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## **ANALYSIS OF THE ENERGY SECTOR OF ALBANIA**

Albanian energy policy is set out in the National Energy Strategy and Action Plan, which is one of the key elements of the strategy of socio-economic development of Albania. In this strategy the country provides and seeks to optimize the changes necessary to improve the reliability of supply, the development of resources in order to demand and achieve sustainable economic development in the future. Energy strategy is needed to meet the obligations under the Regional Electricity Market of South-East Europe and other international commitments to protect the environment, as well as the harmonization and coordination of the development of the energy sector with the EU Directives for the accession of Albania to the European system.

The Albanian Government is reforming the electricity market. Was unbundled and reorganized the state monopoly in the electricity sector - Albanian Electric Power Corporation (KESH) [1].

Parliament adopted a law on the establishment of transmission system operators (TSOs) and the privatization of electricity distribution with the Czech company CEZ Shperndarje. With proper supervision and control the license terms of CEZ should achieve the main objectives of the policy related to the individual account, payment of bills and collection of payments. The total annual water flow of the rivers of Albania is about 40 billion cubic meters; when it is used in its entirety could be produced from 16 to 18 TWh. electricity per year. Actually the country uses one-third of this potential. The water flow of the longest Albanian river Drin (280 km) is 320 cubic meters per second.

This river activates the three largest hydro-electric power stations in Albania. Drin River can provide energy to another major hydro-electric power station, and interested parties discuss the projects of several different electric power stations. Significant potential for the construction of power plants also have the river Devoll and Vjosa. Since the liberalization of the market, foreign and domestic investors have signed concession contracts for the construction on the rivers of Albania 24 new small and medium hydropower plants. Currently in Albania there are 83 small hydro-electric power stations (owned by KESH) with a capacity from 0.05 to 10 MW. Many small hydro-electric power stations are in poor conditions or don't function effectively due to outdated technology, lack of spare parts and poor maintenance service.

In the recent years the production of electricity by small hydropower plants is reduced. The Albanian state system of planning and budgeting has been changed to improve the coordination process, the centralized allocation of resources with the priorities of line ministries. At all government levels there is a clear understanding of what to do and at what pace to do it. Thus, the Albanian Energy Strategy should

contribute to the implementation of the state Strategy for national development in the years 2012-2018 and be conform to it. Given the fact that the responsibilities for the development of economy, energy and trade are in charge of METE [2], the state system of planning and budgeting is ideal to balance the priorities of the common interests.

It should be noted that recently the energy policy has achieved successes to ensure a more reliable power supply, but there are fears that over-reliance on hydropower and imports to compensate interannual variations of the rainfalls precipitation and production capacity of hydroelectric power may lead to a higher and possibly unsustainable spending on imported electricity. Because this risk is real and requires a reliable strategy, the possible options require careful assessment based on possible future scenarios. Future energy systems must be more decentralized. Technology selected to meet the demand should be based on the principles of minimal planning costs, security of supply and environmental protection, as well as the need to promote the use of renewable energy sources [3], (solar and wind energy, biomass, and especially - small hydro power plants) in order to maximize the use of local resources on the basis of the minimum cost planning and environmental protection. Thus, the implementation of innovative projects involving the state, including in the electricity sector, involving both domestic and foreign investment will need the following:

- improvement of the strategic planning, including the sphere of electric power production capacity, with regard to financial and budgetary capacities;
- act decisively to ensure the stability and reliability of the power system (achievement of reliable and financially sustainable power supply for a short period of time is a prerequisite for further economic development and requires strong and consistent action on several fronts);
- adoption and implementation of the National Action Plan in the field of energy efficiency and renewable energy, including the initial allocation of resources to support priority actions;
- provision of regular assessment of progress and revision of plans in order to adapt them with regard to the achieved progress.

The implementation of the above principles will permit the setting of clear rules to determine the guaranteed level of investment attractiveness for the development of the energy sector in Albania.

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## **MARKETING ASPECTS OF IMPROVING SALES ACTIVITY**

In the current economic conditions marketing focus of the company is becoming more important. Marketing is a key function in contemporary business activities. Marketing -is a set of measures that are associated with such features of the enterprises as: conducting market research; design of the product, its properties and quality; market promotion; marketing activities and its support of marketing; research feedback from buyers. Sales activity has prior place in the loop "production - consumption". "Sales Activity" of the enterprises is studied in the ukrainian scientific literature and is defined as the sales of the enterprise, organization or businesses products, goods and services that they have made in order to obtain cash earnings, providing revenues. [1, p.50].

The effectiveness of sales activities shows the total efficiency. Sales activity depends on the company sales policy, which includes the following elements as a buyer, articles marketing, marketing channels and activities for the support of sales. The main objective of marketing policy is to increase the profits of the enterprise. Some companies substitute marketing activities by sales activities. Sales policy, however, must be part of the general policy of marketing in business.

In terms of marketing, you must perform the following steps of formation of a marketing policy.

1. Identify the objectives of sales. Depending on the goals of the system on a particular market marketing objectives include: size of sales, income or profit, time period for sales, usage of resources, the degree of market coverage, the degree of control over the movement of goods and other.

2. Definition of sales strategies. First is the decision on the selection principle of building indirect channels - using the "push" or "retraction". Next are defined the alternative configurations of distribution channels (channel types and their structure).

3. Selection of agents and members of a sales system. For this purpose, a list of specific requirements, arising from the general concept of marketing is established. Then based on the analysis filtering and selection of the most productive members of a marketing system is carried out.

4. Finding ways to implement a successful cooperation among the participants of each channel of distribution. Members of distribution channels shall cooperate, its efficiency is provided.

5. Development of technology for the control of sales activities for each of the distribution channels, separate reseller and as a whole system. Building control systems must provide feedback and improve the overall effectiveness of marketing activities.

General areas of improving the efficiency of sales activities are next [2, p.95]:

- formation of an effective marketing strategy.
- implement resource providing for marketing strategy.

- identifying the target consumer group and its potential.
- develop the most efficient channel of promotion in terms of costs for target group of consumers.
- analysis of the pricing policy of the company on a particular product in a particular market.
- determination of their sales in a particular market based on a particular distribution channel.
- formation of individual sales plan for each outlet and each employee.
- establishing a system of employee motivation in sales departments.
- analysis of the performance of the sales departments.

Thus, the implementation stages of formation of marketing policy, common ways to increase the effectiveness of marketing activities, refocusing on providing marketing support for sales activity should be its top priority.

In conclusion, we note that the sales policy of the company plays a crucial role in the system of its overall effectiveness and sales promotion is one of the most important functions of strategic marketing management.

Usage of a variety of ways and conducting marketing activities of various kinds are these tools that provide effective sales policy. The priority of business shall be the introduction of innovative methods and the search for alternative options when forming a sales policy of the company. And it is an alternative and flexible marketing policy that gives the company a way to maneuver when external environment is changing.

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## **MACRO AND MICRO ENVIRONMENT IN DIFFERENT FACTORS**

Today our life is very connected with macro and microarray environment. Therefore, it is very important to know what factors are used.

Differing Factors

Macro-environments typically encompass factors that a business cannot control.

Technological advances and political conditions are examples of influential factors a company must adapt to when making decisions. By contrast, micro-environments present situations that a company can control. Instead of adjusting to poor employee performance, a business can elect to terminate individuals not meeting company standards.

#### Customers and Society

On the macro-scale, changes in social trends determine what will be sold. A company may not sell camcorders because of lack of popularity among the general public but may choose to feature plasma televisions because of increased interest. Responding to societal needs on the macro-level is important because it leads to more customers on the micro-level that make a business thrive. In the micro-environment, a company with many customers is viewed as successful and one with few customers is seen as failing. Although society has influence over what individuals buy, increasing clientele is a micro-problem that can be solved with customer satisfaction surveys and better service to guests.

#### Technology and Employment

Technological advances in the macro-environment influence employment decisions on the micro-level. New technology leads to new processes for conducting business. In order to survive in a highly technological environment, companies must hire individuals who have knowledge about electronics and companies may also require familiarity with programs such as Word and Excel.

#### Economic Changes and Suppliers

Changes in the economy, such as interest rates and taxation, influence the supply of a company. Whereas high interest rates and taxation negatively affect supply, low prices lead to increased purchasing power. A company that can afford to pay for product and taxes will purchase more supplies. A business that can afford the product but not the taxes will be restricted from buying more material. Adjusting to economic changes on the macro-level is often a matter of building positive relationships with suppliers in the micro-environment. In many instances, such relationships will lead to discount pricing and increased purchasing power.

In conclusion, the daily operations of an organization are influenced by a number of factors. Although employee relations may be good, a poor economy can spur layoffs and bad production. Whereas micro-environments are a compilation of influential factors within a company, such as employee relations or customer satisfaction, macro-environments are external factors that affect an establishment. In many respects, factors in the macro-environment have influence over decisions made on the micro-scale.

## **GREEN MARKETING IN UKRAINE**

Today the connection of three factors "economy - politics - the environment" becomes important. Economics determines the prosperity of the state, policy is directed at stabilizing the situation in different regions, and the violation of ecology can reduce to great financial wastes at both the local and global levels.

Green marketing is the scale movement abroad. Investments in clean technology are measured in billions of dollars. Financing of environmental programs, volunteer movement, minimizing the harmful effects on the environment, environmental packaging, certification of products - the "green marketing" has a very wide range of tools.

Ukraine begins to work towards the development of eco-trends in business. However, some companies have already implemented successful ideas.

After the signing of the Association Agreement between Ukraine and the EU, the European Union has opened its markets and reduce tariffs for Ukrainian goods. It can bring about 500 million euros Ukrainian economy until the end of the year. This means that Ukrainian producers should consider the quality of their products. It is necessary for Ukraine to conform the high norms and international standards in order to compete in the European market.

In the EU countries, the demand for environmental-friendly products and services rapidly growing and the sales of organic products is growing by 8%.

"Eco-certification - is a multistep process that is more complicated than the passaging the conformity with national norms and standards. Producers have to upgrade all the stages of production. From raw materials to packaging.

There is the important task for Verkhovna Rada of Ukraine together with producers and industry associations. They have to implement European certifications. But are the Ukrainian consumer ready for this 'environmental revolution'?

I have carried out a research in which I used 'Magnat' – a cheese trade name - as an example. The main goal of the research was to find out if Ukrainian consumers are ready to pay 10 % more for a product whose packing is made of environmentally-friendly materials.

The findings show that the consumers with an average income of 7000 hrivnas are ready to pay 10% more for the cheese if its coating material is environmentally-green.



## **FEATURES SPORTING GOODS MARKET IN DNEPROPETROVSK**

Real Sporting Goods fully confirms the general trends of the Ukrainian market. The volume of sales of sports goods for the years 2012-2013 in Dnepropetrovsk was 585 million. USD. Including in 2012 sales volume totaled 125 million. UAH, 2013 - 200 000 000. UAH, and in 2014 - already 260 million. USD. [1]. That is, as can be seen by annual sales in sporting goods. Dnepropetrovsk grow more than 23%.

The main factors contributing to such a rapid pace of growth is to increase the popularity of sport, leisure and healthy lifestyles among the general population.

The structure of the major players in the market of Dnepropetrovsk consists of:

- sporting stores that are located in shopping centers;
- sporting supermarkets;
- specialized shops;
- organized and natural markets.

Among all sellers of sports goods consistently operates 18 large stores that compete with each other. The most famous of them: Gint, Extreme-style, Velox, Vasil, BikeShop, X-brothers, Velik and Rolik, Shambhala, Boomerang. Its great store sales of about 8.12 million. UAN in year.

The market tends sporting goods on shipping service buyers: ten stores in Dnepropetrovsk with his studio and can provide the buyer with the repair and other services.

In the market of sports goods. Dnepropetrovsk presents the following main product groups:

- bicycle and bicycle accessories;
- the ski and ski accessories;
- ski, snowboard and bike clothes;
- snowboards and snowboard equipment;
- roller skates;
- ice skates;
- travel equipment;
- travel shoes.

Studying range of sports goods market has proven that about 90% of sports goods while imported to Ukraine from abroad. Among a number of brands available in Dnepropetrovsk, the most popular brands are countries like America, 35%, Germany 20%, Italy 17%, France 15%, 8%, Slovakia, Canada, 5%

Coefficient of monopolization of the market is 56%, that is not a monopoly. Evaluation of the saturation of the market has shown that it is a medium saturated; the saturation level is 34.2%.

Conclusion. Market sporting goods in Dnepropetrovsk is developing rapidly and sales volumes are rising every year. No-monopolistic market is favorable to competition and attractive for development.

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## **NEW MARKETING TOOLS UNDER GLOBALIZATION**

COC «Dnepropetrovsk Oil Extraction Plant» is Ukraine's largest producer of refined oil TM "Oleyna" more than 40% of which is exported.

However, situation in the market is very change today. Business relations with the market's Russian are become difficult. Together with that, economic part of the agreement was signed with EC. As a result this, appears free trade zones between Ukraine and EC. Cancel and reduction import duties will be with more then 90% commodity positions. In this way, for "Oleyna" is opening promising markets of Poland and Germany.

Orientation on European markets needs the application of the rules and methods, because they will apply the market players. Study of possible good practices - voluntary sustainability standards indicated that "Oleyna" may have a special interest of certificate «Book&Claim».

Book&Claim certificate trading is a new and unique way for promote the sustainable production of essential commodities, particularly food. It is designed to overcome the difficulties in supply chains. It's basic principle - encourage producers to operate sustainably and reward them for doing so.

Producers who can prove that they are operating sustainably are invited to register in the Book&Claim certificate trading programme. Then, these certificates can be offered for sale on the «Book&Claim» in online trading platform.

This method is unique because consumers and/or sellers of products, which contain that commodity, may also qualify for the purchase of the same certificate. As a result they do a voluntary premium directly to the producer of the product which works sustainably.

Thus, manufacturers and retailers can demonstrate that they have supported sustainable producer of primary level, which is checking the certificate "Book and claim". Claims are entitling use the label and the manufacturer's certificate of sustainable raw materials throughout the sales network.

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## **THE ROLE OF INFORMATION SYSTEM IN SHAPING THE HUMANITARIAN SUPPLY CHAIN**

Humanitarian logistics includes activities, processes and systems that are involved in mobilizing people, resources and skills that are needed to provide humanitarian assistance to victims of natural disasters.

Thus, supply chain while providing humanitarian aid includes power budget

management, coordination with donors, distribution of funds necessary materials and medications, monitoring actions, management of it is difficult. Humanitarian chain must be built on the responsibility of all participants. Supply chain is formed by creating closer links between all participants. All logistic units and members of the supply chain should be managed together. Information plays a very important role in the humanitarian supply chain. With its help can be obtained accurate and timely information about what materials are needed to assist, in what quantity and in what place they need to be deliver. Table 1 shows the role of information in the coordination between participants in humanitarian supply chain.

Table 1

The role of information in the coordination between participants in humanitarian supply chain

Participants	Required information
Charities, Donors	Forecast for delivery demand, supply plan for the current period, the category of necessary materials
Government	Information about the state of infrastructure and access to water, the assistance level of district public authorities, accessibility of warehouses in disaster areas
Sellers and "redistributors" of goods	Information about pricing and delivery
Logistics operators	Information about suppling goods, the location of the affected people and points of distribution of humanitarian aid, pricing

Source: elaborated based on [2]

Humanitarian logistics information systems make it possible to improve the flow of information between the participants and, therefore, improve the efficiency of the logistics supply chain. They can: increase the ability to predict the needs of materials and drugs by summarizing information from participants in the supply chain field; create a list of available suppliers, including prices and terms to extend the opportunity of humanitarian program participants to plan better the supply process of necessary materials; give to donors and charities accurate financial information about where, when and how they spent the funds provided; ensure inventory stock and give a way of ensuring the effective use of humanitarian materials; organize sharing information about the distribution of supplies to avoid duplication and logistics operations.

Reliable logistics information system, which uses forecasting methods based on the frequency and intensity of recent natural disasters, can help reduce the number of situations in the future unpredictability and lack of experience in the implementation of humanitarian missions. Historical data and actual plans in emergency situations in advance can drastically reduce the influence of disaster. Logistics information system can set the stage to identify the strengths and weaknesses of the logistics chain. Quantitative performance indicators such as actual delivery time compared with the expected term, frequency of reserves exhaustion, the frequency of emergency orders and rate of their performance can be considered and used as a sensor to adjust the policy of humanitarian supply chain [1].

Another function performed by the logistics information system in the aftermath of the disaster is the electronic exchange of information, which includes:

reducing paperwork, improve accuracy by reducing manual handling operations data, the growth rate of information transfer, increase productivity humanitarian supply chain participants and better inventory accuracy of humanitarian warehouses.

Implementation of logistics information system for humanitarian assistance greatly enhances coordination between humanitarian supply chain participants, enables the exchange of experience and knowledge, storing important data required for operational planning demand. Logistics information systems is one of the most important factors in determining the success of a humanitarian mission. Integrating in to the humanitarian supply chain – information system improves the effectiveness and efficiency of logistics operations. In turn, a better flow of information from one party to another contribute to the overall effectiveness of humanitarian logistics operations.

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## **ADVERTIZING CAMPAIGN FOR THE FURNITURE ENTERPRISE**

Advertizing campaign is the complex of publicity developed in accordance with the program of marketing and directed to the consumers of goods representing the corresponding segments of the market with the purpose to cause their reaction promoting the manufacturing firm decision of strategic or tactical tasks.

The AMF company is the largest producer of office furniture. It was founded in 1999. The main production of the company is the furniture for offices. The company unites 3 manufacturing enterprises which are producing furniture and component parts in the territory of Ukraine in three cities.

Actual condition of the furniture market

The Ukrainian market is now divided between such large producers and sellers of furniture as "Merx", "LVS", "League-Nova", "Progress", "Primteks", "Zim", "New style", " Office Solutions" and "AMF". By carrying out the analysis of competitive advantages, we have marked out three main competitors: "New style", "Primteks" and "Zim". However, it is very difficult to provide the accurate statistics of market shares of the companies because the market is too subdivided among producers. 60 % of the market are occupied by small producers: many of them aren't registered or work with cheap and poor quality component parts. As a result even very large furniture producers occupy no more than ten percent of the market. The main problem of AMF

is high competition and, thus, small advertizing support.

The study of potential market capacity provided the following information: the solvent population of Ukraine is 22056900; the average frequency of purchase is 1.3, so potential market capacity makes up:  $E=22056900 * 1.3*113.8 = 3263097786$  UAH; sales volume of AMF – 319000000. Share of the AMF market =  $319000000: 3263097786 = 9.7\%$ .

The purpose of the advertizing campaign for the AMF enterprise is increasing the sale.

The main actions of the advertizing campaign:

- Development and production of promotional and informational materials (posters, catalogs, brochures, banners, leaflets);
- Internet advertizing: active promotion of goods on pages of social networks (Facebook, VKontakte);
- Preparation for participation in annual exhibitions and forums (Kiev KIFF exhibition, International exhibition of furniture, Sorochinska Yarmarka);
- Writing of article with the practical advice, interesting novelties in the magazine "Ideas for Your House" with advertizing of production and the description of competitive advantages.

By means of these actions the company plans to achieve the main purpose of increasing the sale.

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## **TRADE IN SERVICES**

Trade in services refers to the sale and delivery of an intangible product (i.e. insurance, tourism, technical expertise and others) called a service, between a producer and consumer. It takes place between a producer and consumer that are, in legal terms, based in different countries, or economies, this is called International Trade in Services.

During its World Trade Organization (WTO) negotiations, Ukraine liberalised its services sector and as a result, has one of the most liberal and open services trade regimes. For most sectors, Ukraine has no restrictions on market access and national treatment for the supply of services in modes 1-4.

1. Cross border trade is defined as delivery of a service from the territory of one country into the territory of other country. The supplier doesn't leave the home country. For example, an Ukrainian software engineer stays in Ukraine and develops software for a foreign company.

2. Consumption abroad covers supply of a service of one country to the service consumer of any other country (of the WTO). This is the classical tourism example. The tourists go to another country in order to consume leisure time services. The

service providers stay in their home country and the tourists leave their home country.

3. Commercial presence covers services provided by a service supplier of one country in the territory of any other country, i.e. an Italian company opens a new branch in Ukraine.

4. Presence of entities covers services provided by a service supplier of one country through the presence of entities on the territory of any other country. The supplier leaves his home country in order to offer and execute his service in a foreign country. The definition differs from migration because the services supplier stays in the foreign country only to perform the service and leaves it after fulfillment. Migration would mean a change in residence intended to be permanent.

Liberalisation of services trade involves amending national legislation to allow foreign participation and national treatment of foreigners in the domestic market. Services trade is complex as for each service sub-sector. There is a range of modes, methods in which they can be delivered (mode 1: is cross border such as processed data being electronically transmitted; mode 2: is consumption abroad such as foreign tourists visiting the country; mode 3: is commercial presence such as branch offices of a foreign bank; mode 4: is temporary movement of entities such as the use of foreign builders). However, unlike negotiations for goods, services which usually involve a positive list approach, that is, only those services sector and mode of supply specified on the list are liberalised whereas for goods, all goods are liberalised except those on the list.

Invisible services differ from visible ones. Liberalization effects trade in services, especially off-shoring due to the economist-scientists. Many Western European companies settle new branches in Eastern European countries, and this process is known as «off-shoring». It does not only create unemployment in the country where branches were closed. It can lead to adjusted wages in the off-shored-sector: after a decline of wages, they can rise again.

As we see from recent improvements in the transportation and communication technology, the trade in services is currently increasing. Services are an important input factor for goods. Most of the trade theories examined trade in goods and not trade in input factors. I think there is a need for new models, which can explain trade in services and imply consequences. There is a rise in export of trade in services worldwide, in Europe, Germany, and Ukraine.

According to the professionals welfare effects are caused by the liberalization of trade in services. Many services are inputs for goods. The liberalization of trade in there input factors can reduce the real costs for any other producer of goods. The liberalization of the respective tariffs creates welfare effect for the consumer of these special goods. However, services are inputs for many goods, e.g. transportation services. In this sector it reduces the real costs for all users of transportation services, so such a reduction in trade barriers has effects on other sector and creates welfare

effects for many consumers.

Despite its advantages liberalization has certain disadvantages:

1. Product movement provides, for example, no guarantees for property rights. E.g. software cannot be exported abroad, because exporters fear illegal adoptions by people of foreign countries.

2. Restrictions on capital movements can constrain investments in the services sector, e.g. a company does not set up a new call centre in the foreign country.

3. Restrictions on human movement. They reduce factor mobility and can increase trade in goods.

4. A services supplier cannot establish a new branch in the foreign market.

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## **INFORMATION TECHNOLOGY IN MANAGEMENT OF ENTERPRISE**

The current economic situation now poses a number of problems not previously considered, like the efficiency of decision-making in complex situations demand urgent issue for the consumer products, strengthening the links between producers, suppliers and consumers. The main functions of management are economic analysis, accounting, planning, regulation and control. These functions are assigned to the control unit, which includes the individual services that perform specific functions. Any management based on the information. In operation, the changes taking place also in the facility management. Information about them is developed a control system that streamlines management decisions[1].

