the era marketing focuses on the needs and wants of the buyer rather than the needs of the seller and the product. The marketing concept rests on four pillars: target market, customer needs, integrated marketing and profitability. Presently, the concept still reigns superior in creating and retaining profitable customers, which is a primary objective of businesses.

The concept of the societal marketing era calls to balance three considerations: company profits, consumer want and satisfaction, and public interest. This new concept represents an attempt to harmonize the goals of business to the occasionally conflicting goals of society.

A new stage of marketing emerged called relationship marketing era. It concentrates on a long-term relationship between company and customer. These relationships are based on trust and commitment. The main idea of the concept affirms that ‘the cost of attracting a new customer is estimated to be five times the cost of keeping a current customer happy.’

The concept of holistic marketing era is the future business thinking and includes internal marketing, performance marketing, integrated marketing and relationship marketing. This concept can be described as a clever combination of all the concepts that have been developed prior to it.

To sum up, the development of a new concept may not necessarily mean abolition of old concepts. New concepts may build on old ones to make a business more successful. Some of the old concepts developed in each era are still around today, and marketing concept remnants from each era compete with each other as organizations conduct their marketing activities.

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## **SITUATIONAL FACTORS THAT AFFECT PEOPLE’S BUYING BEHAVIOR**

Situational influences are temporary conditions that affect how buyers behave, whether they actually buy your product, buy additional products, or buy nothing at all from you. They include things like physical factors, social factors, time factors, the reason for the buyer’s purchase, and the buyer’s mood. Accordingly, we must know what questions a customer sets before a purchase.

### *The Consumer’s Physical Situation*

Have you ever been in a department store and couldn’t find your way out? No, you are not necessarily directionally challenged. Marketing professionals take

physical factors such as a store's design and layout into account when they are designing their facilities. Presumably, the longer you wander around a facility, the more you will spend. Grocery stores frequently place bread and milk products on the opposite ends of the stores because people often need both types of products. To buy both, they have to walk around an entire store, which of course, is loaded with other items they might see and purchase.

#### *The Consumer's Social Situation*

The social situation you are in can significantly affect what you will buy, how much of it, and when. Perhaps you have seen Girl Scouts selling cookies outside grocery stores and other retail establishments and purchased nothing from them. But what if your neighbor's daughter is selling the cookies? Are you going to turn her down, or be a friendly neighbor and buy a box (or two)?

#### *The Consumer's Time Situation*

The time of day, the time of year, and how much time consumers feel like they have to shop also affects what they buy. Researchers have even discovered whether someone is a "morning person" or "evening person" affects shopping patterns.

#### *The Reason for the Consumer's Purchase*

The reason you are shopping also affects the amount of time you will spend shopping. Are you making an emergency purchase? Are you shopping for a gift? In recent years, emergency clinics have sprung up in strip malls all over the country. Convenience is one reason. The other is sheer necessity. If you cut yourself and you are bleeding badly, you are probably not going to shop around much to find the best clinic to go to. You will go to the one that's closest to you.

#### *The Consumer's Mood*

Have you ever felt like going on a shopping spree? At other times wild horses couldn't drag you to a mall. People's moods temporarily affect their spending patterns. Some people enjoy shopping. It's entertaining for them. At the extreme are compulsive spenders who get a temporary "high" from spending.

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## **WHAT KIND OF ADVERTISING THE MOST FAMOUS BRANDS USE?**

*Product placement* is the promotion of branded goods and services within the context of a show or movie, rather than as an explicit advertisement. When you see a product or service appear in a TV show, or in a motion picture, the company behind it has usually (but not always) paid for their brand to appear on screen or on the radio. Also known as embedded marketing or advertising, it has been around for decades, but marketers have become much more sophisticated in the way they use it. Being a very obvious form of sponsorship, product placement sometimes very transparent, which is not always good. You barely notice that every single car used in the movie or show was from only one auto-maker as well as everyone drinks the same brand of soda.

### *Costs of Product Placement*

A recent example of quite costly product placement was the use of the new Ford Mondeo in the James Bond movie *Casino Royale*. It is reported that Ford paid \$14 to have James Bond drive the Mondeo. It was on screen for around 3 minutes, which equates to \$78,000 per second! That is more than the average US family makes in 1 year.

Ford also furnished the cars for the scene. However, there are no specific costs associated with product placement; this is usually something that is negotiated between the show and the brand.

### *Product Placement in the Movies*

Some of the most famous product placement scenes in movies include:

- Pepsi and Nike in *Back to the Future*
- Apple iPad in *Modern Family*
- Ray Ban and US Navy in *Top Gun*
- Ford Mustang in *Bullitt*
- Kodak Carousel in *Mad Men*
- M&Ms in *Mission To Mars*
- Marlboro in *Superman II*
- Converse in *I, Robot*

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## **BRAND POLICY IN UKRAINIAN MARKET**

Brand is a name, term, sign, symbol or design intended to identify the product of a seller and to differentiate it from those of competitors. It amounts to a promise of consistent quality and value.

What about Ukrainian market? Which brands have won the love and trust of Ukrainians?

The list of the most popular Ukrainian brands was researched by "TNS Ukraine" in winter 2012 - spring 2013. Brands which have created Ukrainian manufacturing companies were estimated, as well as trademarks, developed or acquired by foreign companies, especially for Ukraine.

So, chicken "Nasha Ryaba", beer "Chernigivske" and sweets "Roshen" – that is what Ukrainians prefer. At least, these brands have entered the top three ranking of the most popular food brands in Ukraine. "Nasha Ryaba" does not give up its position for the fourth consecutive year, well ahead its competitors. Its success is primarily determined developed distribution network, rather aggressive behavior in the market and at the same time, a competent advertising campaign. Over the past year, "Nasha Ryaba" has increased sales volumes in Ukraine for 500 million UAH to 5.6 billion UAH.

In the second place – brand "Chernigivske", domestic sales which have reached 3.89 billion UAH last year. This allowed the beer brand outrun sweet brand "Roshen" 500 thousand UAH.

Breakthrough of the year can be considered brand "Khlibniy Dar", which in the current list ranked fourth. Over the year, this vodka brand has increased its sales by almost 1 billion UAH to 2.36 billion UAH.

In this rating there are the 14 newcomers, and one of them immediately broke into the top ten. This is a brand of vodka "Morosha". Brand belongs to the holding Global Spirits which already has a strong and successful brand "Khortytsya". Although the brand "Morosha" appeared just two years ago, it has managed to gain a foothold in the market and even outrun the brand "Khortytsya". At the end of 2012 products under the brand "Morosha" were sold for 500 thousand UAH more than brand "Khortytsya".

If last year's list were favorites of beer and alcohol, but in this year the majority of the sausage and meat products have placed first position. At the end of last year, total sales of 10 meat brands included in the rating, higher than 9.12 billion UAH. Producers of alcohol have earned more than 8.55 billion UAH. In the third place in terms of revenue are beer brands which account for more than 9 billions UAH. Interestingly, all of this six beer brands are owned by multinational companies, such as "SUN InBev Ukraine», Carlsberg Group, and "Efes Ukraine". In all, 50 of the most successful brands in Ukraine have earned more than 44.8 billion UAH last year.

This year, to collect financial information was quite a challenge. Thanks to a flurry of activity control bodies Ukrainian business has become even more closed. Manufacturing companies are reluctant to share their results, and some of them do not publicize and do not speak about their success to tease the competitors and the Raiders.

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## **SOCIALETHIC MARKETING AS EFFECTIVE INSTRUMENT OF DEVELOPMENT IN THE GLOBALIZED WORLD**

Lately the problem of solving social problems attracts more and more attention of the researchers, leaders and publicmen, becomes a theme of international debates and wide discussions. Through social character of consequences of globalization processes and the states disability to control the process of decision of social questions agiotage around these problems grows more and more.

It's worth making business to be interested in the involving of social aspects of life. It is explained by the growing role of business-association and further strengthening of competition between transnational companies for a right of prevailing on world markets and require considerable efforts, in direction of searching new ways of influence on consciousness of consumers, and also strengthening of company's social aspiration functions. Under such circumstances,

the concept of the social marketing streamly apreading as effective and mutually beneficial instrument on the way of fruitful co-operation of business and societies [1].

It's worth emphasizing that the social marketing appeared in the context of economic activity : society, by satisfying the basic necessities (In foodstuffs, clothing, accommodation), starts creating the organizations of noncommercial character, called to control the further increase of necessities, settle different social problems [2].

Socialethic conception of marketing prewise determination the necessities of customers and satisfaction of them more effective than competitors, taking into account common to all mankind public interests. An enterprise in its marketing activity must execute three tasks: to take into account public interests, satisfy the necessities of customers and increase the income. Satisfaction of individual necessities and desires of clients are accompanied by the necessity of saving to save and improving the standard of society life. In fact, influencing on the society today, a company gets valuable and able to pay consumer tomorrow. Consumer that does not yield to the toxic action of muddy environment through the ecologically-oriented production; consumer, that does not spend the last on medicine, as conducts the healthy way of life; consumer, that is well-informed, form and literate [3].

Further more deepening in determination of concept of the social marketing, it is possible to mark four its substantial and, in addition, unique features. Firstly, the social marketing is used, to attain voluntarily changes, desire to behave itself in another way, in fact this type of marketing prewise avoidance of any pressure and force. Secondly, specialists from the social marketing try to emplement changes, using the principle of original exchange : a consumer, what making sure in the new system of values, must get profit from the change of own behavior, and when a producer-businessman comes forward as a teacher - gets a benefit as a positive image. Thirdly, the social marketing operates traditional marketing technicians: research of advantages of consumers, analysis of target groups, market, questionnaire segmentation and others like that. Fourthly, permanent description of the social marketing always was activity, directed on the change of social behavior with the aim of achievement of prosperity of target audience. And, finally, another key description of the social marketing is the balanced position both in relation to society and in relation to an individual. It forms ability of the social marketing not only to influence on the change of behavior of representatives of target group but also change a relation or positions of specialists, organizations, politicians [1].

Most theorists and practical workers from marketing think, that nowadays socialethic conception of marketing must prevail among other conceptions of market economy. Its application is more humane and sent to expediency of the firm functioning. For this purpose it is necessary to offer more quality, from the market and social points of view, variants of satisfaction of necessities of consumers and to search the methods of increasing the man's life standard [3].

Social problems are very difficult and interdependent, and that is why their

decision must come true in close intercommunication with the specific of socio-economic, historical, religious, cultural features of consumers. At dividing of society it is necessary to specify into segments, which groups are the most vulnerable and less socially protected in order to begin to realize social measures, and first of all for these groups of population [2].

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## **AN ADVERTISEMENT IN THE COMPUTER GAMES**

The computer games are the same effective advertisement ground, as clips or cinemas. However the active use of games for advancement of various products from the trainers and instant soups to bank services began comparatively recently. Today an advertisement in the computer games develops rapid rates. Taking into account, that the computer games and multimedia-products are absolutely not overcame the new audience of consumers of commodities and services, every game or multimedia-product has its own audience and inexhaustible possibilities for an advertisement.

An advertisement in the computer games must answer the three basic requirements: realisticness (an advertisement must be exactly as in the life, but taking into account playing the conception and the plot); inofficiousness (an advertisement must take place in those places not to prevent to perception of the game); variety (an advertisement must be maximally various, whether how many brands are advertised).

Generally an advertisement in the games has large but small studied potential. Already it is possible to mark some important differences from other methods of advertisement:

- it is abolition from "product placement" in the cinema – there is a frequent and repeated (possible passing one game more than once) contact with an advertisement;

- it is abolition from an advertisement on the shields (the billboard) – is more lower cost with wider coverage of the target audience;

- it is organization of activity of player round an advertisement and close co-operating with it;

- an advertisement can be made brighter in relation to other objects in the game;

- it is possible to enter an advertisement in the plot of the game.

At this stage it is difficult to define efficiency of the use of different types of advertisement in the computer games, however there is no doubts that it is effective, neither for advertisers nor for developers with publishers. As for the ordinary users – it is pleasant that an advertisement becomes less intrusive but serves its purpose, influencing on a decision-making at the purchase of that or other product, at the choice of that or other service.

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### **FEATURES OF SMM ON THE B2B MARKET**

*Actuality of the topic.* SMM, as a complex of measures for using social media to promote your company, has been used successfully for long time on the consumer market, and gives good results. In the B2B sector, SMM is not as widespread as in the B2C, and if it's used, it is often inefficient. The problem is that the SMM in the industrial market has its own features and companies should pay attention to the specifics of this to improve the effectiveness of their promotion.

A lot of different researches were conducted on this topic, results of which are often contradictory. For example, in a study of «Accenture», which evaluated the relationship of companies to social media, analyze responses showed: B2B companies generally believe that social media is an important tool to interact with current and potential customers, partners and other stakeholders. As result of research «Matik» agency was compiled a list of the most effective and weak instrument for the promotion of B2B companies in the Internet. And it is considered the least effective promotion such as social networks, Twitter and blogs, as well as viral marketing. B2B companies are trying to keep up with fashion's new Internet and order promotion in social networks and blogs. Usually this was not a conscious strategy, the company just wants to be in line with the trends, and the cost of SMM does not lead to a result.

In our opinion, if companies want this type of promotion to become effective, it is necessary to pay attention to certain features. So, in what they consist?

- On B2C market it is reasonable to use SMM practically to all companies as majority of their final consumers spend a lot of time in social media. And in the industrial market not all companies should use this tool: for example, for the raw companies it is enough to have the site as the majority of the B2B-companies have: beautiful pages with a large number of the text — and without possibility of dialogue with prospective clients, so it simply isn't necessary suffices. The companies in high-tech industry and many other need not only a beautiful site. For example, advertizing and marketing agencies, and also design bureau. Their target audience – marketing and PR managers – are especially greedy for innovations of the Internet and are active audience of social networks, blogs and Twitter.

- There is an important difference in a content. The director of bank or the manager is interested to receive business information on a product, for example that

the bank had a new line of deposits. Also he will be interested in reading interview to any businessman or results of researches. Competitions with prizes and colourful pictures aren't interesting for him, but everyone has minutes of rest therefore the professional humour is possible. Final consumers of B2C spend much time on the Internet entertaining and communicating, therefore bright-coloured pictures and video – just for them.

- It should be noted that for the companies selling on the industrial market, it isn't necessary to expect the rapid and prompt growth of sales after the beginning of using SMM that it is quite possible to expect in the consumer market. If on B2C SMM first of all it is directed on growth of sales, and then on increase in loyalty, at B2B – to the contrary.

Is quite simple to keep in mind about these features, developing a strategy to promote the company in social media and it will be effective as the others. Social Media Marketing ceased to be for a long time any amusing appendix to networks, and was created in the form of the full-fledged instrument of business, and came to understand time it not only B2C to the companies and to begin its active use.

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## **ECOLOGICAL STRATEGIES AND COMPANIES' IMAGES**

Nowadays the environmental pollution is a vital issue. The man's careless interaction with nature has given birth to the ecological crises. We have to find a solution of this problem. If we talk about people, it will be their own decision to help our nature or not. When dealing with the international companies, they have to solve the ecological problems, it is their responsibility.

A lot of large-scale industry plants pollute the air and the world's ocean, as a result, the destruction of the ozone layer has appeared. We need to avoid the disaster of our planet.

Companies design ecological strategies to minimize the harm caused to the environment.

Perfectly designed ecological strategies also form positive images of the companies. It is very significant for them.

There are a lot of factors influencing a company's ecological strategy (Fig. 1).

There are different types of ecological strategies:

*Corporate ecological strategy* relates to company's decisions concerning new type of business: the choice of production issues, the choice of technology, plant location, research of environment and development investment.

*Functional ecological strategy* concerns long-term plans of company as purchasing, production, technology and marketing.