The automated information technologies contain operational procedures, with different degrees of complexity of the data held in the computer [2]. To implement this process requires personnel and information processing methods. All together, this is an information system. In this way, the information system – a set of related information, tools, and methods of treatment, the staff that implements this information process.

Work with the information system can be manually operated, and can be used a variety of technologies: computers, telecommunications facilities, office supplies. Distinguish the automated and manual information systems. Automated with the help of computers and their associated software significantly change the information processing technology. A considerable portion of all transactions accounted for hardware. As for non-automatic systems, they are using for information processing using the staff [3].

Most of the decisions in the management of economic object accepted on the information. At the entrance, we have the initial information that is reflected in the result of accounting. Then, it is converted to Scoring, which is suitable for decision-making. This conversion is carried out by technical means by a predetermined algorithm. In this process there is no need for human intervention. Staff determined the structure and composition of the primary and Scoring information's.

In the enterprise management information system developed enough internal and external information links. Internal exist between the complexes, and between different parts of these complexes. External – using and processing of data from external companies.

For the implementation of information technology management information system providing a set of components: software, technical, informational, and mathematical other software.

One enterprise could apply several management technologies.

Allocate the following control technologies [4]:

1. Technology of management by objectives. For this technology, the company needs to have a strong analytical department. Management can be divided into the following types: routine, simple title, program title.

2. Department of the situation.

This technology is used in the case of a high degree of uncertainty.

3. Technology of management by exception.

Technology of management by exception based on the elimination of certain abnormalities or by the performers or the direct participation of the leader in the process of elimination.

4. Line Technology– a strict sequence of individual operations or works by generating a predetermined plan.

5. Extensive technology.

Using in cases where clearly the ultimate goal and assess the situation is not possible.

6. Control Technology by interests and needs - is a kind of promotion of human activity through its interests and needs.

7. The search control.

This technology is based on a thorough understanding of the problem. In this case, the solution is developed, starting from the goal in the reverse order.

8. Control, based on the "artificial intelligence».

Carried out by information systems with using modern technology.

One of the main points of management of industrial enterprises - the problem of accounts receivable, which is caused by non-payment buyers. So often the creation of the information system begins with automation to meet the challenges of analytical accounting and analysis of the state of settlements with customers and buyers. Already at the stage of implementation of the computer system are optimal conditions that help you analyze the structure of receivables and its dynamics [5].

Precisely because of the development of analytical accounting and ability to store information in a database for different time periods, we can track the dynamics of the debt of different enterprises and its analysis.[6].

So, reducing costs and speeding up the turnover of assets, which is achieved through the use of enterprise management information system are often given the opportunity to recoup the investment in information technology in the first months of operation [7]. This allows us to consider the complex automation system management as one of the most effective and payback investment directions.

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## **INFORMATION TECHNOLOGY IN THE MANAGEMENT OF PERSONNEL**

The newest ways to automate actions and functions of personnel management and innovative technological processes available personnel services provide an opportunity to improve and streamline the administrative function with the help of new tools to collect, transfer and conversion data. Demand for exploration and using of efficient computer projects, informative design and technology is currently growing, in fact a consequence of this the importance of informatization of human resources management is absolutely undeniable. In the current situation of social and economic relations, a significant sphere of informational support was for the process of governance, which consists of collecting and processing data required for making accurate management decisions. Activities of companies and institutions of different types in the circumstances of market economy determines the new challenges of the improvement of managerial work in the basis of a uniform automation control absolutely all production and scientific-technical operations, and besides manpower [1].

Market economy leads to an increase in the volume and complexity of the issues resolved in the field of production, action planning and analysis, economic activity, relationships with suppliers and consumers, operational manual which is not possible without the organization of modern information systems (IS). Management Information System – a set of data, economic-mathematical methods and models, industrial, software, other scientific and technical means which is important for data processing and management decisions.

Management information system is required to solve the current problems of strategic and tactical planning, accounting and operational management of the company. Almost all accounting tasks (accounting and financial accounting, tax planning, control, and so on. etc.) Finding a solution without additional costs by re-processing. Using current information acquired in the course of operation of the automated information system, the leader is able to make a plan and balance the

company's resources (material, financial and human resources) to calculate and evaluate the results of management reports, establish operational management costs of products (goods and services), the course of the project, application resource's [2].

The base of the information system is the information technology (IT), the formation of which is closely related to the formation and operation of IS. Information technology (IT) - the process that applies the methods and means of implementing the operations for collecting, recording, transmission, storage and processing of data on software and hardware in order to address the challenges of economic management object. The challenge of the information technology - to acquire by means of processing master data information of the new property, which formed the basis for optimal management decisions. This is achieved by integrating of data, ensuring its relevance and consistency by applying the current technical resources for the purpose of establishing and maintaining at the proper level forms of information support to the administrative staff. Information technology copes with increasing volumes of processed data and results in a reduction of terms of its processing. IT is a significant component of the application of information resources management. Automated information systems for information technology - this is the main scope, elements of which provides tools and techniques to transform information. Information technology is a process consisting of well-defined laws perform actions on the data circulating in the IC, and depends on many conditions other than the following classification criteria:

- the level of centralization the process;
- the type of subject area;
- the coverage of management tasks;
- the class of implemented technological operations;
- the type of user interface;
- Method of constructing the network.

According to the degree of centralization of the process of IT management systems allocate centralized, decentralized and combined. Centralized processes are characterized by the fact that the processing of data and decisions on major economic issues of functional object is carried out in a datacenter IT. Decentralized processes are based on the local use of computer equipment installed on the user workstations to solve a specific problem specialist. Decentralized processes do not have a central repository of information, but provide users with a means of communication to exchange information over the network.

Combined processes are characterized by the integration of multi-action solution of issues on the ground with the use of collective databases and focus on all the information systems in an automated database.

By type of interface information technologies are divided into in connection with or ability to access the employee staffing businesses to various informative resources that are appropriate for the economic object automated information technology. When a packet of information technology the user is not given the opportunity to influence the processing of information, while interactive technology allows it to interact with computational? Inflammatory agents in an interactive mode,

thus acquiring data for the purpose of decision –making.

Ability of network automated information technology gives the user access to telecommunications facilities regionally remote information and you Numeral resources. Selection of the network depends on the efficiency of the administrative apparatus to the information exchange and management of all business units.

Among the staff of the company stands marketing department. The staff of the marketing department in its production activities relies on information technology to address the company's marketing [3].

Innovation approach to information technology is an important factor activity and formation of the organization. In the difficult process of managing large-scale system management focuses on the key trends: revenue, personnel, implementation, and others. For each of them in order to facilitate the collection and preservation credentials formed separate information systems. Among the main practical results obtained in the automation of personnel. Reduce total complexity of human resource management, reducing the final cost of maintenance and support of the system, maintenance personnel, and improvement in the quality of information support, staff security, and collective protection. Savings are achieved by accelerating the exchange of information, the successful processing of information, reducing the likelihood of errors [4].

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## **INNOVATION TECHNOLOGIES IN MARKETING**

Modern marketing based on information technologies and modern technological devices. Systematization of methods and techniques of working with the hardware and software of computer technology is a major challenge of information technology. The development of efficient technologies in the data and in the development of scientific and technological research is called a view to systematizing. Efficiency is the main concept in all stages of the presentation of informative actions. For software for efficiency - is the performance of persons

operating them. In programming efficiency - is the amount of code that programmers created per unit time. In information technology, all aimed at efficiency.

The most important aspect of the application of IT in marketing and e-business is the using of mobile devices of various types and purposes. Technology of mobile commerce - these are technical devices that are directly relevant to e-commerce. Technical devices and mobile commerce technologies make the most user-independent stationary sun, allowing the presence of the mobile phone or laptop. This independence is very important for the business people because often the decision time is very limited, and it should not interfere with such factors as the inability to quickly make a deal, or lack of access to information channels [1].

Information technologies include four traits:

- have a vision character
- contributes to more efficient operation of markets by simplifying and improving access to information
- have a global distribution
- accelerate the innovation process, making it easier and cheaper the process huge amounts of information and reducing the time required to develop new products.

By «Lehman Brothers» definition, mobile commerce - is using of mobile handheld devices to receive and impart information, communication, commit transactions over public and private networks [2]. Innovative ways of marketing require having modern information technologies for the following technical devices. Mobile phones with WAP, GPRS or own micro browser. Mobile phone has become an important phenomenon at the late XX. Development of technology and communication standards chips for 15 years has lowered the price of the phone in 20 times. But the functionality has increased many times over. Modern mobile phone has become a powerful computing device with a flexible operating system, a large memory, multimedia functions, built-in standard frequency and time, the ability to communicate with other electronic devices and access to the Internet [3].

Mobile internet access is performed using a wireless modem is already connected to the Internet. IP-telephony system. One of the important advantages of IP-telephony is significantly lower cost voice traffic compared to the cost of services the public telephone network. IP-telephony increases the performance of the firms and gives you the opportunity to work with e-mail messages, receiving operational data from production applications of ERP-systems, as well as bulletins, reports and news from the Internet / Intranet [4]. As a result of the emergence of integrated systems to support voice, video, graphics and work with the data made possible the creation of new modern custom applications that convert IP-phone into a full-featured computing device. This kind of mobile phone that implements a wide range of services is a small computer with a built-in XML-browser to perform a variety of XML-based applications. IP-phones provided with access to the corporate directory users with search and dial. Built-in service menu allows the user to gain access to the text or graphics information stored on the Web-servers [5].

3G Technologies- is the system of third generation. They provide high-quality voice, images, multimedia content, access the Internet, and the exchange of data between a mobile phone and a computer [6].

All the way of technological development of mobile devices indicates that the subsequent improvement of these devices will follow the path of integration methods, techniques, standards, in order to increase functionality and improve the quality of services provided by the mobile IT technology, which significantly affect the marketing. Mobile devices will be compact technical devices of several classes: handheld computers whose primary function will be the organization of the user's time, documents and personal databases (advanced organizers); smart phones with extensive features of mobile communication; mobile "managers" - multifunctional media devices, which combine the dimensions of the pocket PC, work with audio and video, wireless Internet access and use of significant gains to rapidly evolving technology Web 2.0 [7].

Today we can say with confidence that the information technology not only for penetrating into all spheres of human life, but also for changing the life, adjusting it for themselves. Information technologies have undertaken to generate the need for new information technology. Automation of human activity comes to a whole new level of mobile. This all can be used for effective management of the enterprise. Most organizations today can not be operated without using the information technology. Information gives the work extends the life, forms, etc. So, in the information technology industry used not only for analysis of stocks of raw materials, components, finished products, but also allow you to conduct market research to forecast the demand for different types of products, find new partners and much more. It is very important that without information technology, as like without energy, transport and chemical technologies, it can not function normally.

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## **TESLA MOTORS: DIGITAL VS TRADITIONAL MARKETING**

There are two super successful companies that have managed to draw attention to their products without using traditional marketing tools. People all over the world are becoming the fans of one of them – Tesla Motors, despite the fact that there is no advertising of their products on television, on the streets or in the press.

The company creates unique products that are popular with the public. It has found a way to promote products, avoiding the high costs of traditional advertising.

Tesla Motors succeeded in becoming, perhaps, the most frequently mentioned car manufacturer in the media. Its main product – electric car Tesla Model S – has become so popular and revolutionary that the company does not even advertise it. Moreover, it does not perform luxury press screenings, is not engaged in stimulating activity of dealers and does not order big budget commercials on TV. That is not doing anything out of what other car manufacturers consider as a matter of course. Nevertheless, this has not prevented the electric sedan to become the bestselling car in Norway (Model S sales have bypassed even Volkswagen Golf) and the most fashionable car in Silicon Valley.

The leading maker of electric sports cars Tesla holds a staff of seven employees responsible for the advertising support of its cars. They have used an innovative approach. The company has a special constructor that allows users to order a car with its own design and configuration directly without the involvement of dealers. Tesla has created 35 showrooms across the US that exist not for sales, but mainly to idlers, who come, take photos on a background of the most fashionable cars, and then put the pictures in social networks.

Even more publicity for Tesla is being made by journalists. They explore the car, study it, and then criticize. The founder of Tesla Elon Musk gives comments on the unfriendly reviews in major media of America. In his comments, he usually does not mince words, and his every tweet in this occasion becomes the cause of a scandal. Actually, Musk has become an incredibly popular figure in the world press. Like Steve Jobs, he draws attention to its products by his own persona.

To this day, Tesla adheres to its main rule in marketing: no advertising. Thus, the company producing electric cars has become one of the first successful companies in the world that has achieved success without booking television commercials and placing them on TV. This company does not pay journalists for hidden advertising, does not hang outdoor advertising or buy advertising layouts in the media. They have found more effective ways of promotion.

## **CROWDSOURCING AS A MARKETING MODEL**

Crowdsourcing is the process of transferring certain functions to create customer value and other marketing functions to the public on the basis of a public offer on the part of the firm organizing the crowdsourcing project. According to many specialists from different organizations applying crowdsourcing in their activities its potential is limitless.

For the first time the term "crowdsourcing" is believed to be used in 2006 by the journalist Jeff Howe in the article «The Rise of Crowdsourcing» for *the Wired* magazine. Howe argued that a group of amateurs who are working at some task can often give better results than professionals, because the best for each job are those who want to fulfil it the most. Experts, even the most intelligent, will always be more limited than thousands of enthusiasts.

The basis of all projects applying crowdsourcing is talented people who are ready to donate their time. Enthusiasts engaged in such projects usually seek not only to earn money but also to get psychic income from the work. Perhaps, that is why uncommercial projects have still been the scaliest examples of crowdsourcing.

The main advantages of crowdsourcing:

- 1) Unprecedented speed (thousands of people think over the solution of business problems at the same time);
- 2) Excellent quality of the finished product (apart from the people generating ideas, qualified specialists work on crowdsourcing project, constantly monitor the project and "screen out" non-viable solutions);
- 3) Cost-beneficial results (launching a crowdsourcing project, you save up to 80% of the resources that would be spent on this project without applying the crowdsourcing technology);
- 4) Proved model (rapid growth of crowdsourcing as a marketing model testifies to the effectiveness of this method of enhancing services, solving laborious and resource-intensive business problems, developing new ideas and receiving direct feedback from customers).

The increased popularity of the traditional type of crowdsourcing has also revealed its disadvantages –useless "noise" of ideas generated by users, lack of motivation of volunteers, as well as the final product quality reduction. However, in spite of the drawbacks crowdsourcing finds new applications in many industries. And the "noise" produced by crowdsourcers can be coped with by structuring and fulfilling the task correctly.

Crowdsourcing is increasingly used by business companies, public authorities

and non-profit organizations. Crowdsourcing is used in many successful projects in various spheres – from legislation (the constitution of Iceland), software to new sorts of ice-cream. "Wikipedia" is the most famous of the projects. Crowdsourcing in the environmental protection provides an opportunity to carry out large-scale projects covering large areas. With the development of information technology an online community can continuously participate in the solution of environmental problems of both their region and other territories.

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## **PRODUCT PLACEMENT**

Product Placement is a special technology of embedded advertising when the product is not advertised directly but mentioned or shown in films or television series as part of the episode. In other words it is an advertising technique, which consists in the fact that the props in movies, television programs, computer games, music videos, or a book has real a commercial counterpart. The advertised product itself, or its logo, or its good quality or the manufacturing company is usually shown or mentioned.

In the 1980s the product placement became a full-fledged, independent industry. By the end of the decade all major Western studios had organized departments specializing in the product placement. Product placement in feature films was considered a viable and very effective way of promoting goods. In the early twenty-first century, the situation with the use of the product placement technology began to change, because direct advertising palled, and some manufacturers started to increasingly build their campaigns on product placement.

Efficiency of product placement consists in a fact that human vision accounts for perception of 80% of information about the world. While watching a movie or scene viewer gets both a picture and sound, hence the impact on information channels approximates 100%. Efficiency of correct product placement influence significantly exceeds that of direct advertising and is unobtrusive. Besides, it sometimes significantly adds to the film. Another efficient promotion tool (that does not require additional investment at that) is the association of the brand with film, TV, sport celebrities. While watching a film viewers do not feel that they are being foisted off this or that product on. Film characters live among things, use them, talk about them - and this is quite natural.

No modern film can do without advertising, as a means of compensating for expensive shooting. That is why TV and cinema screens are filled with different paid inscriptions, slogans, names. Involvement of greater number of advertisers is very beneficial to filmmakers. Neither recognizable product can appear on the screen



accidentally, no name can be spoken by the character without a contract and advance payment.

The phenomenon of product placement is the most modern and effective way to promote a product that allows advertisers to position their product, service, organization in the most advantageous way. Product placement includes several kinds, types and forms of product advertising implementation that allows advertisers to make a choice in favor of the service that, in their opinion, will produce the most effective impact on viewers. There are a number of reasons for applying this method of product promotion, as well as there are circumstances that force filmmakers to introduce large amounts of advertising into films.

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## **"MYSTERY SHOPPING" AS A METHOD OF OBTAINING MARKETING INFORMATION**

"Mystery shopping" is a research method applied in marketing research aimed at assessing the experience gained by a consumer in the process of purchasing goods or services and solving organizational problems. Today, over 90% of retailers, 70% of banks and 90% of restaurants are practicing "mystery shoppers" as an indispensable component of motivating employees and enhancing customer service experience.

Goal setting is plays one of the most important roles in research as it reduces the period of achieving results. The» mystery shopping» method is the best way of determining the level of staff's competence and communication skills. To be able to effectively implement the development strategy and make competent management decisions, the company management must be informed about all problem in the company.

What particular parameters are be assessed during the "secret visit"? After each visit, the observations are organized in a specially designed bank that may include a total of about 30 different criteria. All parameters can be grouped into four blocks:

1. "Requirements for the Workplace"
2. "Formal requirements to employees"
3. "Abilities and useful habits"
4. "Staff's of skills."

As for the procedure of "a secret visit", it is obvious that employees are not aware about the inspection, otherwise they will "do their best" here and now, and no objective and reliable picture can be obtained. So, a mystery shopping expert should be unfamilis to employees, and all forms must be filled after the visit and beyond the employees' vision.

In addition, a secret shopper should closely match the portrait of a company's potential client, including gender, age, appearance, social status, etc. In some cases the expert must possess the experience of using similar goods or services.

Apart from handwritten notes mystery shoppers often use dictaphones and cameras when contacting inspected employees. This makes the assessment transparent and allows the most effective feedback. Indicating certain in employees' work. However, when analyzing the results it is recommended not only to elicit shortcomings and weak points but also to make special mention of and give incentives to successful employees.

The last not the least aspect of "mystery shopping" is the response to the information received: finding true causes of failures detected, making certain management decisions, taking appropriate measures.

As a rule, the results of this test may be:

- The decision to substitute more skilled employees for the staff;
- Development of corporate standards of customer service;
- Training sessions (or a series of training) for the staff to fill gaps in knowledge and skills.

Thus, the secret shopper is the technology that allows a company to test and assess the quality of the staff's performance with the help of experts acting as ordinary customers.

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## **PSYCHOGRAPHICS IN MARKETING**

Psychography is one of the most common methods of measuring life style, which is a psychological study groups or individuals in relation to the characteristics, values, perceptions, preferences and behaviors. Psychography enables obtaining quantitative data and can be applied to large samples that should be split into market segments.

The general psychographic approach is based on registration of personal features of each customer in the group under study, the motives of his/her behavior as a consumer, his/her life values, attitudes and even beliefs.

Psychographic segmentation of the market is aimed to develop a marketing program, all the elements of which correspond to the majority of the target market. Advertising here relies mainly on lifestyle elements rather than on the product characteristics.

Psychographic research is most often carried out with four main objectives:

- 1) to identify target markets;
- 2) to obtain the best explanation of consumer behavior;
- 3) to improve a company's strategic marketing;
- 4) to minimize the risks of introducing new products and new businesses.

Psychographic research is applied for deep understanding of market segments. Psychographic analysis allows sellers to understand what life styles buyers are adhered to which results in more efficient communication with representatives of different segments. At the same time, it provides an opportunity to figure out how to

position a new or existing product.

The basic idea of the method is to look beyond the standard variables to present the goods in accordance with the actions, hopes, fears and dreams of the target audience. Demographic and psychographic measurements complement each other and should therefore be used simultaneously. Unlike demography which is objective, quantitative indicators, such as age, gender, education, and marital status, psychography takes into account relatively imperceptible phenomena – people's motives, interests, social status and life values. This information adds to the demographic data and gives wider characteristics of consumers. Psychography is a source of valuable information about consumers. It helps raise the conversion and significantly strengthen the relationship with customers.

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## **ADVERTISING CAMPAIGNS IN THE ADVERTISING SERVICES MARKET**

The modern market of consumer goods and services is full of the proposal, that's why the producers of goods and services take much care of their own competitiveness. The introduction of new production technologies, strengthening of quality control, automated inventory of fixed assets and the huge appropriations promotions are important measures taken to maintain the level of sales at a high level.

Increasing day by day competition is placing new demands on the ways and methods of attracting customers, forcing advertising agencies to create increasingly sophisticated methods of advertising campaigns. The time of the high efficiency of direct and aggressive advertising passed and the consumer virtually stopped paying attention on it. Moreover, nowadays we can consider the increasing of the "advertising noise" instead of stimulating demand for the advertised product, which increasingly is rejected by customers.

Thus and so, the new methods of promoting products and services from the producer to the end user, the customer or consumer services has an increasing popularity in the Ukrainian market of advertising services. One of these methods is the BTL (that means Below The Line).

The method improves the image of the manufacturer and generally increases sales. As a rule, any solid BTL-agency has in its arsenal the standard list of services, such as the different ways that stimulate sales through the revitalization of trade networks (so-called trade promotion), holding shares directly to stimulate the consumer (consumer promotion), as well as merchandising.

The distribution of business cards, flyers, samples of test product or a product, wine, various exhibitions and demonstrations are promotional tools which are widespread among the residents of large cities and used to stimulate consumers. In the stock the buyer is gifted for purchase or offered to exchange for the competitor's similar product. All these ways of promoting in addition to solving the basic

problems of the advertising campaign, and provide more added value - the consumer, without knowing it, becomes an agent for the further promotion of goods or services by transmitting information to their relatives, friends and colleagues.

The competent execution of retail space and a good location are good effective method for increasing sales. It is important to have an appropriate product on the shelves and in the warehouse. Well-timed delivery of inventory for the verification of a stock of goods, training, shop and study range are the part of the overall effort to promote goods to the consumer.