*Purchasing ecological strategy* means refinement of the long-term supply chain. This strategy intend to stimulate recycling, reuse and resource reduction



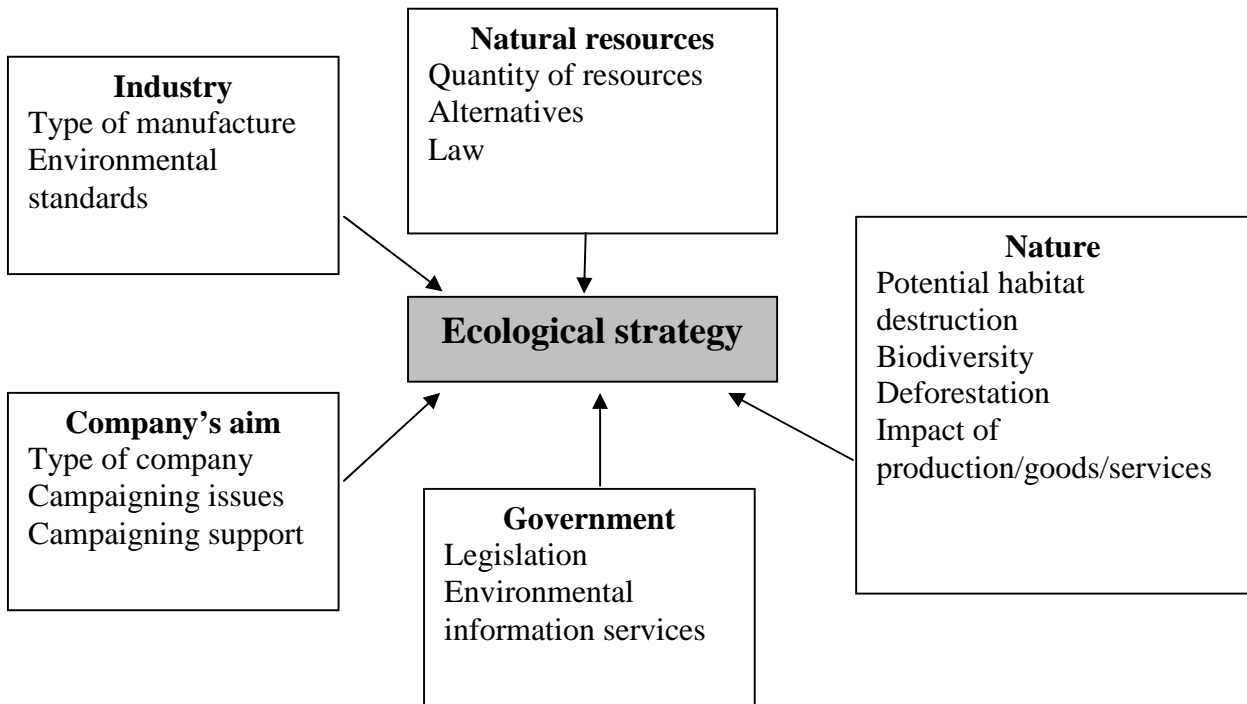


Fig. 1. Factors influencing a company's ecological strategy

*Production ecological strategy* addresses three fundamental questions: product planning, disclosure policy, and pollution-prevention programs.

*Marketing ecological strategy* includes actions designed to satisfy customer's needs and wants with the emphasis that all these actions cause the smallest possible negative influence on the environment.

*Personnel ecological strategy* implies to train employees teach awareness about environment.

So if a company prefers to "become green" it needs to design its own ecological strategy suitable for its particular production.

There is a list of "green" companies which propagandize their ecological position and strategy.

For example IKEA needs a lot of lumber to produce furniture, however IKEA uses sustainable forest technique, invests in solar and wind energy etc.

Nike controls carbon footprint of all Nike's plants. They have reduced it by approximately 80% since the late 90s.

Starbucks encourages suppliers to protect water supplies and uses recycled paper products.

There are a lot of significant examples of perfect ecological strategies and companies' images. And these examples provide the direction to be aimed by other companies which want to be successful.

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## **THE IMPORTANCE OF BALANCE BETWEEN EFFICIENCY AND INNOVATIVENESS FOR MODERN IT INDUSTRY**

Nowadays there is increasing of innovation factor role in modern IT industry compare to efficiency factor. Although role of efficiency doesn't goes down in terms of importance.

IT companies achieved high level of efficiency for the last 30-35 years, but at 1970<sup>th</sup> there was an economic model that focused on efficiency and innovativeness at once. The changes start with prosperity of Japan economy focusing on export, high quality and low prices. It is reduction of cost and quality improving decreased the innovation factor role in 1980<sup>th</sup>. Six Sigma and Lean were the main concepts allowed to speed up quality improvement. But focusing only on efficiency factor, forgetting about innovativeness, brought to mankind quite wild range of cheap goods with similar characteristics. For the reference, current smartphone market is a result of such policy, while several years ago some companies were trying to promote their own unique concepts of mobile phone or smartphone.

In case of smartphone market the situation is starting to change with Chinese vendors coming to foreign market. Such companies as Huawei and ZTE have very easy strategy (they adopted Japanese strategy) – their goods should be cheaper with a similar characteristics. After Chinese vendors started their expansion to the main markets, “A”- Brand producers like Apple, Samsung, Microsoft, Google, etc., started to focus on...innovativeness! No doubt the focus changing process has taken some time due to company's size, structure, decision-making process etc. As a result several vendors have already launched their new type of goods; others are going to do it. For the reference, Google has launched Google Glass, Samsung has announced Galaxy Gear and etc.

Currently there is a unique chance for marketers, because new product category like any innovation should find its consumer. And if there is no consumer the project will be failed. The main mission of marketing in this case is to prepare background before and after product launch, potential consumer should understand several things: how to use, why, how often and etc. So, and maybe the most important factor is to make it popular in terms of prestige.

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## **ANALYSIS OF THE UKRAINIAN SOFT DRINKS MARKET**

Ukrainians are gradually getting used to a healthy diet. This fact also applies to drinks. Today there is an increased demand for mineral water, kvass and partially blended juices. While the Ukrainian market of sugary soft drinks is being reduced, the juice market has been suffered from stagnation of production for several years.

After the financial crisis in 2008, the soft drinks market declined by 9.4% and accounted for 174 mln dkl (1740 million litres). The situation continued to deteriorate throughout 2009 when production volumes fell by 17.6% – to 143 mln dkl. The production outcome increased in 2010: 2% growth was recorded – 146 mln dkl. However, in 2011 market volume dropped again by 2.6% – to 142 mln dkl. It is claimed that in 2012 the output value of the domestic market of soft drinks reached 146 mln dkl.

Considering the overall structure of the soft drinks market, it is worth emphasizing the share occupied by mineral water. In the past years, the capacity of this sector was inferior to sodas, but in 2012 the sector had the largest market share of 38.6%. Kvass had the smallest share of 3.7% which might be explained by seasonality of consumption (diagram 1).

Major players of the domestic soft drinks market are global giants – Coca-Cola Beverages Ukraine Ltd. and PepsiCo Ukraine. Together, they hold up to 40% of the sales. Moreover, the most successful and profitable brands of these companies (Coca-Cola and Pepsi) are interchangeable: when one of the brands is absent, buyers easily move to the competitive product. Nowadays, trying to raise the demand for sweet carbonated water, current sellers are exploiting nostalgic technology referring to the 80es.

To diversify risks, many manufacturers draw attention to other segments of the soft drinks market. For example, in 2007 PepsiCo Ukraine bought Ukrainian juice company “Sandora” for \$750 million and has become the largest juice producer with a market share of 45%. According to analysts, in the total Coca-Cola turnover, sweet drinks occupy about 60%. However, the company is actively developing the market of iced tea (its brand “Nestea” covers, according to the Pro-Consulting company, at least 60% of the corresponding segment) and kvass (trademark “Jari” holds more than 20% of the sector).

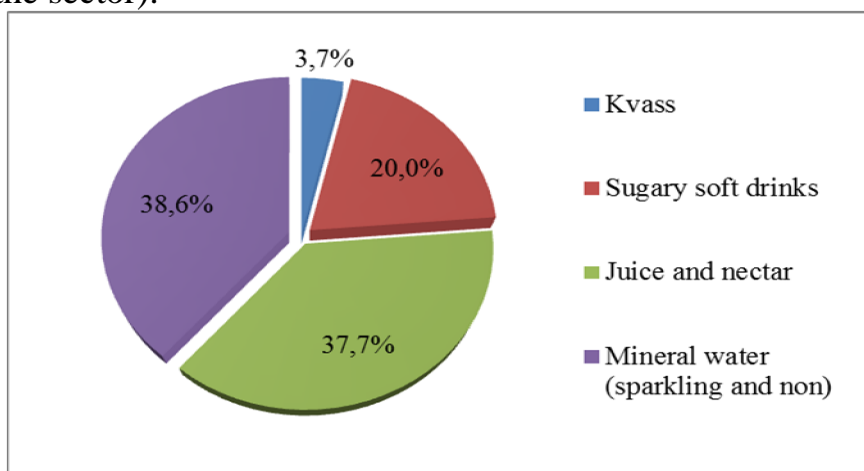


Fig. 1. General structure of the Ukrainian soft drinks market in 2012 in real terms, %

The most popular mineral water trade mark is “Morshinska” which belongs to the IDS Group Ukraine (“Mirgorodska”, “Alaska”). In fact, there is a high level of competition, but the main shares of the mineral water market belong to the top 10 companies (Coca-Cola Beverages Ukraine Ltd., Obolon, Rosynka, Erlan).

Today consumers choose to buy juice, vitamin drinks and beverages that contain the substance useful for immunity. At the same time, many people, due to their lower income, begin to restrict spending on expensive drinks. Specialists associate success of new products on the oversaturated Ukrainian market of soft drinks with massive and aggressive communication.

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## **MODERN STATE AND PROSPECTS OF MARKET OF MILK AND MILK PRODUCTS DEVELOPMENT**

Milk industry belongs to lead in food and processing industry which forms an attractive enough after volumes market. Milk and dairy products today is one of basic valuable food stuffs, what rich in squirrel, irreplaceable amino acid, oligoelements, vitamins and other useful matters. Providing of population milk and milk products, closely associated with suckling market development, functioning of which depends on the high-quality source of raw materials, state of production, market infrastructure, solvency of users. It testifies to importance of stable development of their production and sale, effective functioning of processing enterprises, increase of competitiveness. It is for this purpose necessary to own reliable state information and strategic directions of future expansion suckling market. The principal assortment items of soul-milk group is kefir, yoghurt and cheese. Plenty of yoghurts with different food ingredients, such as a strawberry, banana, peach, pear, and others like that, allow to satisfy the necessity of every user. This products are competitive and has demand not only at the domestic market but also outside Ukraine [4].

Raising of task. To analyse consisting of suckling industry of Ukraine. And also to select all positive and negative tendencies which take place at the suckling market.

Food industry is characterized a downstream, considerable decline of assortment of products, grave finansovo-ekonomichnim condition of most enterprises, high coefficient of wear of capital production assets, especially them active part.

Depending on demographic indicators differ and priorities at the choice of dairy products, these differences are unimportant although.

So in the consumption of suckling products by both men and women, milk has the greatest specific gravity (about 30%). In relation to age-old categories, only persons to 18 years most love to consume sour cream (28,4%), and other give advantage milk, thus in the consumption of milk products milk has the greatest specific gravity for people senior 56 years, presumably, with their low purchasing power. The basic users of sour cream among different age-old categories are persons from 31 to 40 years (31,4%); to kefir and yoghurt – in age from 18 to 30 (accordingly 25,6% and 26,5%); to cheese – from 41 to 55 years (11,2%).

Gradual growth of welfare of population is accompanied the change of pattern of consumption, new requirements, to quality of products which are offered a market,

that demand occupies the incident to him place of factor which determines suggestion gradually.

Today in Ukraine about 350 enterprises are on processing of milk.

In connection with a considerable competition at the raw material market the production of the prepared suckling goods is all in a greater degree concentrated on large enterprises which inlay a considerable money in modernization of production, mobile react on changing of the state of affairs of market, constantly increase the assortment and, not to lose the niche of market at the terms of seasonal deficit of raw material, extend the market of sale due to export deliveries. Such amount of enterprises results in a volume, that a market "podroblenyi" enough, in the number of most companies - Milkilend, VimmBill'Dann, Lactalis, Danone, Zlagoda, Rainford, Galychina [1].

The crisis of the Ukrainian economy did not go round suckling industry. Among the basic problems of suckling industry it is possible to name such: low level of the technological rigging of milk plants, ramshackle equipment; lack of development of market infrastructure; low level of material well-being and work-load of powers raw material; low quality of eventual products of enterprises of suckling industry; narrow-mindedness of possibility of wide differentiation of assortment is through low quality of raw material; decrease in demand on the products of processing in connection from low purchasing power of population of area, in particular rural districts; high level of competition from the side of powerful enterprises, equipped a modern equipment and technologies which produce suckling products under the known commodity brands «President», «Lasunka», «Balance», «Fanni», «Danone», «Veselyy milkman» and other. At the raw material market the enterprises of district scale a large competition is made by the leading enterprises of cities, which can offer to higher purchase prices the agricultural commodity producers. In the total district milk plants lose the local source of raw materials and forced to buy in raw material outside a district which results in additional charges on transporting, and consequently, promotes the charges of production and vacation prices on the prepared products.

The important problem of suckling market development is a source of raw materials. In connection with a considerable competition at the raw material market the production of the prepared suckling goods is all in a greater degree concentrated on large enterprises which inlay a considerable money in modernization of production, mobile react on changing of the state of affairs of market, constantly increase the assortment and, not to lose the niche of market at the terms of seasonal deficit of raw material, extend the market of sale due to export deliveries.

One of ways of improvement of quality and competitiveness of suckling products, that and conduces to strengthening to industry, - there is an association of enterprises - producers of suckling products with private small farms and economies of population. Experience of foreign countries testifies that integration in suckling industry is an objective process that is related to the necessity to promote efficiency of commodity production and competitiveness of suckling products, both on internal and on world markets [5].

Conclusions. The analysis of tendencies and prospects of the Ukrainian market of milk and dairies development allows to draw conclusion, that one this market niche of most, dynamic and cost-effective, and, thus, and most perspective.

But market of suckling products development depends on production of milk and state of stock-raising volumes in a country. Further development of enterprises will depend on possibility to pay off after present obligations and form farms that will provide a production own raw material. A necessity is a transition of mutual relations with the producers of milk on a qualitatively new level, creation and equipment in the settlements of points, improvement of the system of mutual settlements.

Connection with a considerable competition at the raw material market to the producers of the prepared suckling products it is necessary to create associations that will inlay considerable money in modernisation of production, mobile will react on the changes of the state of affairs of market, constantly increase the assortment and, not to lose the niche of market at the terms of seasonal deficit of raw material, will extend the market of sale due to export deliveries.

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### **FANCY MARKETING SECRETS FROM APPLE**

The first secret is to not sell the product. People buy things that others have. The advertising of the popular player “iPod” is considered neither emphasis on the function of the gadget nor accent on the presentation of its capability is given. The secret is that the company is not trying to sell the player. Vice versa, they call everybody, to start a community of happy people with iPod.

The second secret is to not become pioneers and improve existing products. A huge number of books and publications on start-ups repeat one and the same idea. Find demanded no one niche markets to become a pioneer and be the first to reach success on it. The founders of Apple did not even think to create anything like that,

they have not invented a laptop or player. However, this did not prevent them substantially improve the already well-known worldwide designs and functions of selling technology.

The third interesting secret is to turn customers into product marketing assistant. Being hooked on users jumping with joy with iPod in hand is generally more effective than the most carefully rehearsed marketing strategy. Most of iPhone buyers have wasted for a popular toy several of their monthly salaries. These people are happy to put on a free T-shirt with the logo of the company or place a sticker with a picture of your favorite brand of all that turned up under the arm.

Intriguing memorable message is the fourth marketing secret of Apple. Today's online marketers have just a couple of seconds to win the attention of the user. Apple's strategy in this case is the most successful and a shining example. «Computer for All, a thousand songs in your pocket, the Internet in three steps» is easy to remember, useful and informative.

The last but not the least important secret is to “jump the gun”. Each activity of the company should be soaked by marketing; especially in sales. The effort to be taken is to concentrate on the feelings of clients in the best sense of the word.

The five described above marketing secrets from Apple, have helped the company production to become one of the best-selling around the world.

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## **PIZZA PACKAGING OPTIONS**

Every Purchasing Manager in the pizza business is tasked with buying the most cost effective packaging for their growing takeout and delivery pizzas. There are numerous options available. The Pizza Box is the most effective way to safely transport pizza from the oven to the home or workplace.

Paper prices have risen many times or more than 50% the past last years. These costs are passed on to your company. Paper mills will continue to shut down capacity to support higher paper costs. What are your options? First, you must review all your packaging options.

Pizzas lose heat and freshness rapidly sitting in the pizza box. The pizza box is not an efficient insulator. Heat is transferred from the hot pizza crust to the flat paper surface. The greater the surface area of contact, the faster heat is lost from the pizza. When the hot pizza crust sits on the flat surface of a pizza circle, a flat paper or against the flat surface of a pizza box, heat is lost more rapidly. So rigid, fluted liners reduce surface contact significantly, while also adding a trapped air pocket under the pizza circle, a flat paper or against the flat surface of a pizza box, heat is lost more rapidly. Most delivery pizzas must be delivered quickly (normally 30 minutes) after

the pizza leaves the oven to arrive as fresh and tasty as possible. The keys to a fresh tasting Pizza are the temperature, ingredients (toppings), the dough, and the crust. If you have worked for years to perfect your pizza, why wouldn't you want your customers to have the best taste experience available with your pizzas?

If a delivery pizza customer has a bad experience, they might not come back. When a delivery pizza arrives too cold, customers use a microwave to heat it back up. Most dissatisfied customers don't complain to the restaurant, they complain to their friends and family through social media. Thankfully, good experiences are also communicated. You need a product that does what is designed to do. So corrugated packaging will improve your customers' pizza experience by keeping your pizzas hotter and fresher. The ribbed flutes of the package are rigid and won't collapse under your pizza. The air pocket created under the pizza acts as an insulator, reduces heat loss and keeps your pizza fresh and tasty. The pizza sits on top of the rigid flutes. The excess oils remain in the liner and the Pizza Box!