The programs to increase staff motivation in retailers, which includes various bonus systems and competitions and the competition between outlets have a great effect. There are also such BTL-services as a front or a secret customer. Agency workers under the guise of general consumer visits a store, consult the dealer or shop. The retail space and the overall level of motivation are based on the findings.

Many agencies offer the staff for exhibitions and demonstrations for their clients in addition to these services. Models, musicians, various puppets leading animators, consultants make the list of occupations that can be very broad, depending on the level of the agency. Sales outlet can be audited and inventoried on request for analysis and adjustments carried promotions.

Generally, advertising in the global process is always innovation and fresh ideas that form the tastes in the society, no less than film or television.

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## **ADVERTISING AND ITS IMPACT ON SOCIETY**

Every time when people switch on the television, they see some products being pushed on people with some assurance. This is called advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services, which gives companies a way to expose their products to people and hence maximize their sales. Without advertising no single farm or company can grow in this world of competition.

Advertising is the mostly debated topic nowadays. Like every other thing it has also some positive as well negative points. It has some positive aspects of social and economic impact on society as well as negative ones. Advertising a public welfare program has a positive social impact whereas exposing a woman in an advertisement has a negative impact on society.

Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. This leads to consumption increase and as a result it also increases the demand of the product.

Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or dangers (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. All these credits go to proper advertising. Diseases like polio could never been controlled if the timings for polio drops aren't advertised regularly.

Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisements during epidemics or natural calamities can help a lot.

There are also various blames that advertising causes a negative social impact on lives. Even if advertising has a vast good impact on society, it can be ruled out that is has also bad impact. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the society a lot. Materialism is being much glorified through advertisements, which can again have dangerous consequences.

Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more money so that we can buy happiness in forms of products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always want to have more.

Products which are heavily advertised are expensive due to the cost spent on advertising. It is true that advertising increases consumption, but its also true that the more we consume, the more we destroy the environment, because if demand increases, production also increases. Thus, the need of raw materials increases.

To sum up, his paper discusses that advertising has positive as well as negative impacts on society. The balance, of what is necessary and what really is not needed should be focused more. Advertisements can create contentment but can also simultaneously create discontentment. Our society and marketing of products depend so badly on advertising that even its negative impact on society can't outweigh the many positive social and economical effects.

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## **MARKET RESEARCH AS A PREPARATORY STAGE OF FOREIGN ECONOMIC OPERATIONS**

Market research - the most common trend in market research. It is conducted to obtain data about market conditions to determine the activity directions of the enterprise. As experts say, without such data it is impossible to systematically analyze and compare all the information needed to make important decisions related

to the choice of the market, the definition of sales volume, market forecasting and planning activities. Marketing research of the market refers to the preparatory phase of the implementation of foreign trade operations.

The effectiveness of marketing and commercial work in foreign trade activity largely depends on the availability of quality information. Marketing information is a display of various parameters of the market and is the result of scientific information and commercial activities. The collection, storage, retrieval, processing, distribution and use of information have become a decisive importance for success in a complex competitive struggle.

The purpose of market research - consumer segmentation and selection of target market segments. The results of the study allow the company to develop its own range to the accordance with the requirements of customers, increase its competitiveness, to identify areas of activity according to the different stages of the life cycle of products, to develop new products and modify manufactured, to improve labeling, to develop a firm style, to determine how to protect the patents and how to realize their potential at work on internal and external markets.

To ensure effective training of foreign economic operation marketing software international activities should include: study the main characteristics of contemporary global market, its dynamics, trends of development and priorities; definition of international relations and their behavior and motivation in the marketing activities; description of the main parameters of the international marketing environment, including competitive situation; development of exit strategies and activities on potential foreign markets; identification of problems and specific technology marketing activities in foreign markets.

Qualitatively made marketing research of foreign market, reasonable answers to the questions: how properly is taken into account, how skillfully the partners of the market are selected; which information has a firm on the methods and features of the work of competitions.

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## **GREEN MARKETING**

Green marketing is the marketing of products which are environmentally preferred by others. That is why green marketing combines a wide range of activities, including product modification, changes to the production process, harmless packaging, as well as modifying advertising. There are also other synonym terms which are used - environmental marketing and ecological marketing. The legal implications of marketing claims call for caution.

A model for green marketing contains four "P's":

Product: A producer should offer ecological products which not only must not pollute the environment but should protect it and even liquidate existing

environmental damages.

**Price:** Prices for such products may be a little higher than traditional alternatives. But target groups like for example LOHAS are ready to pay additional for green products.

**Place:** A distribution logistics is of critical importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed "green" than products imported.

**Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be done to improve a firm's image. Moreover, the fact of company's expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

The term Green Marketing became known in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first seminar named «Ecological Marketing" in 1975. In 1989, 67 percent of Americans stated that they were ready to pay 5-10 percent more for ecologically compatible products. By 1991, environmentally conscious individuals were ready to pay between 15-20 percent more for green products. Today, more than one-third of Americans say they would pay a little extra for green products.

The past decade has shown that consumer power to effect positive environmental change is far easier said than done. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makower, a writer on green marketing.

This lack of consensus - by consumers, marketers, activists, regulators, and influential people - has slowed the growth of green products, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims.

Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

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## **UKRAINIAN MARKETING RESEARCH ISSUES IN THE PROCESSES OF MARKET RESTRUCTURING DURING A CRISIS**

The crisis conditions in Ukraine are accompanied with deep economic shocks. One of the leading drawbacks is the impossibility of support the effective market relations with enterprises in the East part of the country that is industrially-oriented. This area suffered the most, and national economy was unprepared for these changes.

As a result, Ukraine faced consequences, such as devaluation of national currency, lack of foreign direct investments, and the deficit of industrial goods and raw materials.

The business environment is completely changing under the influence of the numerous factors mentioned above, that claims rebuilding of interrelations between economic entities. The world experience reveals that the effective restructuring process requires at least several years and previously developed strategy, which is supported with the essential reforms. But Ukrainian economy meets the lack of this time, and both research companies and industrial enterprises should adapt to this new environment to survive.

The companies involving in marketing research have to recognize that the market leaders now are not the companies that track changes in demand, but also those that make adjustments to their operations. Reactive management, as a reaction to external changes, is no longer sufficient for prosperity. Leaders are the companies that correctly predict market changes and anticipate them. In the new environment the role of marketing research changes radically. Earlier the role of research was often detracted to an explanation of the current market situation. However, now it is all about prediction and trends identification.

The crisis has made major adjustments to the activities of all marketing research companies in the industry for several reasons:

- sharp reduction in marketing budgets;
- downsizing of staff in the research companies and the reduction of the workforce in the whole economy;
- decrease in the purchasing power of the population.

In the times of geopolitical uncertainty and economic instability, flexible management plays a crucial role in supporting the life of these enterprises.

The main strategies used by marketing research companies to prevent the effects of the crisis should include the following:

- concentration on new projects;
- strengthening relationships with existing customers;
- improving service quality;
- lowering prices for rendered services;
- expanding the range of provided services.

In times of a crisis, the role of market research in business management system should be enhanced, because it provides a company with a timely, reliable and effective information on rapid changes on the market. High-quality research often gives the necessary understanding of the changes, their causes and affecting factors, as well as ways to facilitate retention of the consumer.

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## TIPS FOR A SUCCESSFUL LOGO

Making a logo for your brand is a very important thing, as it is what people see firstly. If your logo is bad, nobody will buy your goods or services.

There are 3 main types of logos:

1. Text
2. Graphic
3. Combination logo.

You should choose what logo you want. It is not everything that you should know about types of logos. There are also variants of each type.

Table 1

<b>Text</b>	<b>Graphic</b>	<b>Combination logo:</b>
• Font	• Linear	• Descriptive
• Word	• Icon	• Emblematic
• Letter mark	a) Symbol	• Illustrative/icon + word
• Typographic	b) Abstract	mark
	c) Character	
	• Illustrative	
	• Brandmark	

Here are some advice how to create a great logo in an easy way.

*Be simple.* You don't need to draw a painting. (Nike)

*Be unique.* Find something that surround you and add/remove something. (Apple)

*Be meaningful.* Every logo has a story, so put it in creation. (Toyota)

*Be versatile.* Your logo should work across every medium.

There are other tips for your design process for each step.

Step 1: Before you start creating your logo, you should:

1. Look at other logos and learn from them.
2. Make your own creating process.
3. Remember to avoid clichés

Step 2: Preparation process

Create an inspiration board. Stick all your sketches and other things that inspire you.

Step 3: Design

Make a sketch. Use a photo editor or painting programs and create/paint your logo idea there.

If your logo has a text, do not forget to choose a typeface. Remember that your text must be readable. Do not use more than 2 fonts. Use extraordinary typeface, but without frills. It will be better, if it is bold. Do not follow trend, today it is popular,

tomorrow it is not.

Choose colors and shades, which you use in your logo. Remember not to overdo.

Test your logo. Make sure that your logo will look great in different sizes, that you didn't use too much bright colors.

To sum up, a logo is of a crucial importance for promoting your company. You should take responsibility for this. If you do not do it, your business can fail.

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## **MANIPULATING CUSTOMERS WITH BRANDS**

When choosing a toothbrush, one doesn't look at its color because one needs it solely to clean one's teeth properly. When choosing a coat, one doesn't look at the label because the coat simply needs to be warm. But not all people think this way, and this is the main problem.

There are two words, "brand" and "trademark", which are thought to be synonyms. But is it really true? There are a lot of trademarks in every branch of production and only a few brands. Brands are tools that have been created to manipulate people using imaginary advantages.

The needs of people are unlimited. When someone purchases something he/she wants, he/she is keen to get something else, which is better, more fashionable, and more modern. Brands take advantage of this weakness. For example, every year the company Apple presents a new iPhone, which differs from the previous model not a great deal. However, people don't think about this, they wait in long queues and blow their last money on a new model.

"To make people happier!" – it is the slogan of all brands. Of course, happiness is different for everyone, but a lot of aspects of happiness are shared. Every brand tries to stand out of the pack. "We will make you happier than other brands will", they subtly advertise and try to creep into your favour. They want consumers to choose exclusively their own brand in the future. Brands take advantage of one's most familiar feelings: loneliness, weakness, fear etc. They hint that one can change one's life only with the help of their products. Brands promise consumers the world just to choose their specific brand.

Everyone has an ego and tries to show people that he/she is better than others. Everybody wants to say: "Look, I'm not like you, I'm more successful than you, feel jealous of me!" One can see that people buy very expensive things because they think that it makes them better. A consumer will not look more beautiful in jeans by "Levi" and be stronger in athletic gear by "Adidas" than in other brands. Mineral water by "Evian" will not make you healthier than other types and using "Zenith" electronics

will not make you more successful than others. This is a lie we can see in advertising.

Think about how brands earn money when consumers buy new cell-phones, go to restaurants, or check into hotels. One can avoid being a brand victim by choosing affordable products that sufficiently meet one’s needs, rather than making purchases solely based on brand names.

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## **GLOBAL FLORA MARKET: CURRENT STATE AND TRENDS**

Global flora industry is one of the most dynamic industry which has achieved significant growth rates during the last few years. Within this industry a distinction can be made between the main 4 groups: cut flowers, foliage, plants and young plant material. Exact figures about the worldwide production of flowers and plants don’t exist. According to AIFH estimates, the total production value reaches about €25 billion annually. Other sources tend to make higher estimations ranging from €30 billion to €50 billion per year.

Analyzing flora producer market the trend of internationalization is noted. Since, the 1980s, production of flowers has started to shift from countries that have traditionally been consumers and growers (Japan, USA, Germany, Netherlands) towards other new producing states (Colombia, Ecuador, Kenya). The main reason of it is that new growers provide lower labour costs, availability of land, good climate and fiscal incentives. Nevertheless, European producers are capable of producing top-quality products, investing in high-tech cultivation techniques.

Table 1

World production of flowers and potted plants (in million euro) [1]

Country/area	2012*	Share	Country/area	2012*	Share
EU	11.292	42.6%	S. Korea	598	2.3%
China	4.096	15.5%	Ecuador	514	1.9%
USA	2.931	11.1%	Brazil	454	1.7%
Japan	2.512	9.5%	Kenya	368	1.4%
Colombia	902	3.4%	Others	2.176	8.2%
Canada	657	2.5%	Total	26500	100.0%

\*most recent available year

Today, a vast majority of flower and plants growers, supplying Europe, are increasingly required to document their compliance with different social and environmental standards. Consumers are no longer only concerned about price, quality, products safety, but also about conditions under which products are produced. On the one hand, most growers from highly developed countries participate in one or more certification schemes to comply with buyer requirements and business partners demands. On the other hand, growers in developing countries tend to focus on sales and production, reducing costs, but not on getting some certification.

Table 2

## Overview of social and environmental standards in the flower industry [2]

Kind of standard	Aspect covered		
	Social	Environmental	Quality
1	2	3	4
<b>Consumer labels</b>			
EU Ecolabel / national ecolabels (Milieukeur)			
EKO			
Fair Flowers Fair Plants			
Fairtrade labelling Organization			
Flower Label Programme			
Rainforest Alliance – Flowers and Ferns			
<b>B2B standards</b>			
Ethical Trade Initiative			
GLOBALGAP			
ISO 14001			
MPS family: MPS-ABC			
MPS family: MPS-SQ			
MPS family: MPS-GAP			
MPS family: MPS-Florimark			
SA:8000			

Talking about world consumption of cut flowers and plants it's estimated from €40 to €50 billion. A strong correlation exists between the national average purchase power and the consumption of flora production. Due to this characteristic, the market can be divided into 2 groups: growing and mature market. In the most growing markets, spending per person is low and the main purchasing motive is buying flowers for special occasion. In fact, most flowers are gifts for a birthday, Valentine's Day, Mother's Day (around 50-60 %). The main products competing with flowers are chocolates, wine, jewellery, as they tend to be bought for the same purpose. Mature market is characterized by relatively high level of per capita expenditure on flowers and plants. Consumers of this market usually buy flora product for own use, brightening up their home, offices and creating a pleasant environmental (Germany, The Netherlands, Austria, Sweden). As a conclusion we should emphasize that new patterns of consumption, media and campaigns pressure have made flora industry more eco-friendly. Today flower's trades are dominated by south-north flows with Europe and North-America housing the world's largest customer markets, while the producer are located close to equator.

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## **MARKETING FEATURES OF PLANNING IN AGRIBUSINESS**

The main feature of planning is it can provide benefits to any agricultural enterprise both big and small, those who only begins its activity and those who has experience in the agricultural market. Planning forces managers to think about the future, to clarify goals and strategies, to provide better consistency in the work and to determine key performance indicators of the results.

Marketing planning process considers a range of issues from the company's mission up to the concrete measures for campaigns' planning (development strategies) and determination of their budget. Tactical marketing planning starts with the setting of marketing objectives for the certain department/unit, which should perform that. The general scheme of the marketing planning has a clear and logical order. Moving or replacing elements can lead to chaos and wrong results.

Marketing activity's planning of agricultural enterprises should include such stages:

1. General description of business: assessment, analysis of the current situation and forecast for the development;
2. Assessment and analysis of markets where enterprise are oriented to; description of the current and projected state;
3. Development of business objectives, entrenched ways to achieve them, assessment and selection of necessary strategies, their approving;
4. Development of functional and marketing strategies;
5. Determination of complex activities within the basic company's strategy;
6. Preparation of marketing plan;
7. Development of control parameters for the implementation of proposed measures.

The marketing structure is the one of the business units; it should work on a common targeted setting. Marketing service is a supplier of "informational and analytical resources" for the decision making. The marketing mix strategy should be developed maximum in details. It should answer such questions: 1) what to do? 2) who will do? 3) when it should be done? 4) how much it will cost?

It is convenient to draw marketing plan with a set of specific application forms which should be filled with various departments (specialists) marketing department based on data received during the market research.

Marketing planning starts after the announcement the developing strategy for the future (year). Marketing department builds its activity in order to achieve goals. General marketing strategy is a strategy of segmentation. It is necessary to describe the segment where company will operate and choose principles of product positioning or company positioning. Then plans are developed for the selected segment.

Development of a specific target segment is essential for the marketing strategy

development. Just knowing the characteristics of consumers and their features, the company can offer the means to satisfy their needs. Having concentrated its efforts and resources on specific markets, company can hope for greater efficiency and additional competitive advantages. Characteristics of selected targeted market (segment) determine elements of strategy.

According to the characteristics of the targeted group and its sensitivity to prices it is possible to determine the market value of goods/services provided by the company. We should count the psychological price impact, i.e. cheap, average or expensive item; set price comparing with the costs of the enterprise to determine profit. Planning of price in a marketing sense is "adaptation" of goods for the consumer's income.

Monitoring the plan implementation is a critical step to verify its effectiveness. When the proposal changes, plans should be reviewed or enterprise should enforce pre-prepared plans in case of unforeseen circumstances. In practice, plans should be modified permanently. Thus, we can say that the main feature of marketing planning is an attempt to take into account the needs of consumers for the benefit of the company.

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## **MANIPULATIVE TECHNIQUES IN MARKETING: HOW TO CHANGE THE CONSCIOUSNESS OF THE CONSUMER**

The task of modern marketing is not so much to satisfy the needs of people as to create the new ones. To create a new need we should change our potential consumer's view of the world. To change the view of the world the new techniques of manipulation are often applied.

Manipulation is a hidden influence, the fact which should not be seen by object of manipulation. This is also the influence, which requires considerable skills and knowledge. This effect was directed to psychic structure of a person and was aimed to change thoughts, motifs and goals of people in the right direction. To change people's relation to certain events mass media are actively used. Since the media deal with information, information control allows you to manipulate mass consciousness. Manipulation can be applied to texts, speeches, audio, video and photographs. The quite striking example of the formation of media consciousness is information war,

conducted by Russian media over the last year, thereby forming a "parallel reality" with xenophobia, restriction of civil rights and war crimes. For a better understanding of how the mechanisms of manipulation of consciousness work, consider some features of perception of information and the influence of social stereotypes on the behaviour of the individual.

One of the main "materials" manipulators operate with are social stereotypes. Stereotypes are an inalienable component of individual and mass consciousness. The specificity with which media form stereotypes include the following: information transmitted through the media is always organized after passing through the selection, classification, categorization of facts and phenomena of social life; mass media provide not only public information, but also serve as media of communication, that is, in the context of creating an original form of communication. Such a context can use three quite common stereotypical approaches: "the inner potential", "the reactivity of behaviour", and "the self-realization".

"The internal potential" deals with the manipulation of people's concept of hidden possibilities that can reveal a particular brand. So, the Nike Corporation has attracted the attention of consumers with its advertising campaigns, where sports products are advertised by a guy with overweight. Thus, the corporation tries to demonstrate that the internal potential of a person, not even congenital athlete, can be changed for the better.

As for "the reactivity of behaviour ", manipulative technique is based on the use of speed of human response to external stimuli. For example, most of the people are not able to make decisions quickly, so if you need fast answers, these people are lost. Sellers in stores and waiters in restaurants often increase the number of orders due to the additional services not demanded by a consumer.

"The self-realization" is a manipulative technique based on the use of the image of successful people, those who form the ideas about which house to buy and where to spend their free time etc.

Manipulation has always existed. Here we have considered only a few cases. Although a guaranteed way to protect yourself from manipulative influence does not exist, understanding the mechanism of manipulative techniques influence allows a person to be more prepared for possible information effects.

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## **THE WORK OF BUSINESS WITH THE YOUTH AS A TOOL OF EVENT MARKETING**

Currently, the market is developing quite rapidly. To attract customers, companies create a large amount of advertising that can be seen daily on the streets, on TV, in magazines, newspapers, Internet, heard on the radio. But very often such advertising is intrusive and not effective. In addition, because of the high competition in the market of goods and services it's much more difficult to interest

the consumers.

Moreover, companies should determine which range of consumers their work will be focused on. Effective choice is work with young people, who constitute a significant part of the population. For example, the approximate number of students is 5646.7 in Russia in 2013/2014. It means that 393 students account for 10 000 people. Sure enough, companies cannot ignore such a huge market.

Therefore, companies have to seek out and create new approaches to promotion of goods which have the aim to attract young people. One of them is event-marketing.

Event-marketing is organization of events aimed to promote the brand of the company, present the product or service with the help of memorable vivid events. Emotional impact (contact) activates the attention of the audience to the brand of a company, product, service. Event marketing becomes more and more popular, many companies have resorted to holding events, because it is one of the most effective tools that forms a positive attitude towards the company and its product.

To get students' attention companies use different strategies and organize a large variety of events. Retail chains carry out special campaigns to attract customers and increase sales. For instance, "Red Bull" - a manufacturer of energy drinks – arranges tours and seminars in Europe for DJs, regular competitions for waiters to maintain its brand. "Nestle" has created mobile Nesquick entertainment parks for children in several countries. "The Coca-Cola Company" organizes worldwide presentations for new products, holidays, festivals, concerts, sporting events. As a result, these brands are very popular and recognized.

Manufacturers of impulse goods (energy drinks, chocolate, etc.) use the event marketing tools especially often. Free events with famous rock stars enable to gather a large audience of young people. For example, "Klinskoe" organizes concerts in its clubs (which are called Klinskoe Party Zone) every year, arranges promotion festivals. Another striking example is the promotion of Snikers chocolate bar in Russia: "Mars" organizes "Snikers Urbania" event which has become an annual celebration for the youth.

It's necessary to mention various campaigns which food manufacturers arrange on a regular basis. Travels abroad are raffled as prizes which are very popular among customers (especially among the youth). For instance, OOO "Razdole-Trade" – a sunflower seeds manufacturer – arranged a campaign in 2010 where a prize was a trip to a Safari in Kenia. The aim of this event was to generate interest among the target audience (students) during a short period of time (vacation). This step helped to increase significantly the demand for the product.

Some companies use Holiday marketing approach. They organize sporting events which are frequently visited by young people. For instance, "Coca-Cola" arranges football tournament among the youth. As a result the number of participants and of course media attention to the brand increase every year. "Red Bull" organizes competitions under its brand as well. It helps to save money on direct advertising and image of the brand are associated with energy and positive.



In addition, large companies offer help to students with their education and career- very effective marketing ploy. They organize job fairs and offer discounts on their products to students.

Large Russian and international companies conduct case study competitions among young people, which have recently become very popular in Russia. Case study tournaments are events where it's necessary to solve a specific task in business based on the real economic situation, to explore it, understand the problem, find possible solutions and choose the best one.

Paid internships to work closely with universities, multilevel programs to solve business cases allow companies to create a circle of loyal candidates, to get talented young people. The main goal is the creation and positioning of a brand in the labor market (HR-brand), investments in its product on the market, making contacts with the target audience. Thus, the brand is becoming more recognizable, the company proves its social responsibility (social advertising).

Such events attract potential employees' attention to the company, to a particular product, analyze the expectations of the consumer, while avoiding large financial costs. However, all of this does not change the effectiveness and positive impact of these companies on the market, which provides an opportunity for young talented people to realize themselves and to get a job in the company of the dream (main bait) when solving business cases. In addition, according to the McKinsey study, only 10% of students are successful in career building.

Thus, event marketing is one of the most effective and promising areas of marketing policy in the sphere of business to work and attract young people - a large part of the population. Well-organized events increase the number of consumers, the sale of goods and services, and the possibility of choosing the most talented future employees. At the same time, bad-organized events can have negative impact on the image of the company and reduce sales significantly.

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## **FEATURES OF THE ORGANIZATION IVENT-ACTIVITY TO PROMOTE SERVICES IN CONSUMER MARKET**

Excessive activity of advertisers and the massive use of advertising, sales promotion, PR, and other marketing communications tools compel consumers to protect themselves from such information, thereby reducing the effectiveness of their use.

To increase the effectiveness of such companies have to resort to non-traditional means of marketing communication that makes it relevant to study the features of their use of such tools as Ivent-Marketing (Event Marketing).

Event marketing - is part of PR, to organize special promotional events local. PR

has a variety of tools, including Ivent. Instrumentation includes: organization of seminars, round tables, presentations, round tables, "open house», product and brand placement, and more. [2]

According to the company's marketing services, direct marketing (MAMI, UDMA, uPAR) market volumes will decline to 707 million USD, that is 12% over 2014. [1] This pattern is associated not only with Macromedia in the country, but also with reducing factors the effectiveness of these instruments.

The service, unlike material goods: no guaranteed quality standards; intangible; inseparable from the manufacturer; incapable of storage; variability in perception; One-time and nepoluchaetsja client in the property, and the time factor plays a significant role. Therefore, planning Ivent-events also has its differences.

Thus, when the organization Ivent-events are encouraged to use two lines of perception of events:

- Ivent-contact for material goods
- Ivent-dive for services

Especially the use of perception depending on the type of product is an important component Ivent-events at which we must pay attention. Separation Ivent-marketing on two fundamental concepts necessary for the perception of different features of human information.

Contact (Item) - a feature of all Ivent-related activities so that the consumer could be in contact with the products.

The characteristic feature of such instruments as: specialized exhibitions, presentations, product & brand placement. These tools are more suitable for examination of the consumer with material goods.

Immersing (service) - a feature of all Ivent-related activities so that consumers could feel the manifestation of services for themselves in a positive light.

This is shown in the following example:

- «Open Days»
- Opening Ceremony
- Press tours

Thus, it can be argued that the use of different approaches for different types of product, depending on the concept of separation and promotes better for the consumer and for the producer object Ivent-measures that will help to build up more events for the company, minimizing the risk of being unperceived by the client.

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## **PRODUCT POLICY AND FINANCIAL BUSINESS INDICATORS RELATION**

The commodity industrial enterprises policy formation purpose is the conditions of competition increasing on the national and international markets is to ensure financial stability and the creation of competitive advantage in the long run.

There are many international studies on subject issues of product policy (PP) formation, which are focused on studying the marketing and production factors influence on the process of developing a comprehensive PP. There is a lack of information in these studies about the PP formation in small and medium businesses taking into account financial figures. Thus, there is a need to study the methodological foundations of the developing process of the PP.

The relation basis in the study is an integrated, systematic approach to the range (volume, structure and quality) of product offering in line with consumer demand in the long term. PP must be flexible relative to the internal features of manufacture, and also to the change of consumer preferences. The PP formation structure is presented in the form of a multi-stage process of sequential procedures transformation of the initial information about the current state and trends of the market situation and includes feedback. This is the evidence of the possibility to transform any PP adjusting phase.

In the first stage, in accordance with the studied situations analysis the problem of forming a complex product policy (CPP) has been formulated and its purpose has been defined - improving the management quality in the system of business financial indicators.

At the second stage, we differentiate the information on internal (data on the product cost structure, the rational capacity utilization) and external (the data on the state of the product demand, the structure of consumer preferences, the state of the competition in the market).

At the third stage, we choose the financial indicators to measure the product policy effectiveness. Baseline assessment of the long term product policy cost is EVA (economic value added). Integral evaluation factors is performed by means of it, which contain the final result of decisions. Constant positive value of this index indicates an increase in the value of the company, while the negative – about its decline. As the main objective of management is to increase the value of the business, the management of the economic value added is reduced to ensure the stability of the non-negative values of EVA, i.e. appropriate level of current assets profitability and investments by a competent product policy.

Economic value added is calculated as:

$$EVA = EBITDA - WACC * C,$$

where EBITDA - earnings before interest, taxes, depreciation and amortization;  
WACC - weighted average cost of capital; C - valuation of capital in rubles.

The increase in the rate of economic profit from the above relationship is achieved by reducing the cost of capital, operating costs, getting rid of unproductive assets.

In the fourth stage we solve the problem of identifying and analyzing the factors that influence on the PP evaluation criterion behavior. Identified set is broken into two groups: environmental factors (financial environment, the competitive environment, well-known enterprises and demographic factors) and internal (production potential, financial opportunities and market potential). Control evaluation and influence power on identified factors on conducting an evaluation criterion CPP is based on the Delphi method [1]. The greatest influence on the criterion for evaluating the commodity policy effectiveness behavior exert market restrictions, cost structure and pricing policy. To reduce the negative impact of these factors is necessary to develop a program of internal control.

In the fifth stage, economic evaluation of PP implementation of the proposed measures is carried out. As a basic tool for the effectiveness evaluation of the proposed solutions is using the parametric dependence of the possible financial result of invest in a draft changes, ie marginal cost [2].

In the sixth stage, the control over the proposed activities implementation is carried out.

Thus, the proposed method, in essence, is a system model of sequential transformation of the original data in the process of product policy build-up of industrial enterprises, including financial indicators of business. Its implementation can improve the quality of management decisions in the process of product policy build-up of the enterprise, reduce time to production decisions and to ensure the long-term increase in economic value added (EVA). The presence of the feedback relation between the different stages of the product policy formation allows to implement quickly corrective action as in the product policy development, and in its implementation.

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## **MARKET IMPACT ON BUSINESS ENTERPRISE ACTIVITY**

The entrepreneurship and various forms of business property to respond quickly to market conditions and thus confer market economy the necessary flexibility is particularly important in the present circumstances, when there is rapid individualization and consumer demand differentiation, the scientific and technical progress acceleration, the range of goods and services expansion.

However, some state enterprises discrepancy to the current market requirements has a negative impact on the economy as a whole [1]. Coping with increased enterprises business activity requires the development the new management methods of their business activities; more efficient use of marketing tools. The marketing approach implementation to business process and business impact of marketing tools on their business activity is confirmed to determine the sustainable development and increase the economic entity competitiveness.

The purpose of the article is to study the influence of the marketing theoretical foundations on the business activity of the enterprises, as well as the measure of efficiency designation for assessing the such exposure impact.

Market impact is identified with the marketing management, however, it appears that equate of these concepts is improper.

We are interested in the marketing impact on the company, which is a complex of factors that impact on the business activities of an economic entity through its marketing development and relations with the customers and are based on such economic categories as "influence", "influence Philosophy", "influence capital", which is actually manifested through tools of information policy and the global informatization strategies. The cumulative total potential of all marketing influence system components, each element of which can be expressed either in quantitative or in qualitative form, is the impact capital [2].

As the management science and art, marketing impact is based on the theoretical positions of general management, among which the defining are laws and dynamic systems patterns, principles, functions, forms and methods of purposeful human activity in the management of these systems [3]. In turn, the function of marketing management boils down to planning, regulation and coordination of all the goals and objectives [4].

According to a first aspect of the marketing impact on business activities - marketing - is a component of the management process, which is organizational structure and performs some of the functions associated with product sales. The second aspect suggests that the marketing impact is a system with the basis for enterprise management as a whole. Second approach is the most acceptable for the enterprises, which is able to take into account the specific characteristics of the business because it encourages economic entity to market needs, thus forming a development strategy and defining the extent of business activity. The reverse situation, characterized by untimely identifying consumer preferences, is the main cause unnecessary costs and excessive marketing efforts in the sale of unnecessary goods. As a result, a lot of money is spent on advertising and marketing.

Marketing impact on business activity of enterprise includes: the development of activities aimed at increasing the production volume (of services, works) while reducing costs and saving resources consumed. The decrease in costs should not affect the quality of the products, because it can lead to the opposite result: the products of poor quality will not be in demand and amount of sales will decline.

In the organizational aspect of the marketing impact on business activity provides for coordinated actions that achieve a common goal or set of goals of the enterprise.

A special department should exist for coordination. It implements the control function, most often such department is the marketing department.

The effectiveness of the marketing research companies can usefully be measured as the difference between the following parameters at constant conditions of the company before and after the impact of marketing: the growth of profits (as a whole, per unit area and per unit of commodity output) of each species; increase (decrease) the profitability of the whole enterprise, and for certain types of products; real increase in the value of products.

An important factor in improving the marketing impact on business activity is the implementation of effective business marketing information system that will provide a continuous process of finding ways to improve the activity of the enterprise through research, monitoring, information processing, analysis and forecasting of marketing information flows, based on what management can make management decisions that will be able to provide reliable competitive advantage in the market.

Summarizing the study, it should be noted that the impact of marketing on the business activity of business entities is a system of work organization in which production decisions are taken after a special study of the requirements of the market that allows you to develop goals, strategies, tactics and behavior of enterprises in the market, their commodity, price, marketing, communication strategy. Using marketing exposure allows economic entities to better adapt to the changes of internal and external environment and ensure its strategic development. Because of the marketing's impact the targeting of business activity of enterprises in different business forms is changing especially active actions associated with a reduction of their negative impacts or warning come to the replacement of the passive response to market factors. Getting the desired results is possible with effective planning and implementation of marketing activities, which is responsible for organizing marketing service.

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### **MARKETING WITH NATIONAL ELEMENTS FOR CREATING A «BREAKTHROUGH PRODUCTS»**

It is known that Ukraine is going through a difficult period of time. As a result of the revolutions in the years 2013-2014, the Ukrainians have changed the awareness

of the national identity. Nationalism became fashionable and relevant. A few years ago many people did not know the National Anthem of Ukraine, they did not wear shirts and T-shirts with the trident and it was a shame to wear the embroidered shirt, but now all people buy accessories with national symbols for mobile phones and for a variety of gadgets. Even food products are decorated with the national mark.

Today, the products with the national elements are «breakthrough» on the Ukrainian market and out of it. Breakthrough product is a product that combines the design and the technology, emotional and functional benefits, and takes place in the gap of the conjuncture. The gap of the Conjuncture is possible when the three types of factors are changed - social, economic and technological. Many companies that were not involved in the production of national symbols use it to form the foundation of his success at this time. Marketing with the national elements not only improves sales, but also improves the social status of the company and the overall image of the country internationally. The main indicators of nationalism are such cultural dimensions as knowledge, faith, morality, art, customs and tradition, that are the intangible values which define the lifestyle of people.

Of course, there are problems in creating quality products with the national symbols. Today the Ukrainian market is full of products, often so called "buy-sell" products that do not have a high quality. Good «breakthrough» product must contain 7 basic attributes values (Table 1).

Table 1

General description of the main attributes of values «breakthrough» product

<i>Key attributes of values</i>	<i>characteristic</i>
1. Emotion	the spirit of adventure (product makes an interest), independence, safety, sensitivity, confidence and power (provide consumers with self-confidence and control over the circumstances)
2. Aesthetics	visual, auditory, touch, smell and taste
3. Identity of products	relevance, appropriateness and individuality, that is, the product should be introduced at the right time and in the right place and not anywhere
4. Influence	the positive impact on the society or the environment
5. Ergonomics	the comfort and the protection
6. Technology	regular operation
7. Quality	reliability and durability

Unfortunately, in 2013, Ukraine ranked only 98th place of 118 countries in creation of the national brands in the raeing of The Country Brand Index, which was published by the company FutureBrand with BBC World News, this fact indicates that Ukraine is an example of the country with underdeveloped national brand.

To create the effective national brands the comprehensive audit of brands is carried out. One of audits method is the psychosemantical analysis of the image of the country as a basic technique. Psychosomatics is a branch of psychology that studies the origins, development and operation of value in people's minds (images,

symbols) with the help of which the processes of perception, facts, words, deeds, and the processes of memory, thinking, understanding, decision-making are interpreted. Psychosomatics makes it possible the visual design visualization, construct a geometric model of the perception of the country, which will help in creating of «breakthrough» products. This method is used in the following countries such as Egypt, Netherlands, Austria, Germany and others.

The foreigners associate Ukraine with Easter eggs (37%) and Petrikivsky painted (17%) and only 7% choose Ukrainian embroidery. Bohush Communications Agency published the results of research on the major associations connected with Ukraine in the world: a young country with the Orange Revolution and the Revolution in the Maidan, the country of Chernobyl accident, a country with delicious cuisine.

So, to create the «breakthrough» product with a national basis is necessary to use a numbers of marketing techniques and tools, and of course, the impact of situational events. Great attention should be paid to the fact who is the user and what is the social effect of the products creation, because it is the face of our country, it holds the values, customs and traditions of our people, whether it's a small souvenir magnet with the landscape of the Carpathians, or Ukrainian ornament on the precious car.

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## **ACTUALIZATION CONSUMER NEEDS FOR SELF-IDENTIFICATION**

The existence of a large number of different theories of consumer behavior indicates interest of scientific community in the subject. Factors affecting the different orders decisions on purchase, determine consumer reaction to the appearance of a product. External and internal factors influencing the preferences and desires of consumers are closely interrelated and inextricably linked. Among the internal factors highlighted the psychological characteristics of consumers, installing, values, principles, etc., which from one hand affect the external environment, and from the other depend on it.

In recent years, people's consumption behavior has changed, resulting reorientation and marketing activity. There is a growing consumer demands for goods, the replacement of physiological, instinctive factors in the selection of goods on the psychological and mental. Identification acts as a central element of identity associated with the response to the question "Who am I?". Identification describes relation of person to himself, conscious association with this or that social group on various criteria. This behavior may be of imitation behavior others. People have desire to capture its internal installations by joining the group that is close to their value system. Even a person, who seeks to minimize communication, automatically



goes to the social group misanthrope.

There are several qualitatively different stages of individual identification. The first stage is search. The search is characterized by determining who is a person, his belongings to a social group, his election of occupation. The second stage is the integration of the individual in society: the identification and authentication of certain social communities, suggesting, however, and distance from other, less close-minded, social status. The third stage is self-realization, self-identification as a representative of the socio-demographic, gender, socio-professional, national and ethnic community-based independent creative productive activity in the industrial, social, political and spiritual interests. Identification of modern person is multidirectional, what means that it provides self-identification both in domestic, civil, professional and other spheres.

In terms of marketing, individual identification is one of the elements of the black box of the consumer, influencing his choice. During the dynamic changes of social relations and political crisis which characterize modern Ukraine, identification is particularly important in selecting products and consuming information products. Consumer behavior is largely determined by identification with a particular social group, agreements with certain points of view or line of conduct.

The growth of information and globalization pressures observed around the world has become prerequisites for intensifying the need for updating the identification of people. Objective circumstances cause deliberate restriction of consumption of a number of producers, form the preconditions for increasing the adoption of a decision to purchase or decrease consumption. In addition, form a system of filtering information and modify consumption habits based on principled man and his sense of being part of that particular group

The need to reduce the information field caused by psychological limits of human capabilities to perceive information, considerable pressure advertising. Information and psychological security of the person (in the narrow sense) - a state of security of the human psyche from negative influence, exercised through the introduction of destructive information in mind and (or) in the human subconscious, leading to inadequate perception of its reality. In terms of information pressure is complicated search "own kind" and traced avoid consumer. The result is a significant difference of goods and services in the most varied not by value of the goods from the point of view of its primary function, but in terms of psychological customer satisfaction, deliberately chosen as a member of a social group.

There is a division of society into different levels and on different criteria. Modern consumers often form a closed group of supporters of a particular brand of goods, active searchers discounts, those who prefer buying by the internet and so on. Current trends of Ukrainian consumer market are characterized by the growing popularity of a number of products that reflect the mood of the people, their attitude to the situation in the country.

## **MARKETING OF INTELLECTUAL CAPITAL**

One of economic institutions of modern business is intellectual capital, which became dominant factor of business structures. Knowledge the most powerful engine production allow people subjected nature and to satisfy their own needs. Even competitive advantages are moving to the side those who armed with knowledge, sufficient for the tasks, their solution and get from this award [1].

In the opinion of the Russian marketer Pankruhina A., marketing intellectual capital is part of marketing organizations, marketing its intangible assets. It is aimed at meeting the needs of different categories of clients: those who consumes or uses products of; those who works or is ready to work, to do his career in the company; those who have already interacts or will be inclined to interaction, partnership with; those who, for different reasons may be interested in successes of firm[2].

In other words, this is exactly and activity, which is the most necessary. The choice of protection for intellectual capital should be based on the analysis of current marketing trends.

The process of forming marketing intellectual capital can include several stages:

- 1-stage: the interests of < -> interests of environment;
- 2-phase: the interests of environment -> strategy relations;
- 3-phase: strategy relations -> nature of the relationship;
- 4-phase: the relations -> marketing intellectual capital [3].

In turn, marketing development of intellectual capital knowledge at the state level should be carried out in the following areas: global knowledge acquisition and adaptation, intangible assets, as well as development of knowledge at the local level; - investments in human capital for expansion of possibilities of learning and application of knowledge; investments in technologies that help to acquire and assimilate knowledge [1].

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## **THE ROLE OF MARKETING IN THE FORMATION OF HIGH FINANCIAL COMPETITIVENESS OF THE REGION**

Having relied on modern scientific achievements and approaches to understanding the nature and mechanism of financial competitiveness of the region, let us formulate own point of view in this issue. Financial competitiveness of the region is the region's ability to use effectively and mobilize financial resources on a competitive basis in order to increase its financial capacity (primarily fiscal, tax, banking, credit, insurance, securities and investment). At the macro level we propose to understand financial competitiveness of the country as its ability to increase the financial capacity sufficient to ensure long-term competitive advantages in the global economic space. The main factors, which determine financial competitiveness of the region are: 1) factors of regional pricing; 2) presence, distribution and functional orientation of the main production factors in the region (human resources, minerals, sectoral structure of capital); 3) living standards in the region (revenues, their structure and differentiation, purchasing power, employment level and so on); 4) socio-political factors that characterize the interaction between the main regional entities, i.e. local authorities, citizens, business, etc.

It is clear that the analysis of the regional competitiveness model should be done, using categories "regional demand" and "regional supply". Both are related to the macroeconomic indicators such as gross regional product, regional income and so on. Thus, the complex index of financial competitiveness of the region will consist of two groups: Y is an indicator of living standards; I is the investment attractiveness of the region. Accordingly, each of them includes:  $Y = PPP + G + L$ , where PPP is the purchasing power of the population; G is the concentration ratio of income (Gini index), L is the unemployment level, i.e.  $L = I_1 + I_2 + I_3 + Q$ , where  $I_1$  reflects the investment potential of the region;  $I_2$  reflects the investment risk;  $I_3$  reflects the actual investment; Q reflects a number of loss-making enterprises in the region. This methodology is based on the calculation of regional competitiveness, including regional ranking. Region, which will collect less cores will be considered as more competitive.

"Marketing evaluation" supposes the assessment of: reputation, territorial image, the market share of certain territory, quality and reputation of the goods and services those territory, price policy, effectiveness of marketing communications and distribution system, etc. Experts recommend to include in this analysis next points:

1. Definition of sectors, which have dominant role in the regional economy in terms of employment, sales, tax revenues and connections with other sectors.

2. Identification of significant connections between the local and external economies in order to assess the influence of territorial sectors to changes in "higher" and "lower" levels, i.e. regional, national and international levels.

3. Assessment of the regional potential for growth, stability or decline;

definition of the possible circumstances that may cause development.

4. Determination of the circumstances that are important for the local authority and citizens, which influence the employment, sales, income and expenses, economic productivity, labor quality and living standards in the territory.

Territorial positioning is the most important strategic decision, based on the SWOT-analysis results, studies of target markets and the other tools usage of marketing information' processing which affect the development of the territory. A key indicator of any territorial well-positioned segment of the market is gross territorial product per capita based on purchasing power parity. Another important indicator is market share of concrete territory. If the territory's market share is higher (by sum its economic entities' activities), its competitiveness is higher too. If region produces more, total costs per unit in this area due to the effect of economies of scale will be lower comparing to other competing territories. Consequently, the position of this territory will be more preferred.

We should notice significance such a modern tool for territorial promoting as Internet marketing. Now in Ukraine it is difficult to find a region that doesn't have a website. But available information is often limited by general characteristics of existing organizational structures and brief information about the leaders. Potential investors (foreign and native) or internal businessmen have difficulties to obtain the necessary information about the region or get in touch with the source of such information. Much of the website's content can be declared on its main (title) page, but absent in reality. Available information becomes obsolete more quickly than it is updated. Meanwhile, by means of Internet it is possible to realize presentations of key regional projects quickly, cheaply and fully, which are worthy of business attention and foreign investors. By means of this tool it is possible to have a conductor for all stakeholders. Thereby it could become a passive tool for the active improvement the financial competitiveness of the region.

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## **THE POSSIBILITIES OF USAGE OF GUERRILLA MARKETING IN UKRAINE**

In present-day highly competitive business environment, there is a strong need in unique, engaging, and thought-provoking concept for solid marketing strategies to attract new customers and increase a company's profit. The main purpose of this thesis is to examine new, but highly effective guerrilla marketing concept in practice.

Guerilla marketers can get you anywhere: on your way home from work, in the car, bus or train, on the streets, on a cafe terrace, in front of your house, or at major events. It is like love: you will find it at the moment when you do not expect it at all! And at the moment, when you notice an advertisement and start thinking about its message they get what they want – your attention and interest.

The original definition of guerrilla marketing was determined by Jay Conrad Levinson in his book "Guerrilla Marketing" (1984) as “the act of executing an unusual or unexpected marketing activity in a common, everyday place in order to generate a buzz for products or services”. (3)The concept of guerrilla marketing was invented as an unexpected and unconventional system of promotions that relies more on time, energy and imagination, rather than a big marketing budget. (4)

This concept focuses on low cost, creative strategies of marketing. Basic requirements are time, energy, imagination. Profits, not sales, are the primary measure of success (5). The main emphasis is on retaining existing customers not on the acquiring new ones.

After conducting this research, it was found out that the guerrilla marketing approach is suitable not only for the firms with limited budgets, but also for well-established corporations. Also, it should be emphasized that the main feature of this concept is the cost efficiency, because managers invest time, efforts and creativity instead of money, and, eventually, this type of investment becomes justified and yields substantial returns. However, companies should take into account possible negative aspects of guerrilla marketing. It is important to know the target customer base and act accordingly, without provoking negative feelings and associations.