The enterprise designed new packaging to be the most effective, innovative pizza packaging product available. Heat loss will be significantly reduced. Customers will notice the change. Every client that has switched to new pizza box has continued to purchase them.

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## **PROMOTE A NEW PRODUCT ON THE MARKET OF PRINTED PRODUCTS**

Company «Profile Plate» specializes in the manufacture of clichés for embossing since 2005, are used in the processing of different types of products - printing and haberdashery products. It can be labels, boxes, cards, folders (cardboard), brochures, posters, business cards, menus, diaries, wallets, folders (leather), bags, partmane, purses, bags for mobile phones and laptops, footwear and leather garments.

Clichés – a kind of printing plate, which is a metal or polymer plate for drawing pictures on paper or other material. Suitable for multiple receipt printing prints.

The main aim of the company is to create a production that will best meet the needs of customers.

The problem is the company that the company is not very high sales volume, and so the company decided to release a new product on the market - a cliché for foil stamping.

Clichés to foil it - using foil stamping and die. Manufactured from heat stamp. During pressure between the piston and the material is foil printing. Foil behind the



foundation under the influence of hot punch and fixed on the surface of the deformed material. The quality embossing effect not only the temperature, the pressure in the press and holding time under pressure, but the quality of the foil.

The market share of the enterprise «Profile Plate» is 0.17 % and the market share of competitors in the market of Dnepropetrovsk is: 1) Open Company, LTD. LunaPack TD Factory carton is 0.18%. 2) PE «Continent», which manufactures digital photopolymer clichés is 0.16%.

These companies competing is a threat to private enterprise " Profile Plate " because they also produce a cliché for stamping , so PE «Profile Plate» has decided to release a new product on the market, a cliché to foil that is not in competition.

To promote the product will be used as the communication:

1. Print advertising-company will provide a brochure that will cover every month free - 300 pieces.

2. Exhibitions-new product will be presented in the exhibition «REX 2014» to be held from 25-29 July 2014, which will be on display equipment from different manufacturers, technology, supplies, conducted lectures and training.

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### **ARCHETYPES IN ADVERTISING**

The concept of the archetype gives marketologists the opportunity to analyze the mechanism of the human mentality, which means that tool to improve the efficiency of advertising. The practical application of this theory is based on the fact that the archetypes provide the missing link between the client's motivation and selling goods.

The most successful brands are created with the active participation of the owners of the company, since in this case, and organizational culture (the archetype of the company), and the values of the brand (brand archetype) are one.

Fairy tales and advertising have a lot in common. They create the world at the same time like to reality and at the same time different. This special world exists under the laws that are vaguely familiar to everyone, and sometimes it seems even more "real" than the prose of everyday life. In the "ideal" world of advertising space for goods and services, and their production, appear to them as an ideal, perfect for consumers ... This is the world "child", mythological perception of the world ...

It seems surprising, but the archetype is manifested not only in social roles, but each archetype meet certain style image, type of graphics, color selection, composition, set of objects (in the visual range), the style of music and so on. If it's something more complicated than creating a mood - it does not require access to the same archetype, and to a certain scenario in which cycle through archetypal themes.

In order to select the archetype for a particular advertising project, the author must decide what kind of mood, style, what associations he wants to "integrate" into their creative decision that they provoked the desired topic in the perceiver. Then this emotional topic to be specified in such a way as to achieve the unity and consistency of the message (the message to coincide with the semantic near one of the archetypes). And then pick up the story or pictorial series, comparing it with the well-known "archetypal" or checking their own new creative ideas, comparing them with the standard semantic near the selected archetype. Enter a character or come up with a slogan that would be appealing to the different senses, to stand for centuries, is not enough. Modern consumers prefer more whole stories.

So, archetypes really are an effective means of advertising messages to the addressee reports not only because they are perceived by them instantly, but also because their meaning, interpretation remains virtually unchanged from different individuals belonging to any cultures, age groups, ethnic groups . Another important feature of archetypes is their interaction with the unconscious aspects of the personality, that is the archetype of effect on a person, regardless of his wishes, prejudices. Consequently, the use of archetypes in the advertising message can facilitate the process of perception and predict the emotional response of the target audience to the message.

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## **NEW GENERATION OF CONSUMERS**

Every year on the market appears more and more brands and competition grows a high velocity. Consumers are becoming more selective, and they are starting dictate their rules. Marketing tasks at first sight quite simple: to learn, understand, forecast needs, satisfy them through a product or service.

But today the consumer has easy access to any information. That makes them not only smarter and more mobile, but takes a power center in their direction. Walls that used to separated consumers from companies collapsed thanks to social media. Today it is impossible to manipulate by the consumer. Rather, the consumer begins to manipulate companies, presenting their demands to the quality of services and products.

One of the trends today is that consumers are becoming more discerning and begin to dictate their rules. They do not need to impose something, they make their own decisions.

David Ogilvy said: «Consumer is not an idiot, it is - your wife. You offend her intelligence if you suspect that a simple slogan and a few fresh adjectives will persuade her to buy anything».



Fig. 1. Consumption Ukrainians in 2002-2012 gg.

Who are the new generation of consumers? Note that one of the positive aspects of the consumer mentality, especially during the absence of bright technological breakthroughs was the development of attention to details. Ordinary buyer becomes smarter experienced and attentive. Many people understand that the BMW accelerates half a second faster than the Mercedes, and he, in turn, has the best smoothness. Almost all modern gadgets have plus or minus same set of basic functions, and users learned to distinguish fine nuances as their execution. Precisely not understanding how moon phases affect human, some buyers believe it is important to have this information on expensive watches. Many women seem to what color is now in vogue and probably do not remember being last time seeing rainbow, and children learn to read before have already skillful use of tablets.

Ukrainians began to argue as regular consumers started looking for the best price, to buy goods on the shares, special offers, online, but a growing number of companies that are ready to meet the demands and needs of consumers do not provide to buy less. This graph shows.

On the graph we can see how many Ukrainians spend each year. And if you compare the 2002 and 2012 - we see that Ukrainians spend 4 times more. This suggests that there is more companies able satisfy the needs of the population, the more people are willing to spend, it does not matter - it is justified or not. Consumers of the future generation will encourage marketers to raise the importance of attributes, such as interactivity, accessibility, social impacts, and "green" factor. Among the priority communication channels will strengthen the role of the Internet. Increase the number of brand-name groups in social networks, where the user will not only get relevant and useful information about the brand and the product, but also get interactive online entertainment in the form of games, test contest. In addition, brands will look for their customers in the area of freedom "live journal" to "YouTube's" and micro blogs. Spoiled buyers and confused sellers. Meet the new age: buyer manages the communication not the seller!

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## **BIG DATA ANALYSIS VIA PAYMENT SYSTEM**

The definition of big data hides a tremendous set of data. It is extremely challenging to process it with the help of usual software due to the fact that the amount of such data is fairly big. In other words, big data is a problem of saving and processing huge data.

Nowadays big data attracts practically all the companies, which plan to optimize marketing costs.

One of the remedy to find data is a payment system. The payment system implies some process which allows customers to pay for their goods. The main purpose of this process was payment until nowadays. However everything changes and this process is not an exception.

A big payment system possesses a great amount of data, it is aware of all transactions that customers make. For instance, a payment system knows about shops, cost of purchase, payment method and so on. Thus, when you do purchasing you automatically create database about yourself.

Examples of information which can be obtain:

- Features of a new product

ALS (Amyotrophic lateral sclerosis) research with help of big data

- Best-seller product

Analysis of POS-system by «Objective Logistics»

- Customer preferences

Analysis of purchase via all types of payment system

- Customers' behavior and influential factors

The mobile application LevelUp, which tracks correlation between sales and weather condition.

To sum up, big data is a tremendous amount of data which can help marketing managers to gain useful information about theirs customers, customers' needs, preferences and behavior.

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## **PROS AND CONS OF TRADITIONAL AND INTERNET MARKETING**

Nowadays, there are two types of marketing techniques: traditional marketing and Internet marketing.

Which is better? Which offers greater benefit and value? The truth is, both technologies can be useful. However, the key to distribution of the marketing funds is closely linked to properly understanding the pros and cons of each type of marketing.

*Pros of traditional marketing:*

- Type of direct sales (is the most effective way to market a product or service);
- Traditional methods may be the only means of reaching your particular group of consumers;
- Traditional marketing offers real tangible material: there is something to be said about handing a consumer some tangible printed material they can flip through at their leisure.

*Cons of traditional marketing:*

- Expensive & Cost Prohibitive: purchasing advertising for TV, radio, printing brochures and mailers can be very costly;
- It is tough to track real quantitative results: traditional marketing is a lot like throwing things against the wall and hoping they stick;
- Hiring outside help: printing materials, buying media and creating radio advertisements all require hiring outside help, which adds to costs;
- Forced: traditional marketing is usually forced upon the consumer, they don't necessarily ask for it.

*Pros of Internet Marketing:*

- Results are much more measurable;
- The ability to drill down into the demographics to accurately reach your target market;
- Social media allows you to directly communicate with groups or even individual consumers;
- Internet marketing is relatively inexpensive;
- Data and results are available immediately;
- Internet marketing is accessible to any size business;
- The opportunity to do everything on your own;
- The ability to make marketing message changes on the fly.

*Cons of Internet Marketing:*

- Can be highly demanding on the time;
- The ability to mismanage or be inconsistent in your brand identity in forums, blogs, social media etc.;
- A reliance on customers being highly interactive on the internet.

However, in the end, the decision is up to marketers. Incorporating Internet marketing into marketing plan will help marketers in their marketing target will best be reached.

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## **OUTDOOR ADVERTISING ON THE MARKET CATERING**

More than one in four restaurants in multiple cities failed during their first year of operation, and about 60 percent close their doors within three years, according to

studies by Ohio State University, the University of Michigan and Cornell University. Creating a thoughtful marketing strategy that includes consumer research, branding, advertising and promotions will increase chance of keeping doors open and customers coming back.

While many forms of electronic advertising exist today, there is no evidence that outdoor advertising is less effective at attracting consumers to a number of products and services on the market restaurant business. It has continued to be a profitable way to market to the public, allowing for sales that make the use of the advertisements worth both the time and the investment.

One example is the use of sandwich boards that are often found outside restaurants and cafes. Positioned on sidewalks, this form of advertising catches the attention of people walking by, enticing them to come inside for a special being offered by the establishment. Park benches are another place where ads can be placed, as are the sides of buses and taxis. In metropolitan areas with subway and trains as means of public transportation, advertising space is often sold inside the cars.

The key to effective outdoor advertising is in the fact that these forms of marketing are constant visual reminders for the people who see them every day. In this sense, products are being marketed to a captive audience. No matter how often the advertisement is seen, each encounter helps to reinforce the awareness of the good or service that is being marketed. The end result is that an individual may see outdoor ads for an extended period of time, and one day determine that the item being advertised meets a need. There is no question about where the person can go in order to meet that need.

Outdoor advertising is often placed in locations that are in close proximity to the business. As with the sandwich boards in front of restaurants, the marketing tool helps to draw in business from people who see the ad and decide they want to purchase the product right now, rather than later. The quick turnaround in recognition and customer purchase helps to keep the method of advertising a profitable means of doing business.

In an age where social media and digital marketing are dominating the market, billboards still have a sizable grasp on consumers.

4 basic rules of the outdoor advertising on the market catering

1) Six Words

How will you make sure someone has sufficient time to read your billboard as they fly by at speeds exceeding 60 mph. Write less. Remember, if your ad is on a highway, cars are traveling at an average of 55 mph or more. Contrary to many opinions, if the ad is cluttered with too much info, the viewer won't get this info gradually over time (more with each viewing). Instead they will ignore the ad altogether as it's too hard to read. It is generally recommended to use no more than 6 words.

## 2) Keep It Subtle

It is important that your billboard be noticed. However, do not over-do it. You want people to read your billboard while still being focused on driving. Do not be responsible for accidents because of how much attention your billboard causes.

## 3) “Plant The Seed”

It is important that your billboard cause a response. You want the consumer to contact you or your business because of your advertising. However, do not put phone numbers, e-mails, or any other means of contact on your billboard expecting immediate response. Billboards are only secondary mediums of marketing. A billboard can not do the “heavy lifting” of your marketing. It is only meant to “plant the seed” and cause response later after they are home and wish to look further into your business.

## 4) More is Better

The title is pretty self-explanatory. Buy as many billboards as you can. Chances are, a consumer will not remember your product after viewing your company on only one billboard. The chances of consumers seeing and actually recognizing your billboard increase with each new billboard you put up. The more billboards you have placed all over town, the higher the chance you will reach more of the market.

As I said, technology is taking over. Billboards do not necessarily contain the newest technologies. However, people need to drive. Billboards are still an incredibly effective way to market your brand, and will be for years to come.

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## **HOW TO INFLUENCE CONSUMERS AND THEIR BUYING DECISIONS**

Consumers go through a decision-making process when they are looking to buy products. To increase your chances of them purchasing from you, understanding how they decide what to buy and helping them through the steps is important. Here is a quick summary of the process:

Phase 1: Recognition and Awareness of a Need. In this phase, it is your job to position your product or service as a solution to a problem or need that a consumer may be encountering.

Phase 2: Search for Information. In this phase, you must make sure that your information is available to potential consumers. If they watch television, you need to produce a few commercials. If they often use the Internet, you want to make sure you have a Web site and are participating in search-engine marketing. Make yourself available where your potential customers go to find information about your products or services.

Phase 3: Evaluating the Alternatives. Provide information about your product in a way that is easy to understand and that explains why you're better than the

competition. In other words, make sure it's easy for consumers to understand why they should buy from you.

Phase 4: Purchase. Make your products available to consumers or they will go somewhere else to make a purchase. Also be sure to make the purchase process easy and enjoyable for the consumer.

Phase 5: Post-Purchase Evaluation. Sure you need to provide your consumers with service before the purchase, but did you know that you also need to provide service after the purchase? Extraordinary customer care after the fact can help diminish feelings of buyer's remorse or regret.

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### **APPLE PROMOTING IN UKRAINE**

The leading corporation on production of computers, laptops, mobile equipment and the software of "Apple Inc" received wide popularity the release of the first personal Mac computers, Macintosh and MacBook laptops, and also ON "MacOS". The American corporation "Apple", made original furor, having let out a line of audioplayers "I-Pod", and hundreds thousands music fans from all over the world have an opportunity to download and listen to various compositions from the Internet.

The way of promoting of Apple in the Ukrainian market is successful. Excellent design and excellent quality of assembly of each mobile device, beginning from Macintosh computers and finishing communicators of "iPhone" allowed to make this company a leading leader in production of mobile equipment. The Apple corporation still pays the closest attention positioning of the company among the competitors. For this reason, on a site of the company the set of big photos of various production of Apple corporation is presented. One of distinctive features of the Apple company is also that the company develops simple short messages which the buyer easily perceives on hearing and remembers: "Revolutionary laptop. Wide screen. Break among mobile devices". Certainly that such simple slogans are perceived by audience much easier, than, than the developed proposals of competitors. Forecasts of the most eminent resources, such as CNN Money, say that with a big share of probability of an action of the apple giant will grow further. Thus, Apple don't seek to take the first places absolutely on all positions of "grandness" of corporations. For example, in the Forbes list which includes the most innovative the focused companies, Apple today take rather modest 79th place. Not to mention that Apple is far not in a top of the most large-scale employers. But in other list of the same Forbes Apple takes an honourable first place as the most expensive world brand. From here a conclusion — to achieve success, it isn't necessary to try to be the first everywhere. It is worth choosing key positions on which it is necessary to succeed.

Distribution methods: In Ukraine production of the company is realized through a network of shops - partners. Sellers of the class premium are obliged to sell company production not below the recommended prices (in practice popular goods are on sale for 5% of dsit of the recommended price).



The Apple is a brand. And a brand, in turn — not simply goods, and style, a way of life, a culture element. Brand — it not beautiful packing and a being remembered logo, a brand offers the value or even supervalue. Brand — a certain new property, quality, visible or hidden which allocates a product among other and for which the consumer is ready to pay more. Success of a marketing dechyatelnost of the Apple company is displayed by successful results of sales of production. This results from the fact that the company promptly gains popularity, and also more and more people buy Apple production. It should be noted and that the Apple has a sick percent of international sales.

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## **MARKETING WARS: MISTAKES AND SUCCESSFUL STEPS**

In the 21st century it became more and more difficult to surprise people in the commodities market, especially when the market is in your industry and has a pretty good competition. Marketing has demonstrated the error and creative steps on the path to be the best on the examples of famous brands.

Cola and Pepsi are two of the strongest competitors of cola drinks. Their example can be viewed as two strong brands which battled for the top spot in the beverage market. Pepsi is the company that has successfully relied on young people. Cola is a product of a time-tested, classic cola.

The auto industry has always used comparative advertising. Similarly, the company entered the Audi, which makes the comparison on the example of its chief rival BMW. BMW did not have to endure a long time. It was a promotional war auto brand.

McDonald's and Burger King are two successful leaders among fast-food restaurants. Burger King relied on self-selection of ingredients for a burger when McDonalds ever produced fast-food new trends to increase sales, and the market is completely dominated by fast-food restaurants.

Competition between Apple and Microsoft has resulted in the fact that Microsoft has made its computer system cheaper for ordinary people. Steve Jobs' company after a few years of silence began to produce other technologies for everyday use. Microsoft lost a lot of clients because of high quality of Apple products.

That is why, based on the history of marketing steps of well-known companies, one can analyze what is necessary to experiment in the market, especially when you want to keep your place in your industry, and most importantly to keep your client.

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### **FIRST STEPS TO MARKETING A SMALL BUSINESS**

It is difficult to start a business, let alone learn how to market it. It is not uncommon for new and small business owners to find themselves in the marketing role and quickly become overwhelmed. There are marketing basics that are important to every small business owner. Marketing is not an expense, it is an investment and it is important to have a clear understanding on where to start investing.

There are so many definitions that describe marketing as small business owners understanding what it is can leave us confused. Good marketing is critical to the success of any business and understanding what will help your small business get started on the right foot.

Truth is when a business understands the importance and the role it plays in growing a business. When you understand the importance of marketing you can use it to promote the ongoing transition of your services and products to the consumer; this can create success in your small business.

Market research helps you to determine how your product or service will be accepted among different demographics.

Consumers are looking for something more than a flashy ad or attention grabbing commercial when considering where to spend their hard earned money.

There are certain things you need to consider and different steps you need to take in order to help the consumer feel comfortable.

A marketing plan serves as a roadmap when it comes to your marketing initiatives. A detailed marketing plan will show you what to do and help you understand why you are doing it.

Determining how much of your resources to marketing within your company can be is one the biggest obstacles that businesses face.

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### **ECO-MARKETING AND ECO-LOGISTICS IN INNOVATION ACTIVITY OF ENTERPRISES**

In the modern conditions the defining task for innovation management of domestic enterprises, along with the increasing their competitiveness, should act to facilitate solving the current environmental crisis through the use of environmentally friendly and resource-saving technologies.

Today, the concept of environmental marketing becomes increasingly relevant - the essence of which is based on the orientation of the production and distribution processes of the enterprise to create environmental goods (services), further stimulating demand for them and to meet the environmental needs and demands of consumers. In accordance with the environmental marketing concept modern enterprises need to plan all aspects of their business activities and implementation of this process should include the consideration of needs and requirements of the market basing on the principles of ecological safety [1, p. 81].

In turn, eko-logistic concept is based on minimizing the negative impact on the business environment, reducing the use of scarce natural resources. Not only the harmful emissions, that are a by-product of industrial activity, must be understood in the negative impact on the environment, but also vibration and noise caused by road and rail vehicles, the use of non-environmental goods packaging, waste of fuel and lubricants, which get into the air, land and water, and needs recycling as well [2, p. 179].

The implementation of enterprise innovation activities should be considered systematically that serve not only as a set of spontaneous management decisions to address current challenges, but includes a holistic organizational and economic mechanism in the system of the enterprise management.

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## **YANDEX METRICS**

Nowadays the relevance of online stores and the internet in general is growing dramatically. Marketers should be able to take an advantage of the the Internet, they must be able to analyze data from sites with the purpose to know potential customers better. For this purpose, there are a few tools that can help to systematize the information on the market. The names of these tools are Google Analytics, Yandex Metrics and LiveInternet. To analyse, we take Yandex Metrics, as it is more adapted to domestic markets.

Yandex Metrics is a free service of collecting visitor statistics of web sites. It appeared in the public domain in 2009, but at that time the service was able to gain

high popularity among webmasters. At its core, Yandex Metrics is a counter, which is installed on the site using a special code. This counter allows to gather various information about the traffic of a web site and group of users according to certain criteria and categories.

With Yandex Metrics a marketer can not only assess the traffic to a site as a whole, but also to get the information about what his web page is very popular among visitors. In addition, this service is able to measure the conversion of the site and advertising placed on it. This will allow you to receive information about how effectively promotion goes and as well as the popularity of a site among the target audience. Yandex Metrics is integrated with other parts of the company - Yandex and Yandex.Market . Thus, marketer can quickly gather information about visitors to group it and effectively manage their advertising.

Yandex Metrics has the following features:

- a clear and comprehensive interface, not overloaded with unnecessary details;
- data updating in near real time (every 5 minutes);
- ability to establish and monitor the "target" advertising campaign;
- segmentation of traffic according to various sources, the analysis of socio-demographic statistics of your website visitors;
- ability to sms-delivery reports in the case of technical problems on the website of the system;
- separate reports transitions of visitors to the site from contextual advertising systems.

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## **OUTSOURCING IS A CHALLENGING FORM OF INTERNATIONAL INDUSTRIAL COOPERATION**

For the purpose of the world economy externalization which supposes the appearance of new types and forms of business activities, non-equity modes of international production and development disjoined with the capital participation play an important role. This form includes a wide range of production models and investments, such as contract manufacturing, outsourcing, franchising, etc. Non-equity modes of international production and development are rapidly developing and have already established themselves as an effective mechanism for business dealing [1].

According to the statistical data of the recent years one of the most challenging direction of international cooperation in the manufacturing field, which together with the contractors production accounts for about 60 percent of total sales generated by cross-border activity on the basis of non-equity modes of international production and development, both domestically and internationally, outsourcing is recognized [1].

Many industrial enterprises realize economic disadvantageousness of all technological operations independent performance, use preferences of the third-party organizations production specialization. Such approach allows them to apply

available production resources more rationally and to achieve decrease in combine value costs, without losing thus competitiveness in the competitive environment. And that represents special relevance.

As international trade practice shows, the tendency of sales volume increase is traced throughout the world in recent years [1]. So, in 2010 the sales volume within non-equity modes of international production and development exceeded 2 trillion dollars that made about 14% from universal sales volume (these data generally treats to developing countries because they need more investments, new technologies, etc.). At the same time the global FDI stream amounted 1,24 trillion dollars in 2010 from which the considerable sum about 1,1-1,3 trillion dollars fell on contracting manufacturing production and outsourcing. Moreover the biggest sales volumes indicators belong to electronic (230-240 billion dollars) and automotive industry (200-220 billion dollars). Thanks to an outsourcing, positive factor is that the added value in these branches composed 20-25 billion dollars and 60-70 billion dollars, and employment – 1,4-1,7 million people and 1,1-1,4 million people respectively.

Using of the international production outsourcing gives the chance for application of the flexible interaction mechanism with the various companies. It allows providing Multinational Corporation with motivational incentives for investment carrying out with vitality supporting maintenance of the partners within knowledge, technologies and skills extension. Such policy gives the opportunity to realize considerable potential for the capacities strengthening on long-term prospect for host countries and to create a large variety of competitive advantages and to activate the processes of development.

The advantages of the international production outsourcing using in system of non-equity modes of international production and development can be explained by the following reasons:

- Market cooperation system flexibility to the environment adaptation changes;
- Risks and expenses decrease at the expense of a non-core activity externalization;
- Possibility of stable and long-term relations establishment with the local companies through the new workplaces creation, a considerable added value and export opportunities, and also through new technologies transfer that, finally, conducts to strengthening of local industrial potential.

Manufacturing, intercompany and intersectorial interaction at various levels allows compensating a lack of certain resources at the expense of their redistribution that in turn provides reproduction process continuity and gives a set of additional effects. During production and technological integration implementation in local chains the problem of the most effective capacity use of each enterprise is solved, so, there is a receiving synergetic effect possibility of all industrial integration element unobtainable at subjects independent functioning [2].

Also there is a positive fact that it becomes unprofitable to accomplish a full cycle of development and production on each enterprise in today's global competitive conditions, as it leads to unnecessary duplication of fixed costs, to increased production costs and inefficient resources usage, such as the development and supporting of high-tech industries.

In these conditions, it is essentially important to search for new areas of national economies adaptation to effective technological realities for international co-operation. This is accompanied by the transfer of certain industrial enterprise business functions or business processes in service to another company, specializing in the relevant field. This is accompanied by the transfer of certain business functions or business processes from the industrial enterprise to another company, specializing in the relevant field [3].

This form will help to strengthen and to speed up the development of the host country productive capacity, to stimulate the domestic enterprises growth and domestic investment in productive assets, and also to intensify countries' economic integration of into the global supply chains. In this connection, it is necessary for countries (especially those who have sharing borders) during the strategic decisions formation to take into account the fact that the development and growth trends of this form of transnational cooperation occupy an important place among other forms of international economic relations such as trade and investment.

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## **THE INNOVATION AND TECHNOLOGY PERSPECTIVES OF THE RUSSIA-UKRAINE COOPERATION**

The contemporary stage of world economics development is characterized by the tendency of internalization and globalization. There is concern with the expansion of industrial connections between the two countries but the main concern is with the development of innovations.

Until recently Russia and Ukraine were closely related by the productive and corporative interaction. In this case, innovation development is actually the most important factor in the successful integration to the system of the microeconomic ties. In the opinion of many specialists, the mutual cooperation between Russia and Ukraine should be based on the major scientific and technical projects and innovations. The innovative process of Russian and of Ukrainian economics is characterized by contradictory tendencies. On one hand, these countries have accumulated years of experience and big potential based on fundamental and sectoral sciences. On other hand, the frequency of getting the final results of the research

activities, and their introduction frequency at the enterprises, are very low. This imbalance has a serious influence on the development and economic effectiveness in many fields of the industry.

Russia and Ukraine remain significantly behind the other countries of the EU in terms of technology and innovative development. In the field of the innovation and technology cooperation there is a backlog for Ukraine and Russia from other EU countries in the innovative activity of enterprises, technological level of production, and technological receptivity. One of the reasons we are in this state can be attributed to the gap of Russia-Ukraine production science and technology cooperation ties in the industry. As a consequence, untapped organization and resource potential, that earlier defined the industrial power of the countries, partly lost the role as a factor that provides for economic development. The Russian and Ukrainian governments currently support the development of innovative economics. In 2010, Russia had undertaken the activation of cooperation between the main subjects of the Russian innovative system – the scientific organizations, universities, and businesses.

In the opinion of experts, one of the concrete forms to solve indicated problems is the forming of technology platforms in the international area of the CIS (including Russia and Ukraine). This achieves sustainable development of this countries' economics in the post-crisis period. The technology platforms are the new communication spaces for discussions about major projects of technology development, and for the working out and realization of long-term priorities. These processes will be realized at the country's economics level and outside of it. They will be based on public vision of the real sectors modernization, and of the new sectors forming. The technology platforms unite all interested members of innovative, productive, and investible sectors of economy.

The assistance to forming and realization of technology platforms is directed to achievement of the next objects:

- The strengthening of business and society influence on the determination and realization of important directions in the science and technology development;
- The fundamental directions of sectoral regulations determined perfection for the quick expansion of perspective technologies;
- The customization of government's policy tools for innovation stimulation, for the support to science and technology activity, and modernization processes of the companies (taking into account the specification and the variants of Russian's economy fields development);
- The expansion of science and technology cooperation, the forming of new partnerships in the innovative sphere and of the creation chains of value added and production of high value-added goods;
- The development of superiority and competence centers at the science and technology sphere, the potential increasing for science and technology projects of hard realization demanded of different organizations' participation, and interdisciplinary cooperation.

For Russia and Ukraine, the question of the creation of mutual technology platforms is definite because there are many preconditions for cooperation in the different fields of economy, and for necessity of national competitiveness increasing

at the global competition conditions. As a priority of Russia-Ukraine technology platforms activity could be the object – the present expansion (at the domestic and foreign markets) of technologies that are available in these countries in many directions:

- The expansion of the demand on high-technology products at the domestic market;

- The identify of new science and technology possibilities of available sectors modernization, and forming of the new Russian and Ukrainian economics sectors;

- The possibility of technology platforms' potential use with a view to Russia-Ukraine participation activation in the international science and technology cooperation projects, and to the incorporation into global chains of value added production;

- The guarantee of involving assistance for small and medium high-technology enterprises into technology cooperation with big companies.

From the Russian side, the important steps to the search of international partners have already been taken. For example, there is preparation of the compliance matrix of the activity between Russian and international technology platforms, and international major companies in the priority directions of modernization. It was made with a view to analysis for determination of interests, and perspectives of this cooperation. In this regard, the mutual beneficial step would be to involve the Ukrainian enterprises, and organizations to technology platforms activity. This participation could be realized in the science and technology cooperative projects, or in the forming of new chains of value added production. It would allow the opening of the new synergetic effects, and to contribute to the increase of product competitiveness at the domestic, and foreign markets.

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## **IRONWARE INDUSTRY IN UKRAINE**

Ukrainian industry is due to the crisis since the end of 2012. According to the State Statistics Service, compared to 2012, in 2013 the volume of industrial production in the country has decreased by 1.8%. In this case, the monthly stagnation began last summer and is still ongoing.

Ironware industry is not the exception. In 2012 production of ironware in Ukraine has decreased by 26% to 156 thousand tons compared to 2011 year. On January 2012, the decline was 11% compared to the same period of 2011, up to 16 thousand tons. And on February, it became more intensified: during 2 months just 32 thousand tons of metal were produced, which is 28% lower than in the same period in 2011.



Table 1

## Ironware production in Ukraine 2011-2012, thousand tons

<b>Producer</b>	<b>2011</b>	<b>2012</b>
«Stalkanat-Silur»	62,86	53,55
«Dniprometiz»	61,37	51,81
«Metiz»	19,14	14,36
«Garant Metiz Invest»	19,57	13,74
Ironware factory	7,28	9,44
«Vsitek»	11,69	8,72
«Plazma Tek»	7,94	7,72
Zaporizhia factory	14,91	5,43
Yantos	3,97	3,91
Chernovetskii factory «Industry»	1,88	1,79
Kharkiv ironware factory	0,91	0,76
Others	20,37	18,96
<b>Total</b>	<b>231,89</b>	<b>190,19</b>

Demand for ironware always depends on construction inside the country. Most of all the development of metallurgy and related industries depends on the volume and rate of growth of construction industry.

In Ukraine the construction works decreased by 29,1% on May 2013 compared to the same period in 2012. It is reported by the State Statistics Service of Ukraine (State Statistics). All in all the construction works were made for the amount of 18,2 billion hryvnas in the period from January to May 2013 in Ukraine. It is 17,8% less than in the same period in 2012. But still there are some perspective segments of construction industry:

- Residential construction of business and premium class.
- Construction of office commercial real estate.
- Shopping - entertainment real estate.
- Hotel realty.

Today Ukrainian market of ironware is in stagnation. Capacity of this market decreases from year to year. It means the competitiveness is extremely high on the ironware market in Ukraine. In this case, the players in this industry should find new ways to increase the market share and stay on the market. One of the ways to resolve the problem is to start to produce the iron nails for shingles.

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## **THE ART OF EFFICIENT ADVERTISING**

Nowadays, there are lots of different advertisements which are aimed to involve more customers to sell them certain products. However, not all of the ads are equally effective. It is necessary to be familiar with some special techniques which can help employers to produce and sell their products in a more effective way.

Firstly, it is necessary to prioritise potential customers. It means that consumers need to know that the advertisement is made exclusively for them and sellers are extremely interested in selling their product. It is important to talk directly to a person in the advertisement. There is a great necessity to use “you” or “your” as much as possible. For instance, the heading of advertisement can be written as following: “You always wanted this, didn’t you?” The consumer will think what he or she wanted and then read further to find more detailed information about the product. Customers are not really interested in what certain product or service in the advertisement is. However, they are interested in what those products are able to do personally for them.

Secondly, the advertisements need to be written in the language which potential customers will be able to read and understand. It is necessary to avoid specific words which can cause some difficulties. Customers are not interested in learning new words in order to understand the main benefits of the product which is promoted. Also, effective advertisements need to be written with strong and straightforward words which can grasp the audience attention. In addition, it is extremely important to avoid ambiguity and jargon in advertisements.

Thirdly, ads need to provide solutions. If customers are interested in the product they read about, they need to find out and understand how to use it in the right way. Also, it is necessary to notice that insincere and dishonest advertisement cannot attract the attention of the target audience. Nobody is interested in untruthful information.

Finally, there is no need just to “talk” with potential customers. The efficient ads need to use emotional approach which will have positive influence on customers’ attention. It can be expressed in special words which are used in advertisements. Moreover, they can be used twice or even more times to strengthen the influence of the advertisement.

To sum up, the effectiveness of any company depends on successfully composed advertisements. Efficient advertisements are able to grab the attention of their target audience in a few seconds. So, they are one of the main factors which define the best leader in selling products.

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## **MINERAL/DRINKING WATER MARKET IN UKRAINE**

Ukrainian mineral/drinking water market has been revealing serious positive dynamics for the last few years. According to the information of producers, in 2012 mineral water consumption was about 30 liters per capita, which is practically 3 times more than in 2006. The growth was caused by several circumstances. The most important of them are improvement of population prosperity, promotion of healthy lifestyle as well as unsatisfactory quality of pipe water. Mineral water expands its market share slowly but steadily. At the present moment, mineral/drinking water

occupies about 37% of the soft drinks market, which is 3 percent more than in 2005. At the same time, the market share of juice-containing drinks is about 19%, and the share of carbonated drinks is 44%.