In the hectic of today business world, marketing has a tendency towards continuous formation and development. The number of companies and the level of production grow, and the costs of promotion in sales are on the rise. The necessity of companies for rapid adjustment to incipient changes has made it almost inescapable to take into account unconventional marketing such as guerrilla marketing.

Guerrilla Marketing is differentiated among other, generally accepted, promotional tools by its unexpected effect and therefore can be titled as ‘outbox’ marketing. Unconventional, unusual and inexpensive approaches of Guerrilla marketing strategy give an opportunity for smaller companies with limited resources to reach their target group and stay on a competitive arena lucratively. When a Guerrilla campaign is organized, the investment of creative ideas remunerates companies with more success than massive financial investment.

Guerrilla marketing has some advantages and disadvantages. It is crucial to take both into consideration before choosing to move forward with a campaign.

Table 1

Guerrilla Marketing Pros And Cons

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>– Cheap to execute;</li> <li>– Allows for creative thinking;</li> <li>– Grows with word-of-mouth;</li> <li>– Publicity can snowball.</li> </ul>	<ul style="list-style-type: none"> <li>– Mysterious messages can be misunderstood;</li> <li>– Authority intervention;</li> <li>– Unpredicted obstacles;</li> <li>– Potential backlash;</li> <li>– Strategic risk;</li> </ul>

Guerrilla marketing is one of the best marketing and advertising strategies that can be used to enrich the aesthetic and functional values of brand and create a distinctive competitive position in the current economic situation in Ukraine.

The benefit from Guerrilla marketing strategies will contribute to revitalizing of the advertising industry and commercial movement on the Ukrainian market, which will activate Ukrainian economy.

A year after the revolution began, it is clear that Ukrainian economy faces a downturn that impacts negatively on the Ukrainian advertising industry.

Therefore, it is essential for marketing and advertising experts to think constantly about of new platforms, cutting-edge media and provide different ideas, which fit the current economic situation.

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## **USE OF THE 'RESPONSIBLE TRADE' TOOL**

International company INTERPIPE is one of the world's top ten manufacturers of seamless pipes. The company's products are exported to 80 countries worldwide through a network of sales offices located in the key markets of the CIS, Middle East, North America and Europe. INTERPIPE tubular products are certified for the compliance with the requirements of the major international standards: API 5CT, API 5L, EN (DIN), ASTM, JIS, and GOST.

However, currently, the Ukrainian market is experiencing general decline in production and exports, especially in the oil and gas sector, which is a key client of pipe companies. New trade restrictions for the pipe market, which are introduced primarily on the part of Russia, have also significant impact. Whereas Russian companies account for 31% of the buyers of the Ukrainian pipes. As a result, INTERPIPE faced with the problem of significant losing of its core market of seamless pipes for the oil and gas industry.

To save sales, INTERPIPE needs to increase its share in the Western markets, using the best methods of product promotion in these markets. In this area,

Responsible Trade Worldwide (RTW) is of particular interest.



RTW evaluates a supplier and its supply chain through the criteria of ethical norms, business stability, supply chain management, brand reputation management, workforce optimization. Consumers rely on the RTW assessment to improve the performance and reduce organizational risk.

If INTERPIPE is committed to the RTW principles, then priorities in its work will be as follows:

- Considerate attitude to consumers (customers). Consumers can be confident in the performance of employees and the quality of information.
- Price control. Lack of shadow schemes of work.
- Product quality control.
- Fast and reliable delivery.
- Legal order, compliance with the Consumers' Rights Protection Act.

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## **HOW TO GRAB CUSTOMERS**

The ability to think outside the box is important for marketing teams that want to grab consumers' attention and convert sales. But when does creativity border on crazy? The strategies that work for one company can prove to be a total flop for another. You must know your client, his or her customer base, and how you can help.

When you really need to stand out from the crowd, it is necessary to step away from common marketing techniques and use a method that evokes greater response. The marketing ideas shared below might seem crazy to you, or they may spark a wild idea of your own. One thing is for sure, to stay ahead of the game, you have got to be able to think outside of the box.

The purpose of marketing is to get the attention of consumers, pulling them away from the competition and converting sales. While you would not want crazy marketing stunts to be the norm, using them occasionally can be fruitful. Develop a balanced approach that includes tried and true marketing techniques, while supplementing your plan with occasional attention-grabbers. Create your crazy marketing plan with demographics in mind so you do not sacrifice your audience in the process. The ultimate goal of a wild marketing scheme is similar to every other marketing advertisement to draw the attention of potential customers and lead them to purchase the product or service.

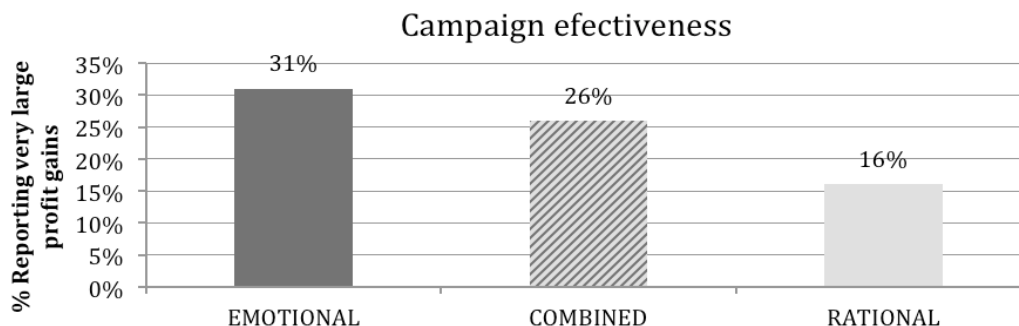
To sum up, using these tips you will grab all customers. Try to remember, that purpose of marketing is to get the attention of consumers no matter how unbelievable it would be.

## **EMOTIONAL MARKETING: INTERNATIONAL AND UKRAINIAN EXPERIENCE**

Emotions obviously play a central role in our lives and, especially, in decision-making process. The days, when marketers thought, that by providing value added products to the customers, they will be able to close the deal, are gone. Customers do not always behave as a calculating machine. That is why, nowadays, marketers realized that they need to understand key emotions, that make the audience connect with the products. Therefore, there came a new model in marketing, and it is called Emotional Marketing. This paper focuses on the impact of emotions on a customer, and the use of emotional marketing as a strategic tool.

Emotions act as fuel in the engine of purchase decision process. Customers always put in logic behind every purchase and try to prove that he/she has made rational decision, and emotions have not played any role. But the ultimate driver is the emotion, which has played major role in final purchase decision, whether believed or not. Frankly speaking, often customers purchase products emotionally and then rationalize their choice intellectually.

Marketers mostly follow concept of emotional marketing, they endeavor to include more emotions, because studies show that emotional marketing is more profitable than rational one. Emotional marketing is all about winning mind of customers, it is about getting share in customers heart more than share in customers wallet. Moreover, strategically deployed emotional marketing can remove the rational questions.



Source: IPA dataMINE analysis

In an analysis of the IPA dataMINE, which contains 1,400 case studies of successful advertising campaigns, campaigns with purely emotional content performed about twice as well (31% vs. 16%) as those with only rational content (and did a little better than those that mixed emotional and rational content).



In Ukraine, in most categories, the emotional rewards, that products actually or potentially deliver, are not well understood or fully appreciated. Exploring this new territory will generate truly new insights and ideas, giving the first-mover a competitive advantage.

It is strongly believed, that Ukrainian companies should start using famous AIDA model to succeed. In brief, this model indicates four steps of decision-making process: Attention, Interest, Desire, Action. However, in terms of emotional marketing, this model has been developed in some way. So, companies need to pay more attention to the third step – desire, because it is the most decisive step, and emotions play crucial role in it. As a result, companies will get not only an action, as it is in a standard AIDA model, but also loyalty, that will provide them with love brands, more faithful customers and higher profit.

Ukrainian and international companies need to follow four components that build a strong emotional brand: 1) confidence: reflects the belief that the company can be trusted, always and everywhere, to keep the promises that it makes; 2) integrity: reflects the belief that the company will always treat its customers fairly and can always be counted on to stand behind its products and resolve any problems that might occur; 3) pride: reflects the degree to which consumers feel appreciated by the company and proud of their personal association with the brand; 4) passion: reflects the belief that the brand is essentially irreplaceable and represents a seemingly perfect fit with a customer's personal needs.

Companies engrossed in sustaining aggressive competition have to take emotional marketing as an opportunity to increase their market share. Repositioning in today's era of competition is a tedious task, as customer does not give second chance to the marketer for improving the product, offered by the business firms. Effective deployment of emotional marketing can shift market challenger or market follower to the position of market leader.

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## **FEATURES OF ADVERTISING IN THE INDUSTRIAL MARKET**

The aim of this work is the analysis of promotion, advertising and features of the industrial and consumer markets. The evaluation of B2B and B2C customers' differences is shown in Table 1.

Table 1

	B2C (the mass consumer)	B2B (corporate customers)
The methods of the promotion	- The attitude to the products is formed by the means of a mass audience coverage	- The attitude to the products is formed due to the informing character funds .

Accordingly, the tools of promotion should be aimed at "target audience". The differences of advertising for the industrial and consumer markets are shown in Table 2.

Table 2

B2B marketing	B2C marketing
<ul style="list-style-type: none"> <li>-Advertising has a secondary influence on the final consumer</li> <li>- Advertising works in conjunction with other tools of the influence</li> <li>-Advertising is informative</li> <li>- The content of the advertisement and the selection of its target audience are the most important things</li> </ul>	<ul style="list-style-type: none"> <li>- Advertising has a direct influence on the final consumer</li> <li>- Advertising is the main instrument of the influence on the sale</li> <li>- Advertising affects the sale</li> <li>- The high importance is in the form, place and other details of advertising campaigns</li> </ul>

Therefore, advertising in the industrial market has its own characteristics. In many ways, it is carried out by personal contacts and for advertising is requests more information, and it is not based on the emotions of the person, but on the scientific and technical data and objective facts.

## **APPLE PAY THE FUTURE OF MOBILE WALLET TECHNOLOGY**

“Apple Pay” the innovation idea that introduced by Apple company as new version of mobile payment system that expected to be the breakthrough to change the mobile wallet market and increase the popularity of electronic commerce market.

Apple’s payment service was launched in October 20/2014 as the full integrated, fast, convenient mobile payment system. The system work will be easy,

the paying in stores happens in one motion thanks to the innovative Near Field Communication antenna (NFC). for paying, just hold the iPhone near the contactless reader with your finger on Touch ID. To start using the service, you have to load your cards on the Passbook application [3].

For the secure payments. Instead of using your actual credit and debit card numbers when you add your card, a unique Device Account Number is assigned, encrypted, and securely stored in the Secure Element, a dedicated chip in iPhone, iPad, and Apple Watch. These numbers are never stored on Apple servers. And when you make a purchase, your actual credit or debit card numbers are never shared by Apple with merchants or transmitted with payment. As for the privacy Apple Pay doesn't store the details of your money transactions [3].

The system can be used on the recently released iPhone 6 and iPhone 6 Plus, Apple Pay is available in the US today, and is expected to be made available in additional countries next year. Ahead of its launch, more than 500 banks across the U.S. including had already signed on to support Apple Pay, and more than 220,000 store are supporting Apple Pay within apps at launch [3]. Apple pay system has several economic and systematic privileges, the economic:

- Partners: Apple's list of launch partners for Apple Pay includes the 3 dominant payment networks and 6 card-issuing banks. In contrast, Google had just one card issuer partner and one payment network partner at launch .

- The company market share: Almost 70% of U.S. population is using smartphones, and the iPhone has long reigned as the most popular option. a study from Business Insider shows the company already has more than twice the number of credit cards on file as Amazon[5].

As for the systematic:

- Apple pay offers double security techniques; it has biometric security in the form of Touch ID and is implementing a tokenization system for added security, which makes them powerful security tools against hackers. Google Wallet support tokenization, but Google uses a cloud-based tokenization process. That reintroduces other security risks [1].

- Privacy: Apple will not collect any data about Apple Pay transactions [3]. While Google's inevitable goal with Google Wallet was to collect data on purchase behavior, in order to increase the relevance of targeted product ads [1].

For all the above features, it is safe to say that Apple's payment system economically and systematically represent the most integrated version of the mobile wallet system till now, which means that it has the chance to win the competition and change the mobile wallet marketplace, but still there is main obstacle in which Apple pay has to overcome, it is to convince the consumers and the retailers that Apple pay is simple and secure system. For the consumers a study by (Thrive Analytics) showed that the top reason why people are not using mobile payments is because they're concerned about security (46% of people). Another reason behind the reluctance of digital wallets is the impossibility to pay easily using a credit or debit card [4].

As for the retailers, since mobile wallet first introduced by Google in 2011, NFC wallets have struggled for adoption, because merchants didn't have point of sale

terminals equipped with the capability, but as merchants upgrade the terminals for EMV-chip card acceptance in the U.S., those new terminals will likely have NFC functionality.

The economic effect of Apple pay on the company will not be only by taking fees from the banks for each money transaction as Apple mentioned [3], but it also will be by tying the consumers with the company, knowing that it will be the interface between the banks and the consumers in each money transaction, and when you look closely at Apple Pay's retail partners, it becomes clear that the company isn't trying to replace credit and debit cards. It's going after cash, and the limitations paper money puts on spending, Displacing cards' role is difficult, because cards are convenient. The biggest opportunity for Apple Pay would be in replacing cash [2].

As a conclusion Apple Pay success will have a positive impact on the card networks and certainly the terminal manufacturers as well as the merchants. And having the most integrated payment system on the most popular smartphone company could make it a significant player in the mobile wallet market place, it is believed that it may actually increase the opportunity for PayPal (and other payment players) in the electronic commerce market.

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## **THE MARKET OF FOOD STUFFS CONDITION IS IN SETTLEMENT OF NEKHVOROSCHA**

Today the market of food is about 18% of the products produced in Ukraine. The industry has significant manufacturing facilities, human resources and research potential, because in recent years, interest in it has revealed many international companies. Due to significant domestic and foreign investment in the Ukrainian enterprises, and the introduction of international experience in the field of positive changes. In particular, the introduction of new technologies production significantly improved product quality.

Shop "Svetlana" - a grocery store, the company is privately owned. A location is a pidpriemstva- settlement of Nekhvoroscha in the Poltava area. The aim and object of activity is - retail sale of food.

The store has a mixed portfolio, which is a set of different groups, species names that a great variety of functionality. Sales are mainly consumer goods (most often purchased and even daily population) and periodic demand (purchase which is done periodically). The product range is very wide and deep within the individual product items.

By competitors to the shop «Svitlana» there are food a shop in the settlement of Nekhvoroscha it is a shop «Orchid» 18%, «Luck» 27% and also four food stalls together 33%. Main competitors are two shops - «Orchid » that «Luck».

Capacity of the potential market in the town - 27,378,000 UAH. The market share of the store "Svetlana" 22%. Market saturation is 12.5%, which means that the market is very attractive for the firm.

It can be concluded that the market for food in the village of artemisia evolving and is promising. Need to apply marketing policy in the enterprise, in order to adapt to rapid changes associated with changing the environment.

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### **THE COMPETITIVE ADVANTAGES OF FOREIGN COMPANY IN UKRAINE CAFÉ MARKET**

During the late years the cafes in Ukraine have managed to turn into sociocultural phenomenon. The coffee is no more utilitarian morning stimulator and moreover it has become the significant place of the time spending of absolute European type. However, the cafes are not only the successful business but also a tremendous development potential.

The following features contributed to the changes in consumers' style of living:

- the special population layer, solvent enough to cover café visit expenses;
- the perception of consumer services has changed, i.e. from treatment café as premium class establishment to its vision as a comfortable place to have snack and good time;
- the house chores share has reduced within the general amount of personal time and as a result people started to dine and supper out-of-home more often;
- the level of inflow differentiation of society has increased.

The special features of Ukrainian café market are follows:

- the café market is replenished with new investment annually (up to \$200-300 mln)
- the cafes occupy 20-30% of Ukrainian coffee market;
- the number of café market members rise approximately by 7-8%;
- the income from additional product points sales makes up from 10% to 45% of overall revenue;

- the average revenue per user amounts \$15-20.

Some peculiarities of cafes market entrance in Ukraine are suggested to consider on the basis of Starbucks Corporation. It is the leading world coffee retailer and the top company in industrial coffee beans roasting. The international marketing strategy of Starbucks includes the original positioning as “third place”, besides home and office for spare time spending.

The strategy of this company comprises the range of definite specific features forming company’s image, namely:

- the non-smoking is established in coffee house so that a view does not to distort the coffee aroma;
- the same tune is on in all the Starbucks cafés in the world;
- the doors and windows are facing the sun sides to prevent direct sunrays from customers’ eyes;
- the personal approach, e.g. “Frappuccino for Anna”, as the special treatment of each client, forming the basis of company’s cultural image.

On the one hand, these characteristics lead to additional costs, but on the other hand Starbucks is loyal to its brand, ensuring primary demand for the goods.

Singularity of coffee market situation in Ukraine consists of the existence of several network operators, which are constantly expanding their activities. Some coffee companies networks activities by launching aggressive expansion. The following coffee houses and networks are worth mentioning as potential competitors: Coffee Life, Coffee Time, Shokoladnytsia and McCafe.

There are two categories of café market member in Ukraine:

- expensive café, where the average revenue per user is \$15-20;
- café with middle price, where the average profit per user amounts \$8-15.

Starbucks refers to expensive group and has uniform pricing policy in all cafes.

While market entrance the café, primarily focuses on high- and middle-income customers, requiring quality service of such market segment. The potential consumers can be divided into the following groups:

- students;
- office workers.

During the implementing process different risks may appear. They will influence on economic efficiency of the project later. The effectiveness of the project is influenced by such risks as seasonality, dependence on price proposal and welfare of population, proficiency of the staff and competition.

The main competitive advantages of Starbucks are brand loyalty and existing demand for the product. Target audience includes high- and middle-income costumers. The aim of the project is organization of effective business and network expansion of Starbucks. Therefore the project is fully financed with own funds of Starbucks.

## **MARKETING SPECIFICS OF EDUCATIONAL SERVICE**

Marketing activities have become an essential competitive tool for universities. However, the marketing tools they use is very limited, often in the form of informative and image advertising to support the admission campaign.

Educational services universities are viewed from different sides – as social or economic benefit, a kind or a product of activity, a specific good, a learning process or a set of educational processes, a system of knowledge and skills etc.

I.L. Reshetnikova and V.M. Smirnova consider that educational services as a very specific "product". They have high use value, as it increases the individual's intellectual potential, future workers or professionals. So we see that there is no clear and definitive description of the term "educational service" and "educational product".

In marketing, the concept of educational service is revealed by Kotler as a collection of useful features that should meet consumers' needs to obtain professional knowledge and skills, which are necessary to meet their personal needs in obtaining profession, as well as in self-improvement and self-assertion.

Therefore, we can assume that educational service is a process of learning, and educational materials for educational service is an educational product, and the creation of methodical materials (lectures presentations, teaching materials, etc.) that are prepared is an educational process. The quality of the educational process depends on the quality (in terms of matching educational level) of educational products and their composition.

Educational services for universities inherent all specific features services in general and in addition they have a number of features that are unique to them and distinguish them from other services. These include, for example, relatively long-term performance. The learning process – from admission to obtaining diploma of higher education takes minimum four years. During this period, external factors, including the labor market may shift greatly.

The specifics of educational services also relates to a high degree of consumer involvement in the process of service delivery. With this particular service quality largely depends on preparedness, attitude, motivation of students. Moreover global strategic focus should be included in the specifics of educational services.

It has a special perspective value as received educational service does not only affect opportunities of graduate student on the future employment market, but affects perspectives of sustainable development of society. HEI graduate becomes a holder not only on knowledge and skills, but a certain ideology and mentality. Then it depends just on him how effective provided educational services will implement the changes that are expected by society.

## **RABBIT MARKETING AND NEW ADVERTIZING MEDIA**

Finding new means of communication is one more way to make an impression on even hard-to-reach consumers. This can be awkward sketches which buy the consumers' attention (ideally making them smile) by being put on in very unexpected places.

Such advertising media is called Rabbit. Rabbits are little surprises, warm and fluffy, fanciful and funny. They make you whoop: 'Ah!', 'What fun!', 'Cool!'. Similar to the rabbit hat trick, the business Rabbit a la show is always an unexpected surprise which leaves an impression of little miracle.

For instance, used furniture sale company *Basics Furniture, New York City*, planned to open a new store nearby Chelsea. They used Rabbits to attract local public. To start the company's employees strewed the NYC streets, taxi cabs and call-boxes with 5 thousands of 25-cent coins. These were real coins labeled with the address, phone number of the store and note: 'Hey, thrifty lucky, we have some furniture for you'. Provident street walkers who decided to gather a coin had been smiling while thinking of the new brand and together with this had received pleasant reward. At the same time, the happy buyers were taking their purchases home packed into branded bags saying 'This is Basics Furniture bluishless moving banner ad' with funny instruction how to show it. But a real boom was worked up when the Basics published their motto at courier bikes saying 'Cheap chair for you cheap ass'. The buyers enjoyed the show so much that some ads were stolen.

Efficient Rabbit strengthens both ads (placed on the seat of the bicycle) and brand (we are strewing 25-cent coins because we sell cheap and accostable furniture). Now let us bring your attention to other advertising media recently invented:

- Evian sponsored reconstruction of old public swimming pool situated near the Heathrow airport. They have placed their logo to the bottom of the pool and now it can be observed from all airplanes.

- You can see logos on the beaches including sand sculptures modelled into different trade marks forms; one company found very creative approach – they distribute plastic slippers which imprint logos at the sand.

- In the cinemas all over Great Britain they released a fake film 'Lucky Star' as if Benicio del Toro and new Mercedes SL starred it.

- *GoGorilla Media, Manhattan*, offers a lot of interesting ways of the brand distribution: they use toilet paper rolls, fortune cookies, dollars or condoms packages distributed in night clubs.

In the most successful mentioned above cases the Rabbits bring positive results



which consumers value a lot. Once Audi sent their equipped teams to the Amsterdam streets to wash every parked car they could find. Upon return the car owners had been finding their sparkling vehicles and memo at the wind shield: 'Sorry, we could not restrain ourselves. Sincerely yours, Audi'. In the Altoids example, the advertisement of [www.toohot.com](http://www.toohot.com) on mysterious stickers would not have success if the target audience had not properly responded to the Rabbit.

In the least, Rabbits should be really funny. They will not bring any value if the humor does not excite the consumers' interest to the brand. 'We should think about people as consumers before we start treat them as clients – says Eddie Baymont, - If we do not earn their trust and give them positive emotions, our work will be useless'.