In spite of active market development, statistics is revealing slow growth deceleration of mineral/drinking water production. In 2010-20011 mineral water output increased by 20-25% and in 2006 the increase was just about 17%. Analytics forecast 15-16% increase in 2008, i.e. the volume of production is forecasted at 170 billion deciliters level.

At the present time, as marketing research results reveal, taste is the most significant mineral water selection criteria for Ukrainians – 60% of respondents note it. Confidence in quality is important for 45% of consumers, and curing properties – for 35% of respondents.

Price and brand awareness have practically equal effect upon choice – 32% and 30% of Ukrainians correspondingly consider them important. To a smaller extent consumers take interest in mineral composition – just 20% of respondents pay attention to it, and attractive package is significant only for 5% of the interviewed.

The fact, that price is just on the fourth position of the factor rating, allows producers to increase prices regularly. Market experts are drawing attention to the more dynamic growth of still mineral water prices.

Thus, by the end of the summer 2013, price for still mineral/drinking water was almost equal to sparkling water price. Analytics explain the above phenomenon by the growing popularity of still mineral water and launching it in range of major trademarks. As a rule, producers put equal price for the whole range regardless of the type of water.

In general, market experts explain the growth of water price by a complex of reasons, including increase of energy, transport, advertising and marketing costs. Such expense items as advertising and marketing are getting more and more important every year, because modern modes of retail, such as super- and hypermarkets, are becoming more important channels of distribution. Thus, if in the summer 2011 less then 10% of sparkling mineral water and 25% of still mineral water were sold through super- and hypermarkets, then in the middle of 2007 these indicators were 15% and 33% correspondingly.

As for Ukrainian mineral/drinking water market players, on the one hand, almost half of the market is still controlled by five major companies: international – IDS Group (TM «Mirgorodskaja», «Staryj Mirgorod», «Moroshinskaja», «Alaska», «Sorochinskaja») and Coca-Cola Company (TM «BonAqua» and «Jurskie Djerelo»); Ukrainian – CJSS «Obolon» (TM «Obolonskaja», «Prozora»), CJSS «Erlan» (TM «Biola Znamenskaja», «Dva Okeana») and OJSS «Kiev Soft Drinks Plant «Rosinka» (TM «Sofija Kievskaja», «Doctor»).

Thus, in future in the Ukrainian mineral water market is expected to be eventful. First of all, capacities drive are forecasted, which, in its turn, may lead to the total growth of mineral water production. In the case the hot summer occurs again, this drive will be beneficial for the branch. But if the weather stands the market participants up, over-production will force Ukrainian water producers to seek for alternative markets urgently.

Secondly, it is obvious that local producers will continue the expansion. Taking into account its present speed, it is quite possible that the companies will add neighbor regions to the developed ones. This may force large players of the Ukrainian mineral/drinking water market to tighten the applied methods of competitive struggle.

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## **EFFECT OF INTERNAL MARKETING ON LABOR PRODUCTIVITY AT THE ENTERPRISE**

In a market economy the proper organization of labor and wages should ensure the reproduction of labor, the formation of motives and incentives to work, improving quality and productivity.

Effective performance of any enterprise is provided by a number of factors, including qualified personnel, labor and payment. Employees are the most valuable and important part of productive forces in the enterprise. The more the employee is qualified, the outweighs its work and the greater the performance of his work. An essential condition for the development of production is the growth of labor productivity [1].

Productivity is a cost effectiveness of a particular work, which is determined by the number of products produced per time. During production, the specific function of living labor is the creation of new value, and the transfer of work, materialized in the material elements of production, the created product. So, we can say that productivity is a reflection of the effectiveness of live, and total (living and materialized) work. To support high productivity in large companies use internal marketing [2].

Internal marketing is a special philosophy of the company. Internal marketing is aimed at the systematic optimization of the processes taking place within the company, methods of personnel management and marketing. Internal marketing implies that the relationship between the company and its employees are based on the same type as the relationship of the company and its customers: the company offers a “product” is a concrete post implies certain responsibilities and rights, and employee “gets” this product paying him his employment [3].

Internal marketing includes a variety of ways to motivate employees by the general managers of the company, which in turn can provide high performance. Mostly internal marketing is used to improve the uniqueness and creative part of employee’s work.

Internal marketing enables you to learn about the needs of the employees the same opening up opportunities for improving the corporate policy of the company.

Well organized activities of employees provide high profit results. Creative solutions ensure the uniqueness of the product, introduce some innovation, and as a result, gain new competitive advantages.

So, the effect of internal marketing on productivity enables the company to increase output by more efficient use of production capacity, and reduce labor costs by intensifying production. These factors directly affect the increase in fee income, which is one of the key objectives of the company.

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### **DEVELOPMENT OF MODERN MARKETING STAFF-TECHNOLOGIES IN ACTIVITY OF DOMESTIC ENTERPRISES**

*Introduction.* According to G. Shtrutts, each employee should be so good that he could leave the organization any moment and should win in any competition for a new job. But he will not make it, he will not leave his company because of good working conditions, nice social and psychological climate, developing opportunities and perspectives.

*Actuality.* Nowadays in business-activity marketing staff-technologies are an extremely effective tool for HR-management. They promote creation a positive brand and sustainable positive image of employer in external and internal labor market. In turn, they are the key factor to the formation of prestige in eyes of potential employees (candidates) and real staff.

*The aim of our research* is justification the importance of staff-technologies in the creation of company's HR-brand.

*Analysis of scientific research.* There are many foreign and domestic researches, which paid attention to the formation of effective marketing staff-technologies and HR-branding : M. Armstrong, S. Mordovin, D. Lobanov, A. Kibanov, I. Durakova, N. Bilyatskiy, V. Slynkov, V. Voronkov, V. Kolpakov, L. Pashchuk, R. Mansurov and others. Theoretical basis is formed and importance of specific marketing tools in HR-management is proved in scientific works of above-mentioned authors. However, specific practical methods for implementation of HR-branding and generalized mechanism for realizing the marketing staff-technologies still does not exist.

*Results.* It is well known that it is possible to get information about the human

capacity (abilities, professional and private qualities, experience, skills, competencies, etc.) through the using modern marketing staff-technologies, same as it is possible to form an effective HR-policy and HR-mechanism and to correct activity by means of event-management in case of significant deviation from the targeted (projected) scenario [1].

In our opinion, R. Mansurov led the best understanding of HR-brand. He notes that the basis of HR-branding is the attention to staff and qualitative work with people. HR-branding is a clear understanding of expectations, developing of new HR-technologies and the creation of motivation system by means of key performance indicators of the company [2].

The most prevalent model in classic marketing is the concept of "4Ps". Elements of marketing-mix also take place in personnel marketing. According to O. Sardak, it is advisable to use the model of "5Ps" in personnel marketing [3].

According to current concepts of branding, components HR-brand of companies include: 1) staff development; 2) company's image; 3) culture and worthies; 4) compensation package. Thus, in our opinion, personnel marketing is a form of management, aimed to identifying and satisfying the company's needs in staff. It involves determining staffing needs of both quantitative (staff places, including the structure) and qualitative (education and qualifications, competencies, knowledge and skills of employees) aspects. The essence of personnel marketing is the need to find a compromise between company's demands and needs and employees' demands and needs. The company must be able to cover demand in high-skilled and high-competent staff, which is able to achieve goals in certain time. Also the company must cover requirements to strengthen the position in the labor market and to form desired behavior of potential employees for the effective activity in a market environment. In turn, employees must be able to satisfy their professional and personal needs for safety, decent wages and participation in decision-making. Therefore the basic idea in projecting of the company's HR-brand has become a slogan: "It is necessary to provide the best conditions for work and self-development of employees!"

*Conclusions.* High and stable business reputation as an employer contributes to reducing the cost and timing of recruitment, attracting high-skilled specialists, accelerating the staff adaptation and training, referral savings to invest in new programs and staff development technologies. Obviously, HR-branding is very important for the development of modern companies. The main realizing effect of HR-branding is a reduction in staff turnover and reduction the cost of their adaptation, thereby improving quality of business processes. The main difference between personnel marketing and traditional HR-management technologies is taking into account the nature of market processes and managing mechanisms. In fact, it makes possible to raise the company's competitiveness in the current market conditions.

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### **RESTAURANT IMAGE OF LVIV**

Lviv is known as ukrainian center of art, literature, music and theater. Today conclusive evidence of the cultural wealth of the city is in a large number of museums, theaters, concert halls, art groups and holdings of many cultural activities, that allow citizens of Lviv and visitors of the city to leave their everyday life and plunge in the world of beauty. Every year the number of tourists who want to visit Lviv increases, that's why the restaurant business is also growing in order to meet the needs and desires of visitors and residents [1].

Soon european restaurants will look upon Lviv. Stimulating factor was Euro-2012, which helped the owners of the restaurant industry to achieve improvement of quality and service. EURO has passed, but those standards that managers have implemented in their own institutions remained, standards: Wi-Fi, payment terminals, the presence of the menu in many languages.

According to Travel.tochka.net top 10 restaurants in Lviv, which may surprise with their food, drinks, interior and a non-standard atmosphere are: "Veronica", "Casanova", "Masoch Cafe", "Kryivka", "Under the Golden Rosa", "Kerosene lamp", "House of Legends", "Prague", "Seven Little Pigs", "Centaur" [2].

Holding of emotions "iFest" plays an important role in the development of restaurants image of Lviv. "iFest" is a network of creative restaurants and projects with original concepts, established in 2007. "iFest's" mission is to carry on and create unique space of positive emotions and experience, making ourselves, the city and country better. As a result of such attempt is the 4 restaurants in top 10 restaurants in Lviv. This achievement was gained within 5 years.

A striking example of the institution, which became successful both within Ukraine and abroad is "Kryivka" - european restaurant, that has nearly 1 million visitors per year.

Equally attractive is the establishment tavern "House of Legends". In this place all legends of Lviv are getherd together: time, cobbles, lions, weather, food with p'yetsu, homemade goodies, own tinctures and buttons of happiness. This is a seven-story restaurant, where every room – is a keeper of Lviv's legends. In this beautiful restaurant you can explore Lviv's streets' pavements, you can also watch the underground river Poltva through a webcam, or listen to "mayor snoring". On the rooftop we can observe beautiful view of the restaurants terrace in a company of a chimney sweeper monument and a small car [3].

The third restaurant in holding of emotions that enchants with its interior is "Kerosene lamp". Lviv gave the world kerosene lamps, which later became known as the "Viennas". It was invented by local pharmacists: Jan Zeh and Ignacy Lukasevych

in 1853. There are numerous kerosene lamps in the museum part of the restaurant, they are gathered from around of Europe. The atmosphere of Lviv's pub is accompanied by emotional explosions, flashing lights, the smell of kerosene and by music in the style of grunge and rock. With a help of conductor with lighted lamp you can get to the restaurant [3].

The next step of holding is going to be an opening of the brewery where you can watch all the brewing process and taste the elite varieties of Lviv beers.

So it is safe to say that the restaurant business in Lviv is successfully developing. Within a few years, Lviv's restaurants will be a model for the Europeans to follow. Within every year more and more tourists open Lviv for themselves. They come to Lviv to taste delicious food, to drink unique Ukrainian beer and explore the beauty of the city and its exciting atmosphere.

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## **FACTORS OF FORMATION THE COMPETITIVENESS OF PRODUCTION OF IRON ORE ENTERPRISE**

In terms of the increasing of the competitiveness in the market of iron ore, providing of metallurgical high quality raw material, which would fully comply with current requirements is the condition for surviving for most mining enterprises in Ukraine.

The development of the global iron ore market is primarily dependent on the volume of consumption, namely production of steel and cast iron in the world. Due to the global financial crisis, the demand and thus prices for raw products dropped, resulting in sharpening of competition in world markets. In terms of iron ore production Ukraine is in sixth place in the overall world rankings, behind China, Australia, Brazil, India and Russia [1]. The volume of iron ore products is almost twice as much as domestic consumption, which determines an export oriented marketing policy of iron enterprises in Ukraine [2, c.121]. This shows the necessity for further development of the mining industry in order to realize the existing potential and securing the position on the world market. The only possible way for mining and enrichment plants of Ukraine (GOK) to compete in global market is to improve the quality of its products.

Iron ore is characterized by a large number of individual quality indicators: particle size of pieces, interspersed of mineral grains, the content of iron, sulfur, arsenic, phosphorus, zinc, copper, manganese, nickel, vanadium and so on. However, the scientific papers that are devoted to the formation of iron ore quality, often used as a clear indicator: total iron content [3, c.107].



Enterprises of industry producing the full range of iron ore: ore in pieces and fine iron ore, iron ore concentrate, pellets and sinter. The content of metals in products during processing of iron ore (sinter and pellets) is determined by several factors, the main ones are: the metal content in the feedstock (ore, that is mined), the effectiveness of the technology in processing of raw materials and condition of the equipment that is used. Marketable iron ore products of national producers do not meet the requirements of the world market: the Ukrainian concentrate by rating the quality is on one of the last places among the world producers. Therefore it is obvious that the quality of iron ore concentrate needs to be raised of National plants with poor technical and technological level of production produces low quality iron ore products. Now on the global market a competitive are products that contains iron about 67-68% and silica up to 4-5%. National enterprises are far below the world standards of its quality iron ore products, the requirements of which are determined by technological features of steel production. In Ukraine and Eastern Europe, the main technological process of receiving the cast-iron is blast furnace, that is why requirements for quality are slightly lower than in the metallurgical enterprises in Western Europe, where it is widely implemented the technology of direct reduction of iron from ore.

An example of a successful export-oriented enterprise which sells almost all products in the foreign market is Poltava Mining. For its main advantages compared with competitors should be included: an advantageous geographical position and developed infrastructure for shipments of pellets, large reserves of ore and high-tech facilities for its processing, enabling strategic partnerships with key customers, averages level of cost of production and supply of pellets. It is economically justified that the purposeful innovative renewal of production processes of raw materials on Poltava Mining allowed to achieve a high metallurgical properties of pellets: the iron ore content in fluxed pellets is about 65-66%; compressive strength - more than 250 kg / per pellet (practically does not destroyed during multiple overloads and transportation over long distances); low content of fines - up to 2.5%; equal granulometric composition - up to 96% of the 9-16 mm class.

It should be noted that the presence of harmful impurities is a significant negative factor that prevents the successful realization of iron ore products. Recently, the importance of ecological consequences in using iron ore becomes extremely, because consumers impose requirements concerning its environmental performance. That is why the preference is given to environmentally friendly pellets of Poltava Mining that provides in the process of blast-furnace the reduction of emission in the air.

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### **MANAGEMENT DECISION FOR DEVELOPMENT AND MAINTENANCE OF PRODUCTION SYSTEM OF ORGANIZATION**

Currently, the traditional methods are widely used in decision-making taking into account the totality of the relations arising in the course of employment and management of organization, which is the "center», which revolves around the life of the organization. Decision making is a conscious choice of the available options for action that reduces the distance between the present and the future desired position of the organization. The basis for making effective management decisions is quality information.

In this paper we developed a technique that allows us to consider the validity, timeliness , comprehensiveness of approach; legality; articulateness tasks; stronger performance, continuity and consistency with previous decisions . Since decisions are made by people, their character largely bears the imprint of the personality of the manager responsible for their birth. In this regard, we consider distinguishing between balanced, impulsive, inert, risky and careful decisions. These kinds of decisions are made, mainly in operational management staff. For strategic and tactical management of any subsystem management system to make rational decisions based on the methods of economic analysis, justification and optimization.

Choosing the final decision, we must consider a myriad of different influences and opportunities miscalculation that explains how subjective data of the employee and some objective evidence of the mechanism of the accuracy of calculations are taking into account as factors that determine the quality and effectiveness of management decisions.

In practice, these solutions will make the final decision, it is necessary to anticipate partial success or failure of a decision, and therefore it is recommended to schedule secondary (standby) activities that support production systems that in case of failure of the decision can be made instead of the intended.

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## **SENSORY BRANDING**

At present, a growing interest of marketers is focused on sensory branding, an effective method of reaching customers by employing all the human senses (hearing, sight, scent, touch) to build strong connections to the customers and drive preference for their brands.

Sensory perception of people has been used in different areas of business to increase profits as human communication is mainly unconscious, and non-verbal.

According to Martin Lindstrom's work the following facts should be considered:

- 75% of people's emotions are caused by smells;
- sound plays a key role in branding, music and rhythm help cement a positive image in consumers' mind;
- short-term memory retention of human is given only 1% of what was perceived in tactile means, 2% of what was adopted by ear, 5% of what was tasted, and 35% of what people smelled;
- 99% of communications used by companies are limited to an audible and visual exposure.

The main aim of sensory branding is positive emotions that should arise in engaging such senses as taste, hearing, sight, smell, touch.

Using sensory branding we can get more competitive benefits (increased differentiation), increase the number of trial and repeat purchases, create additional value to the product (getting a price premium and renewal brand life cycle), cause consumers' positive emotions associated with the brand.

In the north of Europe, some supermarkets are connected with bakery by hundreds of meters of pipes. Through these pipes supermarkets delivered fragrant smell of freshly baked bread. This strategy really works. Passers-by suddenly began to feel the sudden onset of hunger and went inside the supermarket.

So, sensory branding differs from conventional visual branding techniques as it applies sensory stimuli such as scent, sound and texture in order to develop strong brands memorable for the customers leaving fewer opportunities to make their own decisions.

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## **SEGMENTATION OF POLISH MARKET OF CONFECTIONERY PRODUKTS ON THE BASIS OF SWEETENERS**

Refusal to use sugar in confectionery has been a popular trend in the confectionery market for a long time. In addition to providing a diet for those suffering from diabetes, such confectionery products meet the needs of healthy eating people looking after their health and figure, and is popular among different religions

that, different with unusual eating habits or keep the fast. The World Health Organization announced that there are nearly 250 million diabetics in the world. The number of patients is increasing with a rapid rate and estimated that in 2025 the number of patients can reach even 380 million. It is considered that this disease had involved from 2 to 2.5 million Poles, half of which does not give themselves report that they are sick.

According to the Pro-Consulting, in the last year the production of chocolate in bars in Poland is reduced by 6% to 218 thousand tons, in value terms the market even rose by 16 % to 826 million euro. Average consumption of chocolate in Poland was estimated by international research organization Euromonitor International at 4.5 kg per year. At the same time the stock market for future growth in the bulk remains at a significant level: chocolate consumption in Western Europe is an average of 8.10 kg per year per capita. A few years ago the Polish market of confectionery without sugar was controlled with Western companies that settled down by buying domestic factories that have long been residents and had a major share of the chocolate segment. With the beginning of crisis the position of foreigners were shaken due to changes in exchange rates, and, consequently , increase the value of final products. In Poland, the market of diabetic products often come quite ordinary confectionery factories that open line of diabetic products. At the same time, new manufacturers that specialize in producing healthy food. Polish confectionery market based sweeteners is under development and is not overly saturated.

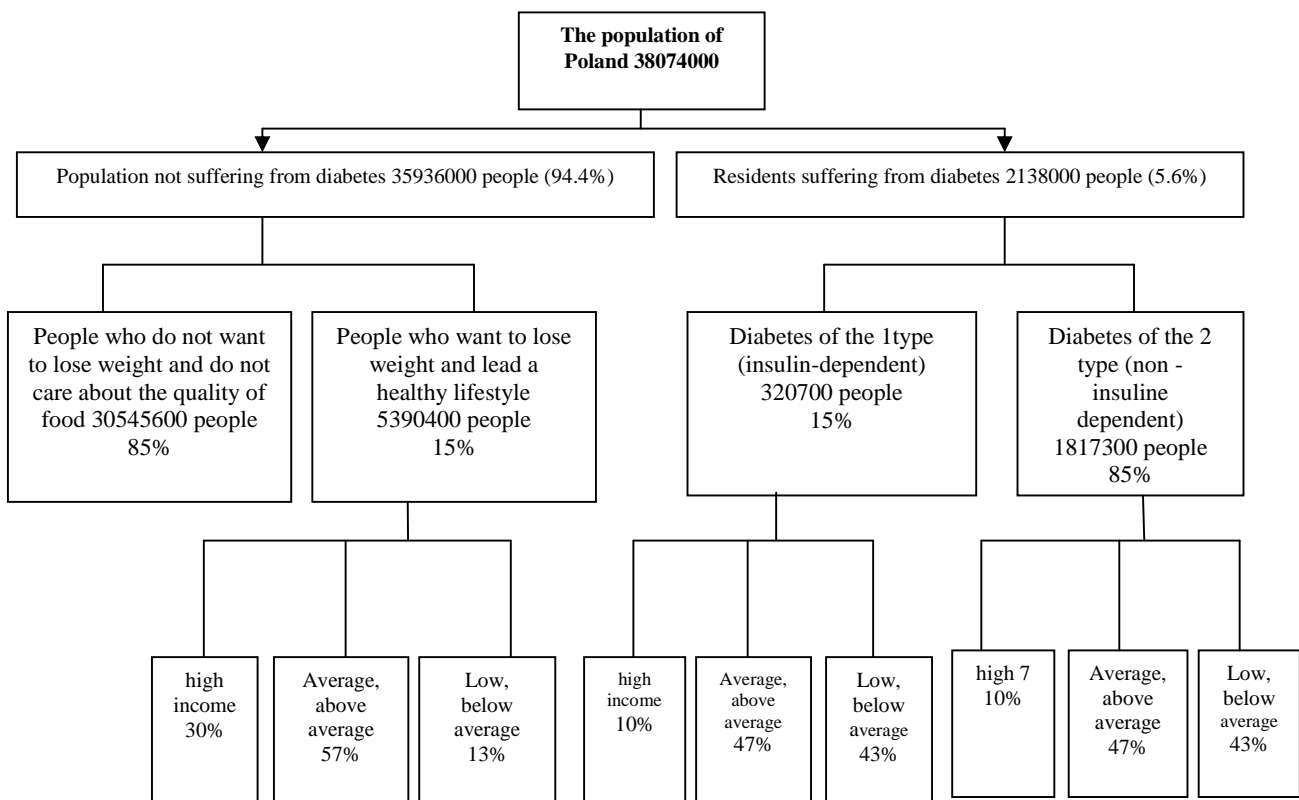


Fig.1. Market segmentation based confectionery sweeteners

Market segmentation based on confectionery sweeteners (see picture) is realized with the following factors: health, relationship to the physical condition of the body, the type of diabetes, income. The data of the study indicate that the number of consumers who suffer from diabetes is 2138 thousand people, of which 15% of diabetes type 1st and 85% 2nd type diabetes. Also, the number of people who want to lose weight or concerned about their calorie food (mostly women 20-50 years of age) is 5390.4 thousand people. This market is sufficiently narrow that generates high competition.

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## **C CA-COLA & PEPSI: THE WAR OF GIANTS**

There are two types of wars that will never finish. They are information war and the war between competitors.

Everybody who works in a world of business are feeling business struggle all the time. It can either fair battle or not. But the one of the most rough competitive wars is Coca-Cola v.s. Pepsi battle. You can hardly find the tougher one. It is not just bloody aggression you when competitors bet in the dark all they have. When did this competition begin? Why did it turn into "Giants' war"? Why does Coca-Cola is always one step ahead?

The most interesting thins is that between Coca-Cola and Pepsi taste almost identical. If you close your eyes, you won't find any difference between them. Bur if you open your eyes, will probably choose Coca-Cola after all. You can always find Coca-Cola in every bar or cafes, malls etc. It means that the war is not about taste but about marketing and advertisement.

First of all those two drinks are very different because of brand. What can explain this business straggle as at the early fifties those two brands were at the same top position?

The advertisement is a quite aggressive thing. If Brand 1 wants to be the best brand, it needs to destroy Brand 2 by creating bright and distinguished videos. Brand 1 must be contrastive. As for the first example, if Coca-Cola emblemizes Christmas and Santa Claus, Pepsi decided to symbolize summer. They launched new slogan "The summer is Pepsi time". That was very clever way to take away the Coca-Cola's audience in the summer. Thus, we can see that Coca-Cola plays with timeless values that are much stronger than new young heroes or fashion trends of Pepsi.

The youth is growing old and changes its tastes. That is why Pepsi needs to reconsider its target audience each year. But Coca-Cola just keeps its usual program for already existing consumers' groups. But if too look from other angle, Pepsi has other interesting promos as working with ethnic groups or environment-friendly policy. Pepsi has launched new bio and fitness products line recently.

As Internet is one of more powerful media now, the war between Coca-Cola and Pepsi started to grow at social network platform.

Both Coca-Cola and Pepsi started a new page in their histories in 2010. They announced about their new program of direct communications with consumers. That was a change in the whole marketing basis that required a new strategy and new way of thinking. From that moment they concentrated on social network to be closer to people and to gain confidence of their direct clients. This way they wanted to receive fast feedbacks from consumers and to use them to build further marketing strategy. But if PepsiCo started to develop social network platform, Coca-Cola started its “4R” marketing strategy that was created to succeed in a social marketing market.

Coca-Cola announced about new strategy in 2010. It should have been aimed on creating consumers’ loyalty. You must have heard about Dewmocracy and Pepsi Refresh Project.

Pepsi Refresh Project was made for ideas promotion. People should have written their ideas about development of world industry or technologies that could influence on society. PepsiCo invested about \$20,000,000 in this project.

In order to build up audience’s interest to Coca-Cola’s products in social network they created a new strategy so-called “4R”.It included the following steps.

1. Review. It was a monitoring and destroying of negative attitude to Coca-Cola brand.

2. Respond. That was the constantly lasting process for creating a dialog and gathering the feedbacks from the audience in social network. As a result, the new methods should keep the interest of network users. They needed to take part in different promo projects and to visit Coca-Cola’s profile over and over again.

3. Record. That was a creating of interesting media material in the most popular internet canals as Youtube, Twitter, Facebook, Digg etc. In this case serious information tasted as comedy that unnoticeably brought interest of audience to Coca-Cola’s hands.

4. Redirect. That was a spreading of information using SEO and SMM methods (messages exchange, search optimizing, posting exchange, virus marketing and many others).

To sum up the results of this ineffective 100-year war, we can say that PepsiCo lost the first battles but it’s position became stronger each year. It can happen that Pepsi will become more popular in future. But Pepsi must create something truly amazing and new to overcome Coca-Colas family values and traditions. But for now all the marketing specialists can take this War of Giants as a model.

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## **BRANDING IN DOMESTIC AND GLOBAL PRACTICE ON THE EXAMPLES OF “NESTLE” AND “ROSHEN” COMPANIES**

What is branding or brand-management? Branding provides the creation of systems of values referring to some particular product or brand, namely: sympathy to a product which is formed of a common impact on a customer of the advertising

messages, brand, packing or elements of communication with a customer, which are combined together by the idea and brand design, that distinguish this product among the competitors and create its own image.

Brand-management combines some creative efforts of the advertisers, advertising agency, trading companies and other agents; also it helps to:

- Maintain scheduled amount of sales on the particular market;
- Provide the profitability increase due to the product assortment expansion;
- Pass the culture of the district, where the product was produced, onto the advertising materials and campaigns;
- Use the factors which are important when contacting the advertising audience: historical roots, national mentality, up-to-date events and perspectives.

Analyzing different markets, involuntarily you can notice evident differences between domestic and global brands. We can talk a lot about different brands, but in my research I'm interested in the idea of comparison of two of them (domestic and global), which produce similar goods.

So, I offer to you my research of strategic policies of two sweets manufacturers "Roshen" and "Nestle" (see table 1) according to the next criteria:

1. The original history of the company;
2. The policy of development and production;
3. Goods and the methods to advertise them;
4. World recognition.

Table 1

	<i><b>ROSHEN</b></i>	<i><b>NESTLE</b></i>
1	<ul style="list-style-type: none"> <li>- One the biggest sweets producers in Ukraine;</li> <li>- Name of the company – it's the part of its founder's surname P. Poroshenko</li> </ul>	<ul style="list-style-type: none"> <li>- The biggest producer of food , including sweets;</li> <li>- Name of the company – it's one of its founder's surname A. Nestle</li> </ul>
2	<ul style="list-style-type: none"> <li>- This corporation works according to the "umbrella" method (it enlists and opens new factories and branches, supporting its brand same time)</li> <li>- Production – usage of modern equipment, following the production technology, usage of high-quality raw materials(partly of its own production)</li> </ul>	<ul style="list-style-type: none"> <li>- This corporation works according to the "invader" method (it buys control share pack of the company which has already formed its own sales network and customers market in particular region);</li> <li>- Production – in each country the production is based on the treasury factories; "Quality of the food – is a quality of the life" it's the main Nestle credo</li> </ul>
3	<ul style="list-style-type: none"> <li>- It advertises its own brand using the features of the region where the product will be sold</li> </ul>	<ul style="list-style-type: none"> <li>- It doesn't advertise its own name but uses the brand name of the company which has been added to the corporation</li> </ul>
4	<ul style="list-style-type: none"> <li>- 18<sup>th</sup> place in the world rating «Global Top 100 of Candy Industry»</li> </ul>	<ul style="list-style-type: none"> <li>- 4<sup>th</sup> place in the world rating «Global Top 100 of Candy Industry»</li> </ul>

The main diversity of these two companies is a policy of their development and corporation expansion methods: "Roshen" opens new branches using its own name in different world regions(the only exception is the "Bonbonetti" line of sweets which is

produced by “Roshen” but has its own brand and own market of customers); and “Nestle” – buys already famous companies in different countries and then develop them. So, it’s little-known fact that Lviv “Svitoch” company, Czech “Orion”, American “Butterfinger”, English “Aero” and “Kit Kat” – now they are the parts of a big “Nestle” corporation.

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## **ONE-PRICE STORES**

One-price store is a form of retail trade at significantly reduced prices when all goods in the store are sold at a low price.

One-price stores influence the consciousness of the consumer in the same way as the various sales promotions in which goods costs 99 999, 9999, 999, 99 and so on. This greatly affects the consumer motivation. Because of this psychological effect on buyers the payback of this type shops occurs in 6-12 months, and the yield is 50 to 200% per year.

Such working practice within one-price stores is widespread abroad and not just there. Now the U.S. has successfully run large networks «Dollar Tree» and «99 Cents Only», in Canada - «Dollarama», in England - «Poundland», in Russia - «Fix Price». These stores work all over the world and this is a normal sales system. They can be divided into groups, depending on type of the brand and type of traded commodity. In Europe, people gladly go to stock stores of their level. Within the provincial cities such stores are presented in the category of "all for one low price" and mostly for lower-middle class, youth (students, teenagers) and retirees, who find a whole range of something suitable for themselves. This store format does not mean that it sells bad goods or something spoiled. The main purpose of these stores is to make the goods cheap enough, to optimize the work shop on the stock system. Based on the target audience of one-price shops they present range of mainly household goods and home goods (70%): soaps, powders, pastes, hangers, dishes and so on. First, these items are always in demand, and secondly, they always come in handy in the economy, and therefore, they have a regular buyer - pensioners. Another part of the income of these stores – small items which have more entertaining function (flags, frames, DVDs, trinkets, event products), such products are in demand among young people. Much depends on the store location. If one-price shop is located next to residential quarter, without apparent proximity to grocery stores, then it can be presented with products with a long shelf life (e.g., chocolate, fast food, pickles, preserves, pasta). On average, the total range of the buyer in a shop acquires from 3 to 5 items.



Price in these stores is usually aligned, and the products are purchased for a package (kilograms, pieces). Based on the total price of purchased goods and costs, which were made on its delivery, the average price for the goods is calculated. Very often such goods are purchased in large wholesale goods which are brought from. For large chain one-price stores goods can be shipped from Asian countries. A common mistake is the involvement of Custom office in one-price stores - it means sale of the goods related to «customs confiscated» which is totally ungrounded, because Customs has no authority to confiscate the goods and to sell them.

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## **METHODS OF THE "HALL TEST" AND "HOME TEST" IN MARKETING**

Testing is the set of methods in the process of which the consumer studies and tries to use the product. The main types of this method are home-test (literally "home test") and hall-test (literally "test in the hall.")

Home-test is a technique that involves testing of product at home. This method allows identifying the most important advantages and disadvantages of the tested product compared with competing products. For this reason, home-test is an excellent means of checking the quality of goods, and the results of this study provide an opportunity to make adjustments to the concept of product and production technology even before its serial production.

The main advantage of this technique is that the product is tested under the same conditions in which it will be used. However, its use is limited to goods of daily use: food, household devices, cosmetics, etc.

Home-test consists of three steps:

1. At first it needs to choose respondents - people who will participate in research. Home-test suggests that the respondents belong to the target group, i.e. the group of users that might use the product. At formation respondent groups it is usually necessary to consider the volume and frequency of goods consumption. Quantitative characteristics of the sample (i.e., the number of respondents involved in research) are determined depending on what part belongs to the target group in total.

2. Then the respondents are offered to test goods at home. This product is proposed in the way the respondent could not determine its mark, manufacturer, etc., issued without a label, and perhaps in other containers or packages.

Home-test has two basic types. In one case, the respondent is offered only one goods to test, which will be assessed in terms of the advantages or disadvantages over other substitute products that were used earlier in everyday life. The second form of this study involves the comparison of different products in the research process. This means that the respondent is given several different substitute products. It is naturally, that tested goods must stay unrecognizable, it is required for both forms of research.

3. A few days later respondents are asked what they liked and did not like in the product. Such a survey should be carried out with the support to the questionnaire. First, it allows to determine in advance what you need to know about the product and during the conversation with the respondent not to miss any important moments. Secondly, using questionnaires can provide information on the same quality of goods from all respondents, which makes the results easier to handle and more representative.

Hall-test is a method of research in which big group of people in a specially designated room tests the product or any of its elements, and then responds to the questions set in the questionnaire. Within the hall-test advertising can be tested (printed materials, videos, etc.). As for the number of respondents in this case sociological arguments are not so important. Generally speaking, no matter how representative the sample is. In most cases, it is enough to have 50-100 participants, and the compliance of only this requirement is already enough that the results to be thoroughly represented.