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## **THE IMPACT OF GLOBALIZATION ON MARKETING ACTIVITY**

Economic globalization is one of the most significant events in the modern world. In the literal sense, globalization is global spread of certain phenomena and processes. You can define two initial positions regarding interpretation of the content of economic globalization: 1) Globalization is a process of "global rules" in the economic sphere, 2) Globalization is the process of spreading interdependencies between national economies. Globalization processes come from outside the national economy. Globalisation has impact on the individual company, the industry and the economy as a whole. In particular:

- For individual companies, globalization is determined by how the company expanded its receipt of their income and in what proportions allocated their assets in different countries. Many international companies involved in the process of globalization has become a path to success as an opportunity to offer their products and services to customers in countries that were previously closed to them;

- Globalization at the industry level is determined by how competitive companies within the industry in the country linked with competitiveness in another country. The more globalized industry, the company gets more benefits from the introduced technology, manufacturing process, brand name. Globalized industries tend to dominate in each market by the same set of global companies that coordinate with each other strategic actions in all countries of their activity;

- Globalization at the country level is characterized by the degree of interconnection of its economy with the world economy as a whole.

Among the lines of economic globalization that influence on enterprises the main line is "globalization - consumers." This line has such typical changes due to

globalization:

1) Reduces the role of national identity. Global businesses are spreading around the world not only their products but also certain standards of consumer behavior. The consumer begins to adapt to actively perceive as new ("global") shopping standards (provided the atmosphere purchasing goods) and consumption standards (what, how much, which way) coming from global companies. Homogeneous tastes, habits, behavior algorithms are forming all over the world.

2) Phenomena of positive attitude to products or services made by well-known brands. Factor of "world popularity" of the brand plays a significant role for the choice of the consumer. Statement of the brand is largely dependent on the scale of the relevant company, on its ability to invest heavily in marketing communications. Marketing communication "web" does its work in the minds of consumers, regardless of the country in which it is located;

3) Increasing use of online media, Internet capabilities in the process of clarifying the situation, the choice of goods, services, and in the course of direct purchases, payment and receipt of goods and services, including financial. Consumers perceive positively modern IT technology to actively introduce them in their economic life, because it improves the quality of information provision.

4) Readiness to reduce "patriotic" sentiment in choosing the product. An example is actively spreading in the world products from China. Price factor in many cases is stronger than the factor of patriotism.

At the micro marketing globalization leads to changes in the competitive environment. This apparent trend is the spread of influence entrepreneurial network structures that are carriers of global business. This trend carries risks and threats for small and medium businesses, which can significantly lose in competitiveness. National companies may be doomed to the role of companies of 'second-line'. In such situations, there is a risk of losing motivation for marketing innovation and creation of new products.

On the other hand, the "universalization" of consumers simplifies the problem of segmentation of the market for global companies - regional markets are being increasingly integrated into the "global market". Politics of global marketing considers the whole world as a single market, which is built on the uniformity of national, cultural, behavioral and other characteristics of the market, rather than the national peculiarities.

The effectiveness of marketing in the integration and globalization of the economy depends on the ability of enterprises to consider the factors that affect demand and measures for its formation. Effective organization must constantly monitor changes in the environment and adaptive mechanisms to search for changes in it. Initial points of management activities related to economic globalization into account factors:

- First, you need to identify the influence lines of economic globalization on the

market environment ("inner circle"), in which the company is located: "Globalization - consumer", "globalization - competition", "Globalization - suppliers" and so on;

- Secondly, you need to identify the lines of influence of economic globalization on the activities of the state ("outer circle") and environmental factors - technological changes, natural resource base etc;

- Thirdly, it is important to see the future, predict what might happen along the lines of influence, and it is important to establish and assess priorities;

- Fourth, it is important to constantly adapt changes to the business environment, which includes the development and adoption of appropriate management decisions for continuous improvement of the system.

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## **ANALYSIS OF DRUGS CONTAINING CONTROLLED SUBSTANCES SALES**

Preparations, including those ones containing internationally controlled substances are important for patients and alleviate their pain and suffering. The aim of the research is to study the structure of the market drugs containing controlled substances, by ATC-classification, analysis of consumption, capacity dynamics and to determine the level of market monopolisation of these facilities. The paper used desk research, statistical and mathematical and graphical analysis.

To determine the top 10 drugs-leaders containing controlled substances by sales volumes in physical and monetary terms in the period from 2011 to 2013 (Q1) the results of the monitoring of retail drug market system Morion were used.

Leading preparations were assessed in terms of sales in physical and monetary terms between 2011 to 2013 (Q1). The first place in terms of sales in terms of quantity takes a domestic product Kodterpin IC®, tablets, No. 10 in blister, open corporation "InterHim" (Ukraine, Odessa), with sales for 2012 14,233,023 packs exceeding the mentioned rate per 128% compared to sales in 2011. This product ranks first in terms of sales and in money terms, sales of which in 2012 amounted to 270 270 thousand UAH, an increase of 135% compared to 2011.

The top-10 in terms of quantity were only a few foreign agents: Kodaryn, tab., №10, Rowtech Ltd (UK), whose sales in 2012 amounted to 1,260,898 packs and drug injection 10 mg Nalbuphine, Mr. d / etc. 10 mg / ml amp. 1 ml, №10, Rusan Pharma (India), whose sales in 2012 amounted to 207208 packs. Overall market capacity top 10 drugs-leaders containing controlled substances increased in physical terms by 2012 compared with 2011 to 121% in money terms – by 134%.

The next phase of the study the market share drugs-leaders containing controlled substances were analyzed by ATC-classification. Increase in market share

in terms of quantity drugs in 2012 compared to 2011 is observed in these drugs: Kodterpin IC® (+ 4%), Trifed ® (+ 5%), Tramadol M (+ 5%).

Herfindahl–Hirschman Index was calculated for studying the level of monopolization. It was found that the drug market for this group possesses a monopoly.

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## **CORPORATE SOCIAL RESPONSIBILITY**

Nowadays more and more companies are developing their plans of action in accordance with the principles of marketing ethics.

Corporate social responsibility (CSR) is a part of marketing ethics which means that the company takes the responsibility for its influence on the environment and impact on social welfare.

Business benefits to be socially responsible have positive actions in favor of its employees and the community in general, and, in addition, include improving the image of the brand, and greater ease in attracting staff.

The aim of the CSR is to take responsibility for the company's actions and stimulate a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

There are different ways for a company to show corporate social responsibility.

One way is cause-related marketing, which refers to a type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefits. It lies in donating money to charity, non-profit organizations or a good cause, such as UNICEF or OXFAM.

Second path is green marketing, which is a specific type of marketing, which involves orientation of the whole business (product development, production, packaging, transportation, sale, promotion, treatment and disposal) on the formation and satisfaction of ecologically oriented demand for profit and conservation of the environment and human health. For example, 6 degrees.ca is a Canadian web-based forum that promotes green marketing and environmental protection.

The third way is responsible purchasing. Companies can refuse to buy materials for the goods produced using child labor or that have been tested on animals. Taking care of human rights and animal testing, the company may pursue a policy of sustainable purchasing and only buy a product that comes from renewable sources.

Corporate social responsibility is a method that a company can build or maintain a good reputation. Importantly, CSR has a positive impact on people's lives and society in all spheres of its development.

## **THE USAGE OF THE LCA METHOD FOR THE STRATEGIC MARKETING OF SCIENTIFIC-PRODUCTION CORPORATION “ISTA”**

The existing structure of the corporation provides with the full circle of the storage batteries production: from receiving the raw material to the delivery of the complete product to the consumer. At each stage a strict control over the observance of technological processes and product quality is done. Nowadays, all kinds of starter lead-acid batteries are produced at the companies of the corporation - of different sizes and different capacities. They are maintenance-free batteries of Premium class - reliable and durable batteries with longer service life; low-maintenance batteries with improved characteristics and increased values of the starting current are of Standard class, and the batteries of Economy class - the traditional values of the rated capacity and discharge current of the starter, combining the simplicity of maintenance and excellent performance.

The most popular brands of the corporation are ISTA, OBERON, Stayer, Feon, Atlant, Armada, Tornado, Multi Tec, and Volta.

The high quality of the SPC “Ista” production (not more than 1,6 - 1,8% of the products may have manufacturing defects) is incorporated at every stage of the production process. Only high-purity materials, supplied by the reputable foreign partners, are used in the manufacture of battery components. Up to 96% of operations are automated on the assembly line. Permanent quality control of their implementation is also carried out automatically. Now the quality system of the factory "Ista" is preparing for the certification in accordance with ISO 9001.

Every year in Ukraine tens of thousands of batteries fail. The problem of their disposal is not solved which is very dangerous for the environment as the electrolyte and the heavy metal lead get into the soil and then into the groundwater, a source of drinking water. To solve this environmental problem, engineers of the SPC "Ista" together with the specialists of the concern "Varta" first in Ukraine have developed a unique recycling complex for utilization of the old batteries (REX). Its construction is being done on the territory of the plant "Ista-Center".

The disposal of batteries in this complex consists of several stages. First batteries are crushed under pressure to drain the electrolyte. Collected in a special container old electrolyte is sent for processing to one of the chemical industries. The second step is sorting the destroyed batteries into large and small parts. Further, large parts are sent to be melted in a shaft furnace to obtain lead, and small are sent to the short-drum furnace, sometimes called the rotor furnace. In order not to poison the

atmosphere harmful gases emitted in the process of melting enter the furnaces of thermal treatment and filters for dust removal. This complex is equipped with both domestic and German equipment of the firm Varta.

The commission of this complex, which is scheduled for May next year, will allow Ukraine to become home to Europe's first closed-battery production. After establishing the supply of batteries, exhausted their resources, REX will provide production capacities of battery factories with 80% of lead. By the way, the need for lead at the battery factory "Ista" is 20.6 thousand tons a year, which is equivalent to 50 thousand tons of old batteries. To interest the car owners in the delivery of the old batteries there will be collection points with the financial compensation or a substantial discount on the purchase of a new battery.

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### **IMPORTANCE OF MEASUREMENT OF CUSTOMER'S RETENTION RATE FOR SERVICE PROVIDERS**

Firstly, it is important to start what retention rate is.

Retention rate: The ratio of the number of customers who retained to the number at risk

Every single managers know than it is cheaper to safe current customers that acquire new. Because lost customer requires additional investments in marketing and purchase inducements, such as rebates and discounts. These acquisition expenditures may offset revenues from customer purchases for a year or more. Retention is particularly important when the costs of acquisition are high. By some measures, even a modest improvement in customer retention can substantially improve the bottom line. For example, a study by Frederick Reichheld and W. Earl Sasser Jr. of companies in nine industries — from auto service to software — found that a 5 percent reduction in the rate of customer defection boosted profit by 25 to 85 percent. Those are huge profit improvements! Given the economic value of retention, it is surprising that companies do not give more formal and systematic attention to it. They spend heavily on activities that aim to acquire new customers and squeeze sales out of existing ones. They manage these activities intensely. They have advertising managers, sales managers, sales quotas, and even prizes for the people who open the most new accounts. Far less attention is given to the systematic management of customer retention, even though, if Reichheld and Sasser are correct, a dollar invested on the latter will pay higher dividends than a dollar spent on the former.

Quantify Defection if you had 100 defections in one quarter, the annual rate would be 400 defections. Supposing that you have 2,000 accounts, that is 1/5, or a 20 percent annual defection rate. Turn the 1/5 fraction on its head, and you have 5/1, or 5, the number of years that you can expect the average customer to stay with you, given the current defection rate.

#### Learn from Defectors and the Dissatisfied

Defecting customers are a critical source of information. If you can contact them and get them to respond, they can tell you things about your offer that encouraged their defection. «I did not feel that the advice in your stock market newsletter was worth the price» «The magazine is too long on ads and too short on content» «We did not renew our season tickets because the symphony is performing too many modern pieces. We prefer baroque» «My child had two ineffective teachers last year, and the administration did nothing to improve the situation. We will not pay private school tuition for that type of performance» «Your home delivery grocery service was fine, and the prices were competitive. We stopped using the service because we have gone to a nontraditional diet of organic foods» Remarks like these can help you understand the cause of customer defections and guide you in making choices about pricing, product or service features, delivery, and other aspects of your offer. So develop a systematic approach to obtaining feedback from defectors.

#### Neutralize the Causes of Defection

Assuming that your value proposition is attractive and on target (you sell a needed product or service, it is priced right, and it is delivered right), the best way to minimize defection is to eliminate reasons for customers to look elsewhere.

Here are specific guidelines:

- Do not disappoint. Product or service quality must be consistent and must be maintained at the high level people have come to expect.
- Keep the price reasonable. Milking customers may provide a short-term benefit, but it will encourage defection.
- Maintain a dialogue with customers. Customers will forgive one or two lapses if they have opportunities to provide feedback. Reward that feedback in some way.

Keep looking for ways to surprise and delight customers. If people anticipate five-day delivery, improve your fulfillment process to the point that you can deliver in four days. Then look for opportunities to surprise and delight on some other front.

One of the simplest way to calculate retention rate is to count the number of customer defections over a period of months; then analyze that number.

## **EFFICIENCY ESTIMATION OF CHILD EDUCATION CENTER'S PROMOTION**

Amount of private education centers for children have been increased dramatically (more than 3 times) during last 4 years, and such tendency expected in the future. Analysis of this market shows, that mainly this garden opened in Kyiv, however other big cities will be a profitable markets also.

Analysis of competitors' forces shows, that main factor of influence is customers, that is why it is really important and useful to use marketing communication. In this case, main indexes of marketing activities will be indexes of efficiency of promotion and exactly efficiency of marketing communication. Successful marketing communication lead customers to the purchase, so transform communication to money.

Efficiency of marketing communication determine influence of marketing message on target audience, and let to understand effective message transmit to the target audience necessary information and create a desirable brand perception for a company. For our center, we would like to conduct a survey to find out this index.

Estimation of efficiency of the service should take into account both communication and economy effect together. Because to increase economic effect we should increase marketing communication activity. To determine sales growth we have to use following formula:

$$\text{Sales Growth} = (\text{Promotion investments} \times (1 + \text{Profitability threshold}) / \text{Margin profitability})$$

This formula let us to estimate whether the spending on promotion is effective or not. In other words, whether promotion bring us some money or not. However, main problem is to determine efficiency of communication program correctly.

It is challenging to determine exact effect, because of various factors, which can influence our results, because communication is only one tools, which company use. Besides that, behavior of every single customer is unique, so effect can vary among different customers.



## **MARKETING ACTIVITIES OF THE PARTICIPANTS OF THE UKRAINIAN LUBRICANTS MARKET**

Ukrainian Lubricants Market is very attractive and the situation will start to change significantly in the near future. According to experts European Lubricants Market size in 2011 was approximately 7 mln t [1]. With annual demand of more than 400,000 metric tons, Ukraine is easily the second-largest lubricant market in Eastern Europe, ranking only behind Russia [2]. It produces very little of that volume (approximately 35 % from all sales). The main problem is a deficit of base oils and low technological level of production that does not meet modern standards. Overall competitiveness of the domestic oil considered low.

Ukraine's lubricants market is evolving quite rapidly. It has a good appeal due to several circumstances: sufficiently elastic demand, relatively high capital turnover, and high capacity (between 320 and 400 million dollars). Import accounts for around 65% of the market demand. Present there are nearly 130 brands of finished lubes competing in Ukraine, most of them imported by small trading firms targeting the premium segment of the automotive and industrial markets. Consumption of oils showed a continuous growth, 5 % to 7 % annually, until the 4th quarter of 2013. After which domestic manufacturers witnessed 12 % drop in sales, primarily of imported oils. This is first of all due to a changing structure of the vehicle fleet, reporting a shift towards imported motor cars, including new motor cars – modernized vehicle fleet requires high quality synthetic oils that are so-far not provided by home manufacturers. Secondly, most of western products have approvals from the global car manufacturers. The structure of grease use in the Ukrainian economy shows a prevalence of industrial oils and greases. In Germany, for instance, the share of industrial brands equals to 14.8 %, whereas in Ukraine 39.4%. Motor oils account for 54.9%, and plastic greases for another 5.7 %. The relationship between industrial oils and motor oils will be approaching that reported in Europe with a growth of the vehicle fleet and closure of loss-making machine-building production facilities, according to forecasts.

The quality of lubricants used in Ukraine is generally low. Nevertheless, demand has begun shifting to higher quality products as the country begins to replace old vehicles and out-of-date equipment. A high share (around 70%) of low-quality SA and SE motor oils is another feature of the Ukrainian market, common to all post-Soviet territories, whereas in the United Kingdom this share does not exceed 5%. This is because motor cars made in the CIS (Commonwealth of Independent States) and used motor cars for which nobody would buy expensive high-quality oils are still

prevailing in the Ukrainian vehicle fleet structure.

The large number of participants in the market creates intense competition. To stay in the market brand marketing support to carry their products. Most brands on the territory Ukraine are foreign brands that invest heavily in advertising and PR (public relations) various actions involving their brands. For example, Company "Hado" has its own team to participate in Yalta Rally car race and Company Orlen launched a powerful advertising campaign across Ukraine and arranged a charity rally to help orphans. There are many brands participating in exhibitions such as «SIA». All this is a powerful marketing support of their products.

The list of trademarks used in the Ukrainian market contains around 130 items (the amount hardly to be found in any other European country), 35 of them being trademarks from the CIS countries. Apart from global brands, such as ESSO/Mobil, Shell, Castrol, Texaco, Chevron, and BP, gaining popularity in some regions are Addinol, Valvoline, AC Delco, Agip, ELF, and Comma. Stiff competition among oils is clearly evident in the passenger car sector. As of the end of 2013, Azmol stood out as the absolute leader with 10% of the market. Coming next is Leol having only a few per cents less. Import brands, such as Mobil, Esso, Shell, and Castrol account for a somewhat less market share. With the growing import volumes, competition between importers and Ukrainian manufacturers is becoming increasingly intense, imported products competing with domestic ones only for particular product types. Importers stay in the high end of the market because they cannot compete on price with products from the Ukraine and the rest of the former Soviet Union. Imported synthetic/semi-synthetic motor oils, for instance, are no competition to domestic oils, being in a different quality niche. However, Baltic and East European manufacturers are hard on the Ukrainian manufacturers' heels. At the same time, cheap products for use in agricultural equipment and in industry are supplied from Russia and Belarus, ousting the domestic products from the market. The market of industrial oils and greases is still the most sluggish, resisting to any major breakthroughs; therefore the products in this market retain the lowest price.

So as a conclusion I want to say that Ukrainian lubricants markets is still developing and there are great opportunities for marketing, and developing new marketing techniques.

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## **BIG DATA ANALYSIS IN MARKETING**

The “big data” analysis is one of the most discussed topics in Marketing for the last 2 years. But despite of its popularity there are just a few marketers and companies in the world which had enough resources and knowledges to collect, analyse and use it. So what is “big data”? There are about 20 different definitions of its, but I guess this one is the best:

*“Big data is data that exceeds the processing capacity of conventional database systems. The data is too big, moves too fast, or doesn’t fit the strictures of your database architectures. To gain value from this data, you must choose an alternative way to process it.”*

*Edd Dumbill*

So if it’s so hard to work with “big data” then how can we apply it in the Ukraine for different levels of business? As the Confucius said: “Even the longest journey begins with a single step.” And there is an example of using data analysis in the Kyiv’s Internet Service Provider “Undernet”. Special software gives us an opportunity to collect specific data about users:

- Amount of Internet traffic
- New users per day/month/year
- Lost users per day/month/year
- Level of user activity on different times
- Level of the ARPU
- Geography of users
- Geography and types of the visited sites

Understanding of this data and correct data processing gives us an opportunity to understand our users, their needs and sometimes the way of life in common. This data gives us the information where and when our advertising meets the correct customer. With the processing of “big data” we can find the trends of changing the level of users and to make some forecasts.

As the conclusion I can say that marketer has to find the informationa about customers, competitors and the market from all the sources to build the most clear understanding of external and internal environment of the enterprise.

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## **ADVERTISING IN THE CONTEXT OF THE URBAN PLANNING CONCEPT**

Today Out-of-home (OOH) advertising is a common asset to the urban environment. OOH advertising is advertising that is placed in the streets (on billboards, cross street banners), on wallsapes, transport etc. Of all the advertising means OOH advertising is the most spectacular one for its usage of light-effects and animation. Furthermore when other advertising means should be reached by the consumers OOH advertising reaches them in their free time and working hours, day and night. Although due to it's the features and prerogatives this can do immersive damage to the architecture and the local environment, the urban planning concept and the panoramic sight of the street as a whole.

Nowadays the question of «smart» OOH advertising is very important in highlight of modern architectural tendencies, such as keeping the authentic scenery of the city in accordance with the 1967 Vienna convention; securing public space, streets and interchanges a larger variety of functions such as recreational, amusement etc [1]. The aesthetic perception of the new environment totally depends on the elaboration and forms of the project and the absence of any pollution factors.

The problem of OOH advertising in urban planning is difficult for Ukraine and other former socialist states, for which it is one of the biggest dilemmas of urban agglomerations. Very often the number of advertising means in the streets of our cities doesn't match any standards and aesthetical demands. Its quantity often oversteps its necessity. According to the research by Doors Consulting, the amount of advertising area in Ukraine has increased in 5.600 – up to 83.900 [2]. According to the latest research OOH advertising occupies over 70% of open space on the main roads of Kyiv and is often situated in unpleasant places [2]. Usually this does not only spoil the aesthetic view of the environmental surroundings but also distracts drivers from the road and road signs, which can cause traffic accidents. The solution to this problem is to decrease the number of billboards, citylights etc. and their reorder in accordance with the government construction rate or total prohibition of OOH advertising. The perfect example of last is Chicago – the only city in the USA where OOH advertising is completely banned. This is due to Chicago's status as the architectural capital of the States and skyscrapers. OOH advertising was prohibited for the sake of saving the architectural heritage and aesthetic pleasance of the city.

At the same time such an outcome can be seen as too radical. This means that certain goods and services, also the need of marketing specialists and agents, will fall

in request.. That's why the most often used solution of this problem in post-industrial and developed countries is transferring the billboards, citylights, pylons, converse boards etc into an element of design and small functional architectural forms. It is possible to decrease the amount of space taken by OOH advertising that harms the scenery in at least 50% on account of matching their functions. For example, by using the already existing small architectural forms (trashcans, newspaper stores, bus stops) as space for conceptual Out-of-home advertising. Also by modifying the billboard and citylights as to turning them into bus/tram stops, rain shelter, ramps, etc. Such a method is actively being used in Germany. For example, «Calcedonia» commercial (underwear trading network) in Cologne which is placed in a spiral-shaped cylinder in a public restroom.

That is why it is better to turn to modification of OOH advertising and its elements according to the needs of public and urban transport unlike absolute forbiddance, which is a rather radical way of solving the problem. This is the optimal solution because it does not only decrease the amount of money spent on constructing new advertising areas but also supports the city constructing situation, saving the cities architectural environment and makes it much more pleasant to tourists.