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## **BASIC TOOLS OF ADVERTISING**

For transmission of advertising messages to selected potential buyers marketing experts have different tools.

The first of them is purchased time (or space) in the information media sources to appeal to the same group of people, with which it will be necessary to establish contact. It requires to show maximum attention in order the selected time and place entirely confirm advertising needs, and use the least money and human resources.

The second tool, which is considered as the most effective of all is a personal sale. In this case, an employee of the company visits the client's office and in details shows and tells how the product can meet their requirements. The efforts of personal selling agent cannot always be completed successfully, but still his immediate presence and the process of communication with the consumer is beneficial to advertising. Personal sales will be considered in details in the chapter devoted to realization of product.

The third tool is publicity and public relations. Essentially it is a free advertisement of the company, some events or activities conducted by it and represented public interest. It does not even require the costs, because the media includes reports references of such events in the news.

Publicity and public relations have a special place in the communication link with the public, because in this case the consumer takes advertising as an objective, and not as paid by company information. But we don't have to forget that negative information can have a negative impact on the image of the company.

The fourth tool is promotion of goods or sales promotion. It is used as part of the overall advertising and implementation activities for a specific purpose - reducing the stock of goods and wealth, capture of additional market share, etc.

Fifth tool is oral advertising. This refers to positive reviews of those who bought the product and are satisfied with it (advertising on the everyday basis). It is known that if some people receive positive response about the product or service from someone they trust, they tend to buy it (get the service). Unfortunately, such contacts between people are difficult to control. The only thing you can do is to sell a good quality product at reasonable price and provide a wonderful customer service.

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## **FACTORS INFLUENCING THE PERCEPTION OF ADVERTISING**

At the perception of advertising information the extremely important role belongs to the formation of perceptual image that has (or has not) a significant impact on consumer behavior. The customer often buys not a specific product, with its set of features and characteristics, and its image, dream, demonstrating thereby dedication of one or another brand. During testing or tasting products consumers often can not distinguish one brand from another, similar to this one.

Utmost importance in achieving the communicative effectiveness of advertising is the language of visual images. It is perceived faster and easier, and more accurate than verbal language. Verbal communication is more difficult, it is mediated by symbols and perceived indirectly, while the visual images influence directly on the consumer, as a reflection of reality. They are directly addressed by human feelings. In this sense, verbal communication should also be very specific and shaped. The words should produce visual images. Specific words denote objects or phenomena of the real world that you can see, touch, smell taste. The more specific the word, the more emotional response it will cause in humans.

From the definition of perception implies its essential feature - a holistic reflection of objects and phenomena of reality. A person is trying to reconstruct a complete image, even when the environmental elements are little or not enough, when only a part or some parts of the object present. The person completes the missing parts for a holistic and complete picture.

*Two conclusions result from this feature of perception:*

1. All the elements of advertising and other communications need to work on a single, easily perceived image of the goods or services.
2. In a situation of having a holistic image of the goods/services it is sufficient to place one of the elements of the image in advertising in order to understand exactly what is advertised.

Despite certain amount of subjectivity in the perception of the object by person, there are universal laws of human perception, in which the individual elements are combined into an independent holistic way (laws of M. Wertheimer):

1. The law of similarity (the more items are similar to each other on some obvious quality (size, color, intensity of sound, etc.), the more likely they are to be perceived as a whole);

2. The law of "common destiny" (the set of elements moving at the same speed or the same trajectory are perceived as a single entity);

3. The law of nearness (in any field (visual or auditory) containing several objects those of which are closer to each other can be perceived holistically as a single object);

4. "Kiss rule" or keep it short and simple rule (all external, complex feelings are reduced by human to the simplest and most convenient forms: in order to understand something, the human brain divides the complex external sensations on the basic, simple shapes and forms);

5. The law of complementarity to the whole (unfinished elements tend to organize themselves into a kind of whole - if they are not complete or not ideal, the person tries to guess what they should be).

The practice of advertising shows that the main trend is clearly turning toward a long considering, reading of advertising messages, and noninstant understanding of its meaning.

Well-structured advertising information is perceived more effective than the individual elements of the image. In addition, well-structured advertisement will be better remembered as the amount of human memory is determined not by the individual elements, and structural units. The optimal number of structural units for effective perception is number 7.

So, the perception of advertising is caused by either more stable factors, among them are life experience and cultural level of the individual, or situational variable – his mood and psychological state. The task of advertisement maker is to avoid misunderstandings and extremely simply and succinctly to make clear the basic advertising idea to the consciousness of the consumer. In this sense, national, age, status, gender and other characteristics of the target audience, its educational level, and installation of perception should be taken into account.

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## **CONTENT MARKETING STRATEGY**

How to create a content strategy that will increase sales by 40 %, and reduce advertising costs by 15%? The answer is quite simple. It includes the creation of a blog, filling it with some useful information and sending out press releases. Here are some steps for organizing an effective content strategy and get some tangible results.

Step 1: Create a blog.

The main tool of organizing of content marketing implies a site or a blog dedicated to the business's issues.

Articles on the site should duplicate the information that is already on the Internet. Only new data in your field, only the recent information matter.

The access to the site is provided by your own domain. It is important from the strategic point of view of planning and developing the content strategy of your company.

You should write articles in the post of your blog three times a week. An important channel for the content marketing is Twitter. The most important and interesting news items related to your product and business area also submit to a tweet feed.

Step 2. Create an online useful library.

It may include books useful for your business area. A great option for portrait format selections is a documentary format 'whitepaper'. But a book is not the only thing you can offer to your customers.

Webinars from your staff is a powerful engine of the brand. In addition, they will be able to close up the gaps in information: the whitepaper will not give as much information as a real person who sees the customers' questions.

Step 3. Invite partners.

An interesting and relevant content sent to the site three times a week is quite a lot. If your company does not have a team of editors, it is best to invite external marketers who will help create the content. These are the strategic partners of your content strategy.

We must look for professionals not working in the same field as you, but relating to it. In this way, the content will be issue-related, and your company will not compete with other professionals' companies.

Step 4. The content should go beyond your blog.

It is inefficient and even unwise and unfair if really interesting and useful information remains only on one site and it can read by already covered audience only. Each time, you have to think about new distribution channels. Four visits to other sites every three months will be enough to spread the word about the brand.

Step 5. Strategic goals.

It is important how you evaluate the future results of the content marketing. And what will you do to make the content marketing efficient? Answer this important question: which keywords should your blog be associated with in the first lines of search results? And the second question: how many readers should visit your site by the end of this quarter or even by the end of this year?

Step 6. Sending out press releases.

One of the ways to promote and to improve SEO positions and traffic is a press release. You have to decide which electronic media will be a good platform for your press releases.

On the Internet, there is a press release service for online distribution. You can use it as well. Note that this press release should have an interesting and eye-catching headline and be provided with photographs.

Step 7. Make it popular.

Your services are no doubt interesting not for a small group but a large number of people. This must be reflected not only in the issues of the blog, but also in the presentation of the material itself. Try to make the writing style most accessible and understandable for as many people as possible.

Step 8. Not only articles.

In addition to the posts in your blog, you should not forget about other forms of content promotion, namely: social networking, press releases, and twitter. Master new formats of conveying the necessary information to your audience.

## **TRANSPORT ADVERTISING**

Advertising on transport is another marketing tool that has much in common with the external and internal advertising, but at the same time it has some specific features.

The increasing number of vehicles causes the increase of advertising material posted on them. The efficiency of transport advertising on is considerable enough as it can be viewed not only by passengers inside the cabin, but also by people outside.

Advantages of transport advertising over standard advertising media:

- it is clearly visible and as a result effective;
- it is available for consumers for 16-18 hours a day;
- it can be used to deliver advertising to rich people using cars;
- it constantly moves around a city - your advertising message will be seen by different groups of potential consumers.

Bold transport advertising as a separate type of advertising meets the requirements of most developed countries. When transport advertising includes all internal and external advertising materials. Internal materials include a variety of posters and stickers pasted on the perimeter of the cabin in order to reach the largest possible number of consumers. Internal advertising is quite effective because during a long trip a passenger, perhaps unwittingly, pays attention to the advertising materials, and, therefore, in future he/she can become a potential consumer of this type of product. Outdoor transport advertising is basically a drawing (or a slogan), specifically applied to the body of a vehicle. If we consider the efficiency of such advertising materials, it is higher than that of the inner advertising, because thousands of people see the vehicle during the day and, therefore, the chances of advertising materials to reach the consumer increase.

Transport advertising can be of several types. First, it is corporate transport advertising. Corporate transport decorated in the same style emphasizes a company's reliability and reminds the company's name to all road users, including pedestrians. In this case, the advertiser pays only for the application of a special pattern on the body of a vehicle. Thus, it is without any time limits. Secondly, it is transit advertising which can be placed on any form of transport - from taxis to trains, both on all-metal bodies and on awnings. Thirdly, it is advertising on private-owned automobiles. This type of advertising has all the advantages of corporate transport advertising, namely: the absence of leasing charges, advertising licenses and so on.

Transport advertising appeals to an enormous flow of moving people including drivers and passengers of both private owned cars and public transport, pedestrians, individuals and representatives of business. The efficiency of transport advertising implies that its target audience is comparable only to television, and its price is several times lower. Hence, transport advertising is an effective and efficient way to advertise services and goods.

## **THE MANAGEMENT OF BREND**

A management an own trademark long ago turn into one of component parts of general control system at any enterprise. Development of own trade mark is distinguished today in a separate complex process that needs considerable efforts the same as strategic planning.

The main objective of such process appears in the attempt of enterprise to distinguish an own product at the market due to only inherent to this product internals and to do it known at the eyes of consumers. the effective instrument of such activity is appeared the design of brand today.

Due to application of brand design an enterprise will be able to pass the own enterprise culture in an own product, to represent the attitude, more effective to position itself as a producer with certain original principles and create pre-conditions for forming of strategic concept of own brand.

At using of brand design it's basic element is always came a logotype. A logotype, as a rule, can consist of one or a few letters or contain combination group of letters with a thematic image. However in practice a logotype will not produce enough effective impression at a potential consumer, if it will not be supported by corresponding colors, signs, different specific symbols, that will form character of brand, that easily consumers will be able to identify consumers.

The known example of successful brand design can be the name of the sweet carbonated drink "Coca-cola". This inscription is executed with white letters on a red background began used in 1887 as a logotype for ordinary lemonade. In the modern world logotype "Coca-cola" turn into a well-known brand that is popular in all countries of the world.

However it isn't enough only to create a brand, without understanding essence of its existence and actual setting. For worked out brand a product be effective, it is necessary for developers to answer such questions:

- 1) What and how is the worked out brand useful? (Whether a brand offers to the consumers something new for them);
- 2) How is this brand interesting? (Whether he offers something new, exclusive whatever other similar commodities have - for example user facilities);
- 3) Is this brand unique?
- 4) Does it carry threat the use of this brand through the maintenance for some consumers? (For example doesn't it discriminate the rights for other social layers of population?).

Only answers of all these questions, an enterprise will be able to work out effective conception for own brand. This conception must be not only advantageous for an enterprise and must corresponds of necessities, requirements and rules of playing the modern market.

Today, from what will be a brand, the image of enterprise depends, first of all, its effective activity, fate at the market, and in an eventual account, indexes of its profitability. That's why, the questions of management brand must be examined as mandatory component members during forming in the general lines of corporate strategy of enterprise and must be passed in the competence of corresponding structural subdivisions that will engage in exceptionally the questions of forming of brand and effective use of this brand at selling off to the products.

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## **MARKETING OF "BORING" GOODS**

Differentiation is the key aspect of the competition. Actually, for such goods as automobiles, household appliances, watches, a distinctive advantage is easy enough to find. As for such products as sugar, salt, cereals, flour, sponges for washing dishes etc., the situation is much more complicated.

As distinguishing advantages and promotion tools for these products, which are sometimes referred to as exchange-traded, you can use:

- Packaging (for example, high-quality goods packaging refers to the higher price segment – the “premium” segment);
- Alternative distribution channels that help differentiate the brand (for example, the idea of cereal spread through the network of pharmacies highlights their health benefits);
- Creative advertising campaigns that increase interest in the product (using a creative approach to advertising messages that are different in loud slogans);
- The creation of a strong association with a product (using a wide range of association advertising and branding);
- The creation of the special characteristics that are not available to competitors (brand guarantees quality, reduces the time to search for products, reduces risk and of course satisfies the psychological needs);
- Market launch of an innovative product that will “pull” the rest of the range of products with it.

In order for the consumer to notice the distinctive advantages of the exchange goods, it is necessary to make him interested in it. Modern marketing technologies are capable of anything: both to find distinct advantages of product brand that is identical to the others, and make the consumer interested in the category. Technologies are certainly expensive, and the less goods category importance for the consumer and less distinctive advantages, the more expensive the technologies.



## **DEMARKETING IN DEALING WITH UNDESIRABLE CUSTOMERS**

Demarketing is a strategy of the seller's behavior in marketing aimed at reducing the demand for the product by any means. The necessity to use demarketing occurs in case of too much demand far exceeds supply, due to the inability for any reason to increase the production of goods. Demarketing can be carried out on the product market and in the services sector.

Leading marketing strategies of companies are typically aimed at attracting and retaining customers. But what happens if the costs for the customer exceed its profitability or cooperation is negative for the company image? How to identify and stop working with these clients, without losing the main customer base? These issues are addressed to in the research and developments in the field of demarketing.

There are various examples in demarketing, many of which are well known, but often are not used at full effect. The easiest and most common example is the introduction of the minimum order quantity, the increased payment for small orders or payment for individual services to customers not gaining certain amount. At first sight, such a strategy is commonplace and should be applied in all enterprises. Practice shows that many firms are trying to satisfy and retain all of their customers, refuse their application and putting up with losses, whereas simple rules can lead to a significant increase in profits. This example shows only a partial waiver of clients as separate groups here are not completely eliminated, and there is an attempt to increase their profitability and continue to work together.

Complete rejection of some customer groups happens in case of attempt to avoid a negative impact on the company image and products when working with certain clients or distribution channels. When choosing such a strategy of complete rejection from some customer groups it is necessary to calculate the associated with this limitation loss of volume not only at the present moment, but also the development of excluded customers in the future.

Demarketing is also used in the public sector at an effort to reduce the consumption of alcohol or cigarettes. Or decrease sale of products that require large resources. Such anti-campaign is widely used by firms which produce products without any additives, or environmentally friendly packaging.

Most researches show that only 20% of the customer base is profitable for the company, 60% mostly covers the costs associated with their service, and bring only a small profit, 20% generates significant losses. These figures show that for most enterprises the question of customer base analysis should be the part of everyday work. The main steps for learning losses and profits of customers can be:

1. Calculation of all costs associated concerning customer service
2. Sorting of services paid by the client and provided free of charge
3. Segmentation of the customer base
4. Distribution of services in separate segments

In general, increasing the customers' profitability is complex topic, and various criteria must be taken into consideration. It is very important to understand all the costs associated with the service, even of the most inconsiderable customers. This factor is often overlooked which leads to significant losses.

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## **PROVOCATION IN ADVERTISING**

For a long time, marketers have used mostly traditional methods of advertising - flyers, billboards, television and radio commercials. This led to the fact that the audience is no longer responding to the advertising appeals and, even worse, began to experience the annoyance of intrusive advertising. In the basis of provocative marketing there is a skillful use of the features of human psychology. Any provocative advertising campaign consists of two stages: intrigue (it usually takes 1 to 2 months) and exposure (2-3 weeks).

Provocative advertising is gaining momentum with each passing day. First, a provocation in itself is an opportunity to stand out. Second, in most cases, provocative advertising is the way to conduct an advertising campaign with a minimal budget. Universally recognized classification of provocative marketing techniques does not exist. However, it is possible to identify a number of tools that have been "tested" in practice:

- 1) spreading rumors is one of the most inexpensive ways to provoke a buyer, thus the actions of rumor spreaders can be radically opposed;
- 2) intrigue creation (on the first stage of the advertising campaign the brand name is not disclosed, and only after the lapse of the time the items are added to the chain and the intrigue is revealed, good intrigue always works out as a human curiosity is very strong at all times);
- 3) viral ads (it has a lot of advantages: easy way to spread, the opportunity of unlimited creativity application, with this kind of advertising is almost impunity, as it is impossible to prove authorship);
- 4) special drama (which causes huge interest in people, staging various events directly related to the brand);
- 5) promotional messages "near miss" (such advertising is often based on ambiguity, when creative's skill allows to balance between provocation and scandal);
- 6) the use of shocking (it is quite effective advertising, which is an opposition of public morality, but shocking is really able to sell).

Pros of provocative advertising:

- Provocation is still the opposite of traditional advertising, and it allows you to use it to isolate the product.
- The one that is shocking quickly penetrates the consciousness and is easily remembered.
- Anything that strikes is quickly spread through the consumers.

Cons of provocative advertising:

- It is impossible to predict the outcome (sometimes initially nonprovocative short movie becomes provocative so after, and sometimes what was intended as a provocation is just passed by).
- Creative problem (provocation in itself is unique, and if this is the idea of plagiarism, the "explosion of sales" will not take place).

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## **EXPORT-ORIENTED ECONOMY IN CHINA**

Lead-in: Since 1978, China has pursued a policy of reform and opening to the outside world, a policy which was initiated by Deng Xiaoping. Major efforts have been made to readjust the economic structure, and reform the economic .China's economy has increased rapidly with export-oriented economy strategy from that time. Thirty years has passed, this rapid economic growth also created problems, such like serious structural imbalances, slow growth of residential income and domestic consumption, and heavy reliance on investment and so on.

China's export-oriented growth is rooted in a double transition of structural change and demographic transition. Accession to the WTO has allowed China to fully integrate into the world system and capture the gains of its comparative advantage in abundant labour supply.

The double transition will take maybe 10 to 15 years to finish. Over this transition, China is likely to continue its fast export-oriented growth. Along the way, export-oriented growth has also created serious structural imbalances highlighted by underutilised savings, slow growth of residential income and domestic consumption, and heavy reliance on investment. This linkage requires new thinking about the way in which global imbalances need to be tackled.

China has managed nearly double-digit growth rates since it began economic reform and opening in 1978. The reform has transformed the Chinese economy from a planned economy to a mixed economy where the market plays a dominant role in resource allocation. Much of China's remarkable growth between 1978 and 2000 can be explained by the reform. But the more recent and faster growth in the last decade has been mainly driven by exports.

Joining the WTO in 2001 was a turning point in China's integration into the world system and allowed China to capitalise fully on its large supply of labour induced by the 'double transition,' namely, drastic demographic transition and a fast pace of industrialisation. Using the growth trajectory of other East Asian economies as a reference, China can be expected to sustain fast economic growth for the next 10 to 15 years before its growth rate converges to its long-run steady state.

Export-oriented growth has also created structural problems that have to be addressed to achieve more balanced growth. The most important problems are high savings and persistent current account surpluses. At a low income level, China has

been forced to export its savings to much richer countries. Related to this problem is the slow growth of domestic consumption and the declining share of consumption in GDP. This can be mostly attributed to the slower growth of household income relative to the growth of GDP. The other side of the story is faster growth of corporate income and government revenue. Enterprises have reinvested most of their profits and the government has spent a large proportion of its revenue on capital formation. The result is that China is still an investment-driven economy.

The fundamental cause of these imbalance problems can be traced to China's double transition. The double transition refers to two profound transformations happening in China. One is its fast pace of industrialisation and the accompanying rural-urban migration, and the other is the extraordinary demographic transition since China implemented the one-child policy in 1979. The double transition has shaped China's extraordinary growth model, especially after China fully integrated into the world system through accession to the WTO. The double transition has given China vast comparative advantage in labour resources, and the accession to the WTO has allowed China to play this advantage to the full.

Because of the double transition, wage rates are suppressed and the benefits coming from the growth of trade have mostly accrued in the form of returns to capital and to government taxes. As a result, the share of labour income has declined, and this in turn has caused the share of consumption in GDP to decline. The other side of the coin is the increasing share of national savings in GDP. Because of the diminishing marginal return to capital, the growth of investment cannot catch up with the growth of savings, so the current account surplus has increased.

The sustainability of China's export-oriented growth depends on the pace of China's double transition. Two issues will determine the outlook for China's long-term economic growth. One is when China will use up its demographic dividend, and the other is whether China has passed the so-called Lewis turning point.

Export-oriented growth has brought serious structural imbalance problems to China while sustaining a high rate of overall economic growth. China's imbalance problems have their roots in China's double transition and, on this account, will only gradually ease as China completes its double transition in the next 15 to 20 years. This is a relatively long period of time. In the meantime, the imbalance problems may lead to serious social and political unrest that may disrupt China's growth trajectory.

While other factors (such as the exchange rate, distortion of factor prices, a weak financial sector, and an investment-oriented government) also contribute to China's imbalance problems, the double transition is its most fundamental cause. The double transition is an inevitable process and helps explain China's fast economic growth. And it requires new ways of thinking in dealing with China's and, for that matter, the world's imbalance problems.

**Conclusions:** Focusing on nominal parameters such as the exchange rate will not solve the imbalance problems. Structural adjustment should not be directed to eliminating imbalances, but should be geared toward how to utilize the savings created by the surplus countries. China's savings are created by its double transition. Other emerging countries, notably India, will also emerge as exporters of savings even if savings from China dry up when it finishes the double transition.

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## **THE ADVANTAGES OF WORKING WITH AN ADVERTISING AGENCY**

Most people often think of advertising agencies as companies managing large, expensive ad campaigns for big brands only. And this is not true at all. Most advertising agencies make their money and more important, names by running small ad campaigns and placing advertising in no more than local media. Ad agencies can benefit any business of any size, as long as you keep in mind the best way to use the agency, and to use advertising, particularly for your business. So, generally, an advertising agency will be a great asset to any business. Widely known agencies like "BBDO", "DDB", "Weiden+Kennedy", "TBWA\Chiat\Day" and others have built their own empires simply doing what they do, showcasing the power of true creative minds.

Despite the fact that most business owners are scared of amounts of money they would have to spend on advertising agencies, they lose way more by trying to do so much themselves. Plus, it is fantastic time saver. All those hours, days and weeks you would spend on thinking, drawing and planning you could save to spend on developing your business. Does not matter what most people say, advertising is still an art form, so it has way more sense to give an artist his tools. Ad agencies consist of first class marketing and creative people, so it really is a pretty good idea to let them do their job. Why else would giants like "Nike", "Apple" and "Procter & Gamble" use them? But again, big companies are not the only ones paying their ad bills. A lot of small businesses do not even have a marketing department. This can be easily compensated by cooperating with decorated advertising agency.

Summing up, chances of your business becoming more than just local restaurant, shoe store or flowers delivering company without professional help are not that high. A lot of people are scared of trusting ad agencies, and they can be

understood easily. Not every agency can solve their problems. Not every manager wants to spend his money and time controlling work of people he or she does not even know. But this is not always the case. Spending some time on looking for the right agency can make you rich later. If you really care about your business being successful and well known there are people waiting for your call.

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## **MARKETING RESEARCH OF UKRAINIAN SPORTSWEAR MARKET**

Over the years sportswear market is developing really fast. This is due to the fact that fashion trends dictate the rules. The lifestyle in Europe is a sport style, which is a fashionable trend of our time. In Europe sport-style clothing another word daily clothes or street fashion was at the peak of popularity in 2000. Ukrainian market get got this style only last year. Besides, now you can choose sports clothe for all tastes, the variety of sports brands and sportswear design pleases the consumer every day. Wholesalers have to pick the benefits of design refinements companies - manufacturers of sports equipment. The fact that companies manufacturers of sportswear and footwear are diversifying their business and actively introduced to the market everyday clothe. Sports brands have to compete not only with each other but also with brands of sportswear. In addition, many companies that specialize in the manufacture of everyday outfits begin to create a collection of clothes of sports style. For example brands Mango and Benetton.

My research shows that the retail earnings in Ukraine in January-May 2013 amounted to 287.7 billion hryvnas, it is 15.5% more than in January-May 2011, the State Statistics Service. The largest retail trade turnover in five months in 2012 was observed in Kiev (38 billion 289.4 million UAH) and the Donetsk region (28 billion 299.6 million UAH), the lowest - in Sevastopol (3 billion 238.7 million USD) and Chernivtsi region (3 billion 962.5 mln). Annual sales growth of sportswear and footwear on average 10-20%. However, data testifies to the fact that , since 2010, an annual growth of .

The dealers say the main group of potential buyers of tracksuits, T-shirts and sneakers - is visitors sport clubs and classes. This category of customers, is not numerous. According to experts, this group is no more than 5% of the total number of potential consumers. However, it is wealthy bigers which are fans of a healthy lifestyle, to bring the revenues importers significant portion of. It is worth noting that the official representative in Ukraine have Adidas and Reebok. Other manufacturers prefer to present their products through distributors, as the share sales of their brands is relatively small products to on the Ukrainian market. Distributors some brands spread their rights directly to a group of countries. For example, "Sportmaster" has the exclusive right of distribution in the CIS brands Columbia, Colmar, Helly Hansen, Asics; enterprise "Delta Sport" is the exclusive distributor of Nike in

Ukraine and CIS countries. Also this, it was found that only 20% of buyers purchase directly sportswear for sport. Significant part of jackets, sneakers, T-shirts are consumers buy for everyday life.

But traders should not completely ignore the classic clothes and shoes. Trendy things tend to hit the spot limited audience of buyers, besides they are 10-15% more expensive than traditional sports equipment. A true way not to "get" to the goods – is to a third form a third accordance to the fashion trends.

In addition, it is desirable to expand the range of specialized clothing and footwear, for tennis and gym. Today, importers are seeing an increase in demand for such equipment. Also the multipurpose jacket "3 in 1" are very popular among Ukrainian buyers (upper, lining and sleeves can be detached and wear as a single item). Increase the Growth for fleece (soft cloth) shirts.

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### **THE PROMOTION OF THE NATIONAL CAR BRAND**

Ukrainian passenger car market has always been attractive for world motor companies as unsaturated market with low number of cars per 1000 citizens (187 cars). But car market it has changed dynamically lately. The main reason of the last change is the import taxes increasing and the enactment of the recycling law. The current situation is favorable for Ukrainian car factories, which are strategically important for our state. The taxation changes have affected on ZAZ trade mark, which has taken the first place by market share indicator. The market share of this company has grown to 8,3% by results of 9 months 2013 (Fig. 1). So that is a great time for strengthening positions and developing.

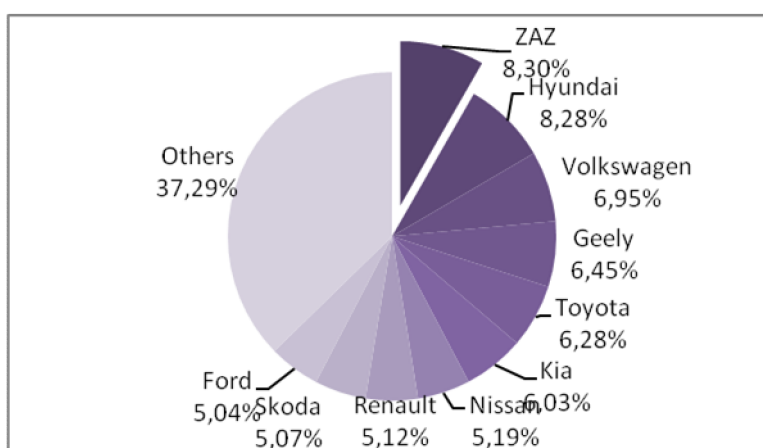


Fig. 1. Car market shares according to results of 9 months 2013

ZAZ Company took a lead by using pricing policy, because low price is the main reason for purchase of a car in our country. Nine the most purchased cars in

Ukraine belong to low-cost price segment and three of nine models of cars belong to ZAZ trade mark by results of 8 months 2013. But enactment of new recycling law is expected. It will increase prices on cars, manufactured by the national plants. In conditions of price increase ZAZ cars can lose the priority and the company must search for other marketing instruments to manage this situation. Such methods as developing new product policy and changing product portfolio are too expensive and lengthy, so they don't match the tactical planning in the short term period.

Promotion is one of the most effective instruments of 4P in current situation. The perception of a car shows a place, that this car takes in the mind of a consumer. For example, Audi and BMW are perceived as German, quality, luxury cars, Toyota and Honda are perceived as valuable, their equipment meets their price in the opinion of the consumers. Ferrary and BMW are famous in the category of performance that means a car designed and constructed for speed.

The analysis of perception, opinion about ZAZ car brand generally and ZAZ cars in particular showed dissatisfactory result. ZAZ cars don't have any direct and clear perceptions. So ZAZ don't subject to the definition of the brand, as a set of perceptions and images that represent a company, product or service. At the same time they are associated with Zaporozets as not very attractive car, low quality and uncomfortable interior, frequent breakdowns and others. But there are some positive perceptions, such as affordable price, hardiness and patriotic sentiments.

ZAZ cars need a new advertising concept to change the perception and to get a right to be named the brand. The main aim of this advertizing campaign is to show that the quality is higher than the price, so that everybody can allow himself to buy ZAZ car. In spite of the recycling law ZAZ cars will stay in the low-price segment, so it's advisable to form the perception of ZAZ as the first car of a person. It is aimed at the 18-25-years-old segment, characterized by a low level of income.

"Your first car" – this marketing message will attract young people, who want to buy a car but they aren't informed about prices. We must show that purchase of a new car is real, inexpensive and it is a great chance for young, starting independent live people. One of the varieties of this concept is "Our first car", aimed at young families and families with children. First of all we need to show the necessity of car in families with small kids in connection with difficulties in using public transport for them. The target audience of this advertising campaign is focused on the flexible payment terms, such as installment agreement. Three-year installment, for example, means that the customer pays only 1600 UAH ever months that is very easy considering the level of wages in Ukraine.

According to this concept we can imagine 4 basic commercials. The first commercial shows the young student, who have just graduated from the university and have received a new ZAZ car as a gift from his parents. He tosses up his square academic cap, sits in the new car and drives away. The second commercial shows the wedding, where the main gift is the ZAZ car. The third commercial shows the man, buying the new ZAZ car. He cares about it, preparing to something important. The next day he drives to the maternity hospital and takes away his wife with two newborn children. The fourth commercial shows a young man, starting his own business with ZAZ car. He works hard and his new car helps him to reach the success. All these commercials are associated with the most important and pleasant



moments of our life. Key associations are the beginning, the family, the success, the care, and the youth, the reliability.

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## **DEVELOPMENT OF THE PRODUCER’S MARKETING PLAN OF INFORMATION AND MARKETING SYSTEM LIKIS**

One of the development trends of a pharmaceutical market is automation of drugstores activity, which helps to form orders very quickly, promotes the supply of commodities optimization, and improves the quality of clients’ service.

The aim of this research is to develop a marketing plan for a private enterprise “Information and Marketing System” (IMS), which works at the Ukrainian software market for drugstores. The firm has about 5000 clients from all over Ukraine. IMS deals with providing information and marketing services and development with further promotion of the Information and Marketing System LIKIS. The cost of monthly subscription fee for the access to the system LIKIS is 250 UAH.

The main idea of the LIKIS program is the pharmaceutical Informational Center which collects price-lists of producers and wholesale pharmaceutical firms from the whole Ukraine, processes them in a special way and transfers them to the System users in the shortest possible time.

In order to form a marketing plan segmentation of programs, the market for drugstores was implemented with the help of grouping method. As a result of segmentation 2 target segments were sorted out: Ukrainian drugstores and wholesale trade enterprises of medical drugs and medicinal equipment.

Marketing plan is one of important parts of the company plan, which contributes to making right decisions with reference to the marketing activity.

In the process of marketing planning the mission of the firm was defined: helping the enterprises, which work on the current pharmaceutical market. The aim of the firm is to increase clients’ quantity.

In order to define internal and external marketing factors, which influence an enterprise, a SWOT analysis was carried out.

Table 1

### SWOT analysis

Opportunities	Threats
The necessity for drugstores in developing their work. The necessity for drugstores to implement control of medicaments registration period; Increase of interest of drugstores towards automation.	A big quantity of similar programs-competitors.

Strength	Weaknesses
12 years presence on the market. Opportunity to update and develop a program constantly. Appearance on the fourth place of a system in the rating of specialized programs for drugstores. Simplicity of installing a system on a user's computer.	Absence of regional representative establishments in the regions of Ukraine, except for Dnipropetrovsk; Connection with clients only through telephone or through e-mail.

Based on the SWOT analysis it can be said that the enterprise has very favorable conditions for widening a customer base. It should develop a program in order not to fall behind their competitors, and to pay a lot of attention to serve their clients.

In order to determine the marketing strategy of the firm, the Ansoff's growth strategy matrix was used.

	Existing product	New product
Existing market	<b>The strategy of deep penetration into the market</b>	The strategy of a product development
New market	The strategy of market extension	The diversification strategy

Fig. 1. Ansoff matrix

On the basis of Ansoff's matrix, one can draw a conclusion that the firm keeps to the strategy of Deep penetration into the market.

Within the limits of realization of the Deep penetration into the market strategy, the marketing program of the firm was created.

Program of product policy is aimed at constant updating and improving the program LIKIS. Program of pricing policy means keeping the existing connection fee; hooking up the second and the following computers is not 250 but only 85 UAH. Program of allocation policy is to attract new customers and retain the existing ones. Program of communication policy is the creation and constant updating of their own site, advertisement on the Internet, sale promotion with the help of providing the first trial working month with the system free of charge.

On the basis of the conducted research the marketing complex was developed, which includes the following stages:

1. Free trial working month with the system.
2. Conducting the specialized site which includes full information about the program.
3. Providing consulting services to their own clients and potential clients by telephone.
4. Placement of the System advertisement on the specialized pharmaceutical, medical, and search sites.

As a result of the marketing plan realization it is planned to increase the client

base by 20%, which corresponds to the marketing target.

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