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### **MARKETING INNOVATIONS IN BUSINESS COMPETITIVENESS' ENSURING**

Current adverse trends in the business environment of the country force enterprises to adapt to the turbulent market conditions.

Constant changes in the information space are the one of the significant incentives to accelerate the business processes' adaptation at the enterprise. Due to innovations a lot of enterprises develop successfully into the market. Regular implementation of innovations into the production as well as new products' promotion, which give a higher customer's satisfaction, are able to ensure and support a constant interest to producers-innovators.

Numerous scientific researches emphasizes the need to stimulate innovative activity and accelerate the innovative development of enterprises [1-3]. However,

theoretical and methodological basis for the marketing management system of enterprise' innovative activity in dynamic external environment changes is not researched yet.

In modern sense, innovative marketing is a unity of strategies, business philosophy, functions and managing procedures. Marketing innovations are aimed at the full consumer's needs satisfaction, increasing their offering and establishing new markets in order to increase sales.

Marketing innovations should be implemented on the basis of systemic approach. This approach assumes the use of innovative tools in all stages of the marketing mix "4P" as well as the combination of technological, productive, process and organizational innovations. Marketing innovation refers any innovation, which is represented by separate development tools of the marketing mix or whole toolset.

Deep implementation of marketing innovations into the enterprises' activity is an important component of anti-crisis programs and improving competitiveness' programs in conditions of post-crisis economical recovery.

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## **EVALUATING THE EFFECTIVENESS OF MARKETING ACTIVITIES FOR THE BEAUTY SALON**

Conditions of expanding market are doing the survival of the enterprise in competitive struggle more and more difficult. Necessary condition for the existence of the enterprise becomes conducting marketing activities to maintain and improve the financial and economic indicators. However, not all marketing activities brings the company the desired result, the costs of their implementation may exceed the income earned as a result of their conduct.

Beauty salon "Style" faced with declining demand because of the active promotional activities of competitors. To strengthen its position in the market now been decided to conduct marketing activities such as print and television advertising. Print advertising is presented in the form of leaflets. Promoters are distributes leaflets in the places of highest level of traffic on district Amur-Nizhnedneprovskiy. Television advertising is presented on local television in the form of a marquee at intervals 3 times a day on weekdays.

To assess the effects and effectiveness of promotional activities, you can use indicators such as additional turnover, profit and profitability of additional advertising.

Evaluating the effectiveness of an advertising campaign for the beauty salon "Style" revealed that print advertising brings the company to 13.2 thousand UAH and turnover costs account for 27 thousand UAH, that is, the income does not cover the costs of conducting advertising Television advertising brings enterprise 9.45 thousand UAH. additional turnover, at a cost of 15 thousand UAH, that is, spending on television advertising also exceed the income from its holding. Evaluation of promotional activities for the beauty salon "Style" showed their unprofitability.

To develop an effective system of marketing activities for beauty salon "Style" is necessary to conduct investigations of internal and external environment of the company, make the segmentation, identification of target segments and the most effective methods of influence on them.

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## **CHOICE OF MARKETING INDICATORS FOR PROMOTION OF WINE TM BOSTAVAN BY COMPANY DRINK DISTRIBUTION SYSTEM**

The enterprise of Drink Distribution System works at the market of alcoholic products during 18 years. 495 persons are counted in the staff of personnel. Basic direction activity is distribution of alcoholic wares at the market of Ukraine.

The company promotes the products through 3 main channels: HoReCa, retail and wholesale buyers.

Since 2014, the company is an importer of wine TM Bostavan, which is produced in Moldova. A problem appeared in this connection: unknowing and unrecognizability of TM Bostavan by customers. For the decision of this problem it is necessary to choose marketing indexes which will define having a special purpose orientiry of marketing strategy.

Internal indexes are a volume of sales. For 6 months 2014 (from January for June) the volume of sales of wine of TM Bostavan made 900 000 Uah, that on 15 %

less than it was planned. With the help of a marketing program is required before the end of 2014 to increase sales by 20%.

External indexes are a level of knowledge. During questioning adult users of alcoholic products was set that awareness of the TM Bostavan among buyers is very low, and only 10% of the total number of respondents (13 500 people.). The marketing program is to provide the level of awareness of potential consumers about TM Bostavan not less than 50%, thereby increasing customer loyalty.

For achievement of marketing aims marketing program will include the following activities:

- An increase of visibility of TM Bostavan is in retails and wholesales, through activities of merchandising (providing attractive visibility showcases computation, brand price tags, posters and inserts)

- Conducting tasting events in HoReCa

- Establishing brand stands with the products;

- Attracting hostesses and tasters for informing more buyers of products TM Bostavan

Carrying out these activities will allow to attain the put aims and to increase a market share TM Bostavan on the market of alcoholic beverages in the segment of wine products.

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## **MARKETING FOR RENEWABLE ENERGY COMPANY**

In this article I'd like to talk about some effective techniques for advertising renewable energy sector. First of all every company should pay attention to its website, because the website is perfect way to tell consumers how they can benefit from what you have to offer. The website should be found very easily. Ways to get people there usually include:

- pay per click advertising,

- search engine optimization (SEO),

- email marketing and inbound links from relevant websites.

Another effective technique is direct marketing. When talking about it we mean sending out letters: by post or by door-drop (unaddressed). Success of your company depends on how good the list is, as well as the content of your mailer. As with advertising, your company's headline, as well as your company's call to action is crucially important. As far as email marketing is concerned it is cheaper way of direct marketing using email. It can be very effective, as you can get people to take action by clicking a link to a sign up, etc. It also offers a great way of keeping in touch with



leads, prospects, and existing customers and so on. When your company sends them regular newsletters you are demonstrating your expertise over time, so that when consumers are ready to buy you're still at the front of their mind.

As far as social media is concerned today there's too much buzz about your "being" on Facebook, Twitter, Linked-in and so on. Your company is likely to waste a lot of time by trying to deliver sales to most renewable energy installers. However, Facebook, Twitter and others can be useful for your company while it's trying to build relationships, to find out about, and talk about, the latest developments in the market, keeping in touch with consumers.

Strategic alliances, referral systems, public relations and testimonials are also considered to be effective techniques for advertising renewable energy sector. Teaming up with firms who are in a different market to your company, for mutual benefit, is called strategic alliances. Here is example. Recent research found out that when someone moves house is a trigger for thinking about installing renewable energy. Teaming up with estate agents or surveyors to find ways that you can help each other is a good example. There are lots of local networks that formalize systems of businesses referring to each other. Your company can build its own networks of complementary companies, so that both companies will refer business to each other. Good referral networks are built on trust, and it's easy to get started - just refer people you know to companies that you trust. When we are talking about public relations we mean editorial coverage: on radio and TV, in local papers, magazines, etc. We consider editorial coverage to be much more effective and much more trusted at building your reputation than advertising.

It is very good for your company to use testimonials across all its marketing. And in order to get the best out of them, always ask your consumers to be specific about why they liked your company's service or product.

Upselling existing customers may be very difficult for some renewable energy businesses, because it is much more expensive to find a new customer, than it is to sell your product or service to an existing customer. Your company should offer a wider range of renewable energy, and possibly also energy efficiency, products and services. In such case there are a lot of opportunities for your company to help customers improve their property over time. If customers like your job first time, your company will be the first one of call for the next time. For the customer it is very good as well because they get a whole building approach.

We know that advertising is the first thing most people think of when they talk about marketing. However, now in this article we proved that there are plenty of other ways of getting renewable energy technology into domestic and commercial buildings, many of which are more cost effective than traditional advertising.

## **EXPANDING TO NEW MARKETS FOR UKRAINIAN PRODUCERS OF EGGS**

One of the leading agroindustrial companies in Ukraine, focusing on the production of shell eggs, AVANGARDCO IPL nowadays is facing the problem of overproduction. Due to the increase of the flock of laying hens to the amount of 27.0 mln hens in 2013, the company produces today much more eggs than it is possible for the internal market to consume. In addition to that there are some other actual problems on the market that concern the company such as a great number of competitors in the same price range, ineffective way of processing chicken waste, increase in prices for the chicken feed and the risk to lose its plants and storage houses located in the Eastern part of Ukraine.

Evaluating the tendencies on the world market of eggs and egg products, it has been determined that the EU makes up to 55% of world import of eggs and this number is growing. For this reason, European market has been chosen to be evaluated in order to determine whether it is possible and economically efficient for the company to sell its products in Europe.

The result of the research shows that there are many factors influencing Ukrainian export of eggs to the Euro Zone. The most significant factors are listed below. It should also be mentioned that there are a single list of rules and laws that regulate the trade between any EU country and the third party country. Major threats include:

- European legislation relating to imports of poultry and poultry products (Directive 2009/158/EC, Commission Regulation (EC) No. 798/2008, Commission Decision 2011/163/EU). The Commission's Food and Veterinary Office of DG Health and Consumption carries out audits to verify the correct fulfillment of the requirements in Directives by Ukraine;
- Salmonella control programme for laying hens has not been approved for Ukraine. As a result Ukrainian producers cannot export table eggs to the EU;
- High level of competition;
- Custom procedures – to make sure all the documents are fine;
- Loyalty of European citizens to organic eggs. No trust to the products from third-world countries like Ukraine;
- Increase in prices for chicken feed – higher cost price of one egg;
- High transportation costs.

Speaking about major opportunities for egg producers, it should be outlined that currently on the market they include:

✓ Ukraine has been granted the authorization to export eggs (excluding table eggs) and egg products to the EU. AVANGARDCO is one of the enterprises in Ukraine that passed the EU audit to get the permission.

✓ Ban on barren battery cages for keeping hens in EU (from January 2012) – decrease in the amount of eggs produces in EU that leads to the growth of import of eggs from other countries;

✓ Devaluation of Ukrainian hryvnya – lower price for eggs on the market and higher profit for Ukrainian producers;

✓ No import tariff on goods coming from Ukraine due to special European policy of promoting trade relations between Ukraine and EU.

Using the results of the research in order to solve the marketing problem of overproduction and limitation of the internal market, the company is recommended to start exporting to the EU market by using the help of distributors. Taking into the account that its products may only be represented at the industrial market, the potential clients of the company include enterprises of confectionary, pastry, bakery, dairy, baby food, pasta, mayonnaise and sauces, ready cooked meal and some other industries.

In the conclusion, it should be mentioned that to resolve the marketing problem the next steps are recommended: to develop a marketing plan that will build a good reputation of the company and will lead to getting trust to the Ukrainian food products from the consumers in EU. To reach the goal the next marketing tools may be used: price on eggs should be competitive, promotion should be done together with local distributors to build trust to the product, and the quality of the product have to be checked continually to avoid any possibility of spoiled product.

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## **FINANCIAL SUPERMARKET: BANK RETAILING OF INSURANCE PRODUCTS**

The necessary condition for reaching the relevant level of development of banks and financial institutions is their improvement on the basis of forming competitive relations between the financial market participants. Moreover, there must be competition not only between banks as members of money market and banking institutions as members of the capital market but also between banks and financial institutions, as the mentioned financial market participants carry out a number of similar functions. There exists a necessity to attract financial resources at minimal price to provide the maximal profit. Along with increasing competence for investment resources there appears another tendency, which can be defined as

convergence (interpenetration) of activities of banks and financial institutions (insurance companies). Table 1 compares bank sales and promotion authorized versus other types of insurance [1, p.24].

Table 1

Bank Sales and Promotion of Authorized versus Other Types of Insurance

Activity	Authorized Types of Insurance	Other Types of Insurance
Sales	Can be sold in bank branches.	Can be sold through insurance subsidiaries of banks, but not bank branches.
Advice	Can provide advice on an authorized type of insurance or a service in respect of an authorized type of insurance.	Can provide advice that is general in nature and not related to a specific risk, insurance policy or service, insurance company, agent or broker. Cannot refer customers to particular insurance companies, agents or brokers.
Promotion	Can promote policies of authorized types of insurance, as well as companies, agents and brokers that deal only in authorized types of insurance.	Can promote these types of insurance to all customers or credit or charge card holders who receive regularly mailed statements of account or to the general public, outside of bank branches. Cannot “target-market” customers; that is, cannot segment the customer base and promote specific types of insurance to selected customers. The same restrictions apply to bank promotion of companies, agents and brokers that sell these types of insurance.

Source: [1]

Advantages of financial supermarket over other financial institutions with a standard set of services:

- For banks: new income source to compensate for the decreasing margins and slowing down of the lending activities; long term client retention; attracting new clients from competitors; innovation and differentiation.
- For clients: financial solution for long term objectives; one stop shop; professional financial consultancy.
- For insurers: access to quality portfolio of clients and to professional sales force; long term stability and growth.

Conclusion: meeting the demands of modernity, the leading financial intermediaries (banks and insurance companies) are beginning to expand beyond the core business. In place of the fierce competition between financial institutions, comes their excellent cooperation and interaction. The process of the interaction between Ukrainian banks and insurance companies has been attended with tendencies. We can define some of them: creation of strategic alliances between banks and insurance companies, transition to customer-oriented model of business processes, creation of financial supermarkets, provision of insurance and banking products and services by public distribution, creation of combined products and focusing on long-term savings.

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## **EVALUATION OF THE MARKETING POTENTIAL OF THE LIGHT INDUSTRY ENTERPRISES IN LVIV REGION**

The decline of the efficiency of the enterprises of light industry and a small share of native products in the market makes evaluation of the marketing potential of enterprises especially relevant.

Based on the analysis of the scientific literature and own researches to assess the extent of marketing potential suggest using the following indexes: coefficient of change of gross sales; profitability of sale; share of sales in the enterprise cost. These indexes are calculated for 10 enterprises of light industry in Lviv region: PJSC "Leather Enterprise "Svitanok", PJSC "Flax-processing Plant "Starosambirskiy", PJSC "Zolochiv Sewing Factory", PJSC "Gorodok Sewing Factory", PJSC "Knitted Enterprise "Promin", PJSC "Lviv Feather Factory", PJSC "Stryi Sewing Factory "Striteks", PJSC «Virnist», PJSC «OJSC Kalyna», PJSC «Trottola».

Whereas the indexes ( $X_i$ ) have different units of measurement, they were standardized ( $\bar{O}'_i$ ) using the formula:

$$X'_i = X_i / \bar{X}, \quad (1)$$

where  $\bar{X}$  – the average index of the analyzed enterprises (average value).

The level of the marketing potential of each of the enterprises is evaluated using the integral coefficient ( $K$ ) for the formula [1]:

$$K = \left( \sum_{i=1}^n X'_i \right) / n, \quad (2)$$

where  $n$  – number of enterprises.

The results of calculation of integral coefficients of the marketing potential listed in the table.

According to the calculations the highest marketing potential in 2013 characterized PJSC "Lviv Feather Factory", PJSC "Leather Enterprise "Svitanok" and PJSC «Virnist», and the lowest – PJSC "Zolochiv Sewing Factory" and PJSC "Gorodok Sewing Factory".

Table 1

**The value of integral coefficients of the marketing potential of light industry enterprises in Lviv region for 2011-2013**

Enterprises	The value of integral coefficients		
	2011	2012	2013
PJSC "Leather Enterprise "Svitanok"	0,45	2,76	2,06
PJSC "Flax-processing Plant "Starosambirskiyi"	0,81	0,55	0,20
PJSC "Zolochiv Sewing Factory"	1,86	0,16	0,00
PJSC "Gorodok Sewing Factory"	0,64	0,11	0,00
PJSC "Knitted Enterprise "Promin"	0,15	1,06	0,83
PJSC "Lviv Feather Factory"	2,03	2,73	2,07
PJSC "Stryi Sewing Factory "Striteks"	1,61	1,21	1,30
PJSC «Virnist»	0,16	2,69	1,71
PJSC «OJSC Kalyna»	0,98	0,39	0,53
PJSC «Trottola»	1,82	1,00	1,30

Source: counted on basis [2].

For clarity, we'll present the data on the values of integral coefficients of the marketing potential as a petalous diagram (Fig.).

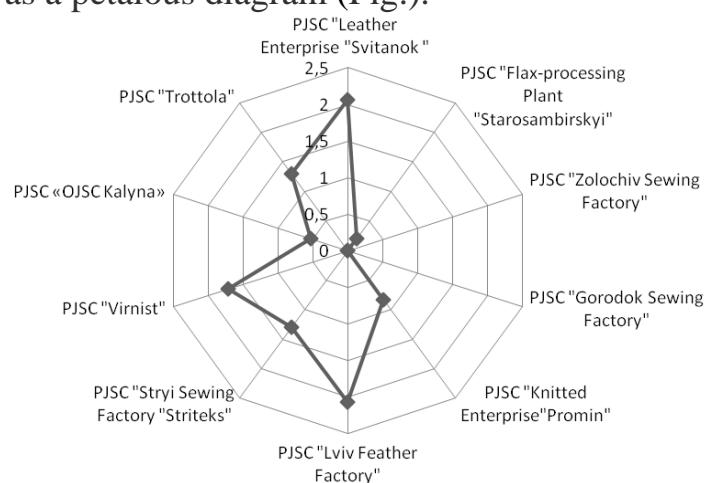


Fig. The value of integral coefficients of the marketing potential

Every enterprise must develop and use a set of measures to improve the formation and use of the marketing potential. Thus, the enterprises of light industry may use the following recommendations: the participation in specialized exhibitions; the involvement highly qualified marketing specialists; the realization of purposeful advertising campaign to promote the product; the selling of the products through on-line shops; the development of measures to stimulate sales; the opening of the brand stores; the compliance with contractual and payment discipline; the maintaining the direct contacts of the representatives with the customers.

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## **THE USE OF NAKED BODY IN ADVERTISING**

Today the main condition for successful business is effective marketing. Industry sales promotion has developed to the full, but still successful marketers are finding new ways to influence people and promote their product in the market.

Nowadays various specific types of marketing such as aroma marketing, sensory branding, green marketing quickly evolve.

Aroma Marketing – the use of various fragrances and volatile oils to increase consumer willingness to purchase a product. For example, baking foods in a house being sold and use of floral fragrances when selling articles of clothing [1].

Sensory branding is a type of marketing that appeals to all the senses in relation to the brand. It uses the senses to relate with customers on an emotional level. Brands can forge emotional associations in the customers' minds by appealing to their senses. A multi-sensory brand experience generates certain beliefs, feelings, thoughts and opinions to create a brand image in the consumer's mind [2].

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term [3].

In addition to these types, naked marketing gets popularity. The main sign of naked marketing is the use of naked body in advertising.

Often naked body is used in advertising such products as perfumes, clothes, cosmetics, chocolate and other. This advertising causes some emotional about goods and in general always attracts attention of the consumers.

Obvious examples of this marketing are: «Bonjour» (dessert) uses the naked male body; «Sensodyne» (toothpaste), it is presented the naked female body in advertisements; «Microsoft» (software) uses the naked female body.

Various successful companies use naked body in their work to influence people through his instincts. The American insurance company "Progressive" is maintaining investors in this way. So they report filed an image of a naked 82-year-old man in the pages of its annual and it shows it as a symbol of its own transparency of financial transactions.

Also striking example may be the annual "World naked bike ride". People pedal in the nude in major cities, call for popularizing bicycle. Thus encourage reduced use of fuel and replacing it with alternative sources of energy. That is, if these same people every year just passed major cities and did not focus on nudity, this event would not have come into this resonance and not covered in the press, but exposing their bodies, they attracted the attention of the public and do not go unnoticed.

Quite a famous can be considered on the territory of Ukraine unregistered Women's movement "Femen". The main their task is to struggle for women's rights and the main driving force for focusing the general public, is that they always go to protest topless.

So, as we see from the examples of above mentioned, nudity in advertising as well as in other aspects of life, always attracts attention, and therefore the main objective of marketing is its proper use and the creation of effective advertising, which will cause the desired effect.

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## **FORMS OF MANUFACTURER-SUPPLIER RELATIONSHIPS ON THE EXAMPLE OF MACHINE-BUILDING ENTERPRISE**

Manufacturer – supplier relationships are a key area, covering a wide range of economic, legal, organizational, technical and other issues. Especially, this problem is essentially for the manufacturer producing components for the machine-building enterprises.

The machine-building enterprises that produce intermediate goods (complete units and details for other productions) depends on the position of their consumers. It includes volumes of their production and price policy because components by themselves don't create additional value, but they are a necessary part of a final product.

The relationship between consumer and manufacturer of components provides strong technical interdependence and require from the manufacturer the most complete satisfaction of consumers needs for components with necessary characteristics. On the other hand, for ensuring necessary characteristics of their components, manufacturer must provide production of relevant materials and raw materials delivered by supplier. At the same time suppliers are focused on the market in which individual manufacturer of components is not a determinative one. Therefore, the decision in the sphere of manufacturer – supplier relationships is an important aspect of marketing planning.

A stronger manufacturer–supplier relationship will enhance realization throughout the whole chain. In this way, supply chain integration is as a key driver of company strategy and promotes the need for a better understanding of the integration process.



To investigate this problem we use Bensaou's types of manufacture-supplier relationships [1]. Based on his research of buyer and supplier specific investments Bensaou identifies 4 types of buyer-supplier relations. (Fig.1)

In Ukraine, manufacturers that produce components for the machine-building enterprises have specific relation with their supplier.

For example, we will consider the relationship of machine-building production of Ltd "Dnipropetrovs'k Drilling Equipment Plant" with their main supplier Interpipe. Interpipe is the integrated pipe and wheel company, a member of the TOP 10 list of the world's largest seamless pipes' producers. It supplies tubular products to Ltd "DDEP". This relationship is characterized by limited substitutes that means few buyers and few suppliers of tubular products, low ability for both the buyer and supplier to achieve benefits of scale and a large market share of both companies. Therefore, we can consider that this relationship as a strategic one.

In these strategic partnerships both companies strongly depend on each other. The reason for this interdependence is both parties investing heavily in the relationship causing the switching costs to be high. Trust and performance satisfaction plays an important role. Trust is one of the main dimensions of this relationship. Loss of trust or the non-performance of contract would immediately have an effect on the relation.

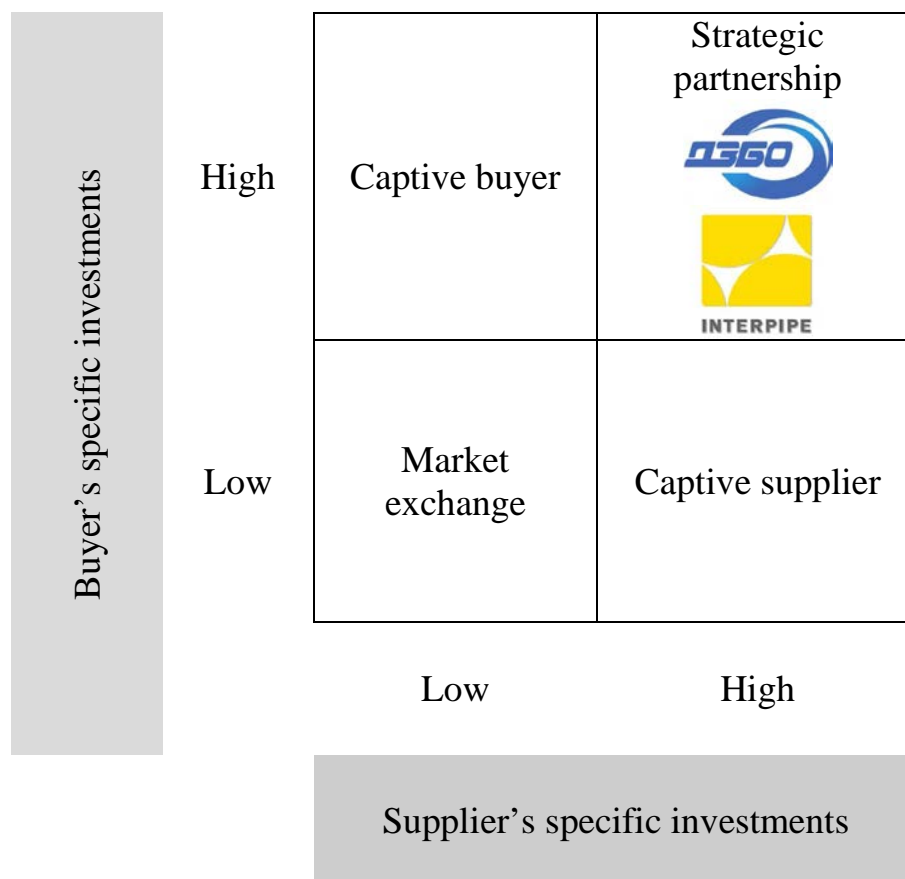


Fig. 1. Types of manufacture-supplier relationship on the example of to Ltd "DDEP" and Interpipe

We recommend considering trust with such dimensions as satisfaction, adaptation, power/dependence, communication and commitment. It will contribute to make the strategic partnership as effective as possible the companies will be open to information sharing, cooperation and even sharing technology.

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## **USING GLOBALGAP TO PROMOTION IN THE MARKET OF EGGS**

«AVANGARDCO IPL» is the biggest agroindustrial group of Ukraine. Its companies specialize in manufacture of hen's eggs and egg foodstuffs. The production cycle of «AVANGARDCO IPL» is vertically integrated. The company consists of: 19 battery farms; 3 reproducers of II degree; 10 zones of youngsters breeding; 6 formula-feed plants; and 4 storehouses of egg long-term storage.

For advancing in the market the enterprise actively uses various standard and regulations including: ISO 22000:2005 (Requisitions to organizations of production and delivery chain), CAC/RCP 1-1969 (International codex of general principles of foodstuff hygiene), International codex of hygiene practice regarding eggs and egg foodstuffs, GMP (Good Manufacturing Practice) – Good Manufacturing Practice, StandardGAP (good agricultural practice) – Safety of agricultural products.

At the same time the standard of assessment of agricultural products quality, such as EurepGAP (Euro-Retailer Produce Working Group), is widely applied in Europe. In 2007 its new version was suggested, it was named GlobalGAP. Today GlobalGAP is the most progressive system of certification of agricultural production in the world. At the same time the part of crop production is 74%, the part of stockbreeding production is 17%, the part of aquaculture is 9%.

The key element of the certification according to this standard is support of such important fields as: labor protection and industrial sanitation, environmental protection, risk level of manufacture, procedure of complaints, procedures of tracking and return of production, state and correctness of a collection, processing and storing of production, etc.

The principal mission of the voluntary standard GlobalGAP is forming of a stable trading network for reprocessors and public catering establishments.

Standard GlobalGAP has a real benefit for «AVANGARDCO IPL»:

- Increasing of allegiance of bulk buyers at the expense of safety of production. Supermarkets are interested in purchasing of exactly such production.

- Use of GlobalGAP demonstrates openness and responsibility for its production, which is favorably told upon an image of an enterprise.
- In connection with the reduction of complaints relative to low quality of production long-term relations as for delivery are becoming better.
- Rise in purchasing prices may happen.
- Certification according to GlobalGAP is the most important part of a successful and enjoying equal rights entry to the world market.
- Certification according to GlobalGAP gives an opportunity to move to the strategy of attraction of an ultimate consumer, to create confiding and reliable relationships in the whole chain of sales from a manufacturer, a reprocessor to an ultimate consumer.

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## **INFLUENCE OF 4C ASSOCIATION ON COFFE MARKET**

The coffee sector is confronted with many pressing issues: climate change, lack of interest from the next generation of coffee growers, aging coffee trees, and inadequate finance or land to name a few. There are no easy answers to the sustainability challenges threatening coffee supplies.

The members of the 4C Association have developed the 4C Code of Conduct, which sets social, environmental and economic principles for the sustainable production, processing and trading of green coffee.

The 4C Association's goals include poverty reduction in coffee producing countries, protection of the environment, and improvement of farmers' living conditions. The main target areas of the 4C Association include: labour conditions, working hours, child labour, deforestation, wastewater management, soil fertility and more.

The overall financial situation of the 4C Association continued satisfactorily in 2013 with revenues 5% over and expenses 6% below original estimations. What brought up revenues is primarily fees from new members to the amount of €199 000. This positive development made possible two supplementary budgets over the course of 2013 and led to an asset growth of €46 000.

Open receivables were further reduced, which highlights the loyalty and satisfaction of members. Investments were rather moderate (€54 000), in accordance with 2013 planning. On the Property and Liabilities side of the balance sheet, fixed reserves were defined by the Council to be €70 000 after a comprehensive risk analysis. This renders retained earnings to be currently €364 000, paving the way for increased investment activities in the future.

A productivity boost lies at the heart of all efforts to provide African coffee farmers with a viable business case and increase the sustainability African coffee production. However, lack of knowledge, finance, and organisation continues to prevent millions of coffee farmers from raising their productivity and income levels.

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## **THE ROLE OF SALES PROMOTION IN ACTIVITY OF SMALL BUSSINESSES**

In present circumstances, when intensification process of priority interests of consumers in the system of economic relations generates aggressive competition for sales markets, one of the most important conditions the efficient operation of enterprises on target market becomes continuous communication with existing and potential customers. Therefore, each an enterprise begins inevitably to act as a source of communications and a generator of different means of promoting information about products and services on the market. And given that small and often medium-sized businesses do not have sufficient material resources to carry large-scale promotional and PR-activities, the main tool of communication often acts exactly sales promotion. Sales promotion has gained significant and formed the basis of communication technologies, the implementation of which helps enterprises to consider market needs and to compete.

Increasing competition forces enterprises to make concessions to consumers and mediators in marketing their products through promotion. The term «sales promotion» is commonly definition incentive measures which are designed to accelerate the sale of certain products and (or) to increase its sales volume in due time. Businesses use the method of sales promotion to trigger a rapid response from the consumer.

Sales promotion has a multipurpose orientation (to consumers, sellers, intermediaries) and is used to support inform and motivate all participants of the sales process with a view to create continuous flow of sale of products or services.

Among the main objectives, that must be fulfilled by sales promotion, are the following: to provide rapid growth of sales products of the enterprise; to encourage more consumers to try the product, to buy or to carry out the re-acquisition; to encourage intermediaries and employees own sales department to focus efforts on implementation of the products of the enterprise.

The choice of means of sales promotion depends on the objective. All means can be combined into three major groups:

- an active offer (contests, games, lotteries);

- an offer in-kind (premiums, samples of products);
- a price offer (sale at discount prices, discount coupons).

The influence of means of sales promotion is usually short-term, it complements the advertising and public relations, therefore it cannot be used to form of a stable product benefits.

There are certain limitations in sales promotion. In particular if the enterprise will continuously promote sales, that it can deteriorate the image, because consumers will perceive discounts as evidence of the deterioration of product quality and they may stop buying it at the regular price. Besides, consumers can consider the prices too high for this product.

Methods of sales promotion must be carefully considered, so undertaking a promotion must be remembered that:

1. Sales promotion will be effective only when its use is associated with the lifecycle and is consistent with clearly defined goals.
2. More effective is relatively a short sales promotion. Short-term measures encourage consumers to quickly reap the benefits.

For effective sales promotion of products enterprises must identify the main objectives and necessary means of promotion; to develop an accordingly program of sales promotion and to make sure control over its implementation and to assess results.

Despite all the difficulties, today sales promotion is widespread especially among small businesses. Generally, this is due to the fact that a cost of sales promotion less than advertising a cost enterprise. Sales promotion allows adapting to short-term fluctuations in demand and supply, and to take into account differences between consumer segments; to encourage consumers to use new products instead of using one and the same.

Small businesses need to competently approach to the process of sales promotion, to foresee possible difficulties and to invent original solutions to emerging problems – it will allow companies to increase turnover, to improve profitability and to gain maximization of their profits.

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## **INFLUENCE OF SPONSORSHIPS ON CONSUMERS OF ACTION SPORTS GOODS**

It's not a secret, that action sports industry has been an increasingly growing over the last 5 years. Experts say that, global market may be from 900 to 1300 bn \$.

The bulk of the consumers consist of the so-called Generation Y. Generation Y are a demographic cohort of people who travel through life together and experience similar events at a similar age. Generation Y can be described as population in age 16-36 years. This generation has been growing up with TV and Internet, and they more receptive to branding, sports stars and cultural celebrities.

Companies like Apple, Old Spice, Mountain Dew, and Red bull have been very succesful in reaching the youth market. Their success appealing this segments stems from the fact that they don't talk down them or push their brands in their faces. They allow their simple, high quality brands as well as their passionate customers do the job for them by smart brand emotionalizing, relationship building, product placement and viral marketing.

A global study by the Economist Intelligence Unit (EIU) found that, according to executives worldwide, the four best techniques for tapping into the digital native market were:

- 1) Participating in viral marketing and peer-to-peer recommendation sites;
- 2) Sponsoring or advertising in areas populated by Millennials, such as extreme sports, music venues, and social network sites;
- 3) Delivering great products at a great price;
- 4) Focusing not only on Millennials but also on their key influencers (e.g. parents, peers).

In many cases, the objectives of action sports sponsors are quite similar to those of mainstream sport sponsors as documented by a variety of researchers: Creating awarenes; generating sales; enhancing brand image.

To sum up, we can claim that viral marketing and sponsoring events like action sports are the most effective techniques for action sports goods consumers.

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## **BRANDING**

Branding is the process of creating and developing the brand as the main way to promote a product on the market. In other words, branding is a set of successive events aimed at improving the image of the product or service. As a rule a brand includes a name, term, design, symbol, or any other feature that identifies one seller products from other vendors.

The word "brand" is derived from the Old Norse «brandr». In the distant past this world meant "burning fire". Brands are used in business, marketing and advertising. Brands are important to their respective owners.

The purpose of branding is creating a clear brand identity and clear direction of the formation of communications. The main role of branding is to inform people about the company products, so that they could recognize them among the products of other companies. Effective branding can lead to an increase in sales not only a product, but also other products associated with this brand. In today's world, branding is very popular and it continually proves its value.

Famous brands are renowned for their individuality and uniqueness. All people know such industrial leaders such Coca-Cola, Microsoft, Google. A strong brand is invaluable as the battle for customers is intensified day by day.

If a company applies a robot branding, it should be divided into several stages:

- Analysing the market and competitors
- Planning and brand strategy
- Developing and "constructing" the brand
- Promoting the brand.

Successful branding is directly dependent on the title of the so-associative network. Associative network of the brand is all the links that exist between the brand and other information stored in the memory. Marketers differentiate two types of brand associations: primary and secondary. Primary association is directly related to the brand: the packaging, the color of the product, the price and all the things that the user can perceive quickly and without any additional effort on their part and on the part of the company. Secondary association independently arises as derived from primary. Examples of primary association are participating in the promotion of celebrities, special distribution channels, the place of production of the goods.

As a result, branding takes a certain part of our lives. The usual trip to the store breaks the essence of branding. Branding enables products to "break" on the shelves and hold a leadership position.

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## **RELATIONSHIP MARKETING AS THE CREATOR OF ECONOMIC SECURITY OF ENTERPRISES**

Today the world is very dangerous, so the economic security of enterprises are very relevant. The basis of this research is to understand the concept of "economic security" as a result of controlled processes of the triad achieving management purposes of economic security enterprise (coordination of interests, counter-threats, the formation of resource support), which provides entry into certain degree of economic freedom of establishment within the existing objective and subjective restrictions [1]. This understanding is based on institutional approach which basis is

coordination of interests of stakeholders. Economic science has many tools harmonization of interests. A very important tool for reconciling interests is a relationship marketing.

Relationship marketing is the process of building, maintaining and enhancing strong long-term, mutually beneficial relationships with key partners of the organization: customers, suppliers, distributors, employees and others. [2]. Relationship marketing focuses on long-term cooperation, and its result is the construction of unique intangible assets of the company - marketing business network. In turn, such a network encourages the adoption of economic freedom of enterprise due to the elimination of a number of objective and subjective limitations. Consider the impact of marketing on the relationship of economic security from all sides.

Global Relationship marketing (RM-Global, RM-G) - is the creation of long-term, reliable and mutually beneficial to all parties relationships with key market partners of the company (customers, suppliers, dealers, distributors, investors, shareholders, banks and others.). Global Relationship marketing is a guarantee of harmonizing the interests of important stakeholders of the enterprise, which is the main creator of economic security in the long term [2].

Customer Relations Marketing (RM-Consumer, RM-C) - is the creation of long-term, reliable, mutually beneficial and valuable customer relationships of the enterprise. The main aims: to achieve maximum satisfaction of consumers through sincere desire to please the client for further mutually beneficial cooperation; create real value for the customer, offered to him in comfortable conditions for it; permanent saving of loyal customers [2]. Relationship marketing with customers is a creator of the financial security of enterprise. Similar is the purpose of bilateral marketing which provides that service quality is largely dependent on the quality of interaction between the buyer and the seller.

Relationship marketing with workers (RM-Employee, RM-E) - is the creation of long-term, reliable, and mutually valuable relationships with all the workers of the company. Main objectives: ensuring the company's valuable human resources and setting them on both sides of the relationship; meet the social, psychological, moral, ethical, and other needs of workers; consolidate the company's image in the eyes of all employees and representatives of the external environment (competitors, business partners, customers) [2]. Relationship marketing is the creator of the personnel security of workers.

A special role in ensuring economic security belongs to marketing security. The aim of marketing is to create a real safety benefits of its own proposal. The main advantage can be the process of "proposal", which is achieved through constant work on the study of our customers and respond effectively to changes in their needs. Security level of marketing can be measured with indicators such as marketing activity coefficient, coefficient update product mix, the rate of return on sales of



products [3].

Thus, Relationship marketing is a versatile creator of economic security. This is a manifestation of the greatness of marketing in general.

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## **CONSUMER ANALYSIS OF ALFA-AGRO**

Market segmentation is the division of consumers into groups, that is segments, distinguished by relative homogeneity of demand, tastes, preferences and response to certain types of marketing activity.

The ultimate goal of target market segmentation is the selection of the consumer segment, the needs of which will become the focus of the company's activity.

It is reasonable to divide the market of agricultural products of Dnipropetrovsk Region into 3 parts:

- large farms (legal entities);
- medium farms (mostly individuals, rarely sole proprietors);
- small farms (individuals).

According to the State Statistics Service of Ukraine, large farms constitute about 68% of the total demand for agricultural products in Dnipropetrovsk Region that in terms of money equals to 20, 65 bln. UAH. The rest 32% of the consumption of agricultural products are allocated between medium and large farms in the ratio of 7 to 1. The total of these two segments is 9 71 bln. UAH.

Target segment selection. For target segment of Alfa Agro, LLC it is appropriate to select medium and small farms. The most important reasons that confirm the correctness of this choice are the following:

- production capacity reserve of market leaders. The maximum capacity of the company is much smaller than the capacity of market leaders. For example, market leader Agro-Soiuz, PJSC is able to produce 46 times more agricultural products and the second largest company at the market, Agroom, PJSC - almost 19 times more. Only such powerful companies can meet the needs of large farms in the Region.

- segment selected is quite large. About 38% of population of Poltava Region resides in rural areas and many of these residents have their own farms. The total demand for feed compound in the selected segment far exceeds the production capacity reserve of Alfa-Agro, LLC.

- segment selected is not basic one for the main competitors. Paying sufficient attention and learning meet the needs of the segment selected, it is possible to closely approach to main competitors. All competitors are paying attention to large farms and their proposals are targeted to satisfaction of their needs.

Thus, the target segment of Alfa-Agro, LLC shall be medium and small farms of Dnipropetrovsk Region requiring a manufacturer capable to satisfy the needs peculiar to them (such as goods dispatch in small batches).

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## **BRAND VALUATION VERSUS BRAND EVALUATION**

In assessing the brand, two concepts “brand valuation” and “brand evaluation” are used. Both concepts are very important, but they are not the same.

Valuation is an estimation of something's worth, especially one carried out by a professional appraiser.

Evaluation is the making of a judgment about the amount, number, or value of something.

Thus, a brand valuation is the job of estimating the total financial value of the brand. It is often defined as the amount of money another party is prepared to pay for it. The cost of the brand (brand value) is an estimate of discounted cash flows generated by the brand for the enterprise. Brands are the object of sale. A good brand of its value is significantly higher total value of all assets. There are generally three different approaches to brand valuation: the income approach, the market approach and the cost one.

To value the brand categorically there is a need to understand the modern ways which include measuring various attributes of brand like clarity, protection, commitment, responsiveness, authenticity, relevance, differentiation, consistency, presence and understanding and assigning value to these attributes in monetary terms.

Before any major brand management decisions are made, the brand should be evaluated against a set of parameters to find out its current position in the minds of consumers.

A brand evaluation is a measure of the brand's performance and it determines how powerful it is in altering consumer decisions. It is brand strength, a set of assets such as brand recognition, loyal customers, perceived quality, and associations that are associated with the brand. It can be measured in the expansion or stabilization of the consumer audience, the level of stability in the company's reputation in the level of capitalization, etc. Brands are multidimensional entities, and thus any brand evaluation needs to assess a variety of parameters. Using the relevant building blocks from the brand-planning process, internal and external criteria for an organization are identified providing insight into the brand's health.

In conclusion, building a brand is also essential to creating value. This is the tough part. Your brand establishes your company's position in the marketplace and it is created by every function your company performs. Branding is the art of reducing uncertainty when customers make their buying decision. Good branding is not only a means of creating new customers, but also retaining old ones. Furthermore, good branding offers proof that your company is uniquely capable of solving a customer's problems and differentiates your company from its competition. To ensure a strong brand, your methods must be uniformly followed for each customer. Namely brand valuation and brand evaluation will help you with it. If you do not have a system to ensure consistency for each customer, you are relying on luck.

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## **VERTICALLY INTEGRATED SERVICE AS PART OF MARKETING**

At this time, the consumer is becoming more choosy when making a purchase. It requires not only a quality product that meets the price, but needs attention, advice, service support and further re consultations on purchased goods. Especially this approach to the acquisition monitored on the market and those goods where it comes to the safety of the buyer or his family when it involves their health and so on.

In this case between the buyer and seller relationships arise similar to the relationship of doctor and patient. Such relationships often occur in markets where goods or services are close to the medicine.

Analyzing the market optics and ophthalmology products where the majority are of medical goods and services, and for the most part, are health care, it can be concluded that the market as most clearly corresponds to the case described above.

Characteristic of this market is that numerous participants in the wholesale market offer the final consumer a wide range of products. In order to increase its

market share in the total scores of my goods, wholesale companies have resorted to what to include your state medical specialist, whose duties included providing medical and ophthalmologic consultation directly in the marketplace of goods. Of course, still possible in close cooperation wholesale and retail companies operating in this market, while there are inherent relationship between corporate structural relations. Paving a parallel set of services provided by the final consumer can call a vertically integrated service. On similar services, but within a corporation already pointed marketers and ophthalmic optical market [1].

So you can see how to marketing mix of retailers and individual stores optician added a separate instrument, the purpose of which is to provide qualified advice on the conformity of the goods being purchased customer requirements. If the schedule of the qualified consultant to organize in a cyclical manner repeated consultations will bring additional benefits when working with these customers.

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## **THE STEEP ANALYSIS AS USEFUL METHOD OF INVESTIGATING THE MARKET**

Researching and analyzing the market is a fundamental aspect of marketing. That is why, it is really important to use methods of researching different industries which can show marketers the most accurate picture. There are many types of analyzing the macro- and micro-environment. For example, nowadays using a STEEP Analysis is becoming more and more popular, because such method is an updated version of the original PEST model.

STEEP Analysis is a tool to help you think about the wider issues that have an impact on the industry or service area as a whole, taking a five main categories into account: socio-cultural, technological, economic, environmental and political factors.

Socio-cultural factors take into account target market (changes in social trends, life-style and leisure patterns etc.). The relevant issues among technological factors include innovation, changes in technology, cost a new development of equipment and materials. The major economic factors cover extent of economical growth, loans and conditions to get a loan, income of the consumers and others. As environment is important for everyone, external environmental factors can have a big impact on strategic options of the company. Sustainability, energy-efficiency, waste disposal and recycling affect the planning process. The political and legislative elements of the

analysis consider political stability, financial regulation, consumer protection and protection of market.

The circumstances STEEP Analysis is conducted may include times of uncertainty, information overload and disorganization. Thanks to a STEEP Analysis, the impact of the change can be assessed, key decisions for information overload can be made, strategic options can be chosen in times of disorganization.

STEEP Analysis can be applied following the five-step plan. To execute the plan, the external environment is to be analyzed; the trends within the environment in question are to be assessed; the trends and the related issues are to be identified; the future directions of the issues are to be forecast and implications derived. All of the above may impact the future strategic initiative.

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## **SMALL ENTERPRISES AND THEIR ROLE IN MARKET DEVELOPMENT**

Contemporary Russia is actively involved in the development of market relations and free enterprise. As we know, the small business is the foundation of market economy, and therefore, both practitioners and theorists pay more attention for it. The issues of small business in Russia are widely covered in the papers of A. Biryukov, B. Misakov, S. Totorkulov, A. Sharov and others. But, in general, there is no common understanding of the development of theoretical and practical problems of small businesses in the economic literature, making it necessary to study the factors affecting the development of small businesses.

However for an enormous country such as Russia, small enterprises may just be a connecting link, which ensures continuous work of large industrial businesses. Its activity sums up to 17% of the GDP in Russia. Moreover approximately 25% of the work places are occupied there. It should be mentioned, that around three million of sole proprietorships work in our country, although this figure gradually decreases, due to the financial weight towards sole traders.

A characteristic feature for small businesses is tough market competition, which is often something that enterprises are not willing to endure. That is why the active growth of new enterprises is accompanied by its active ruin.

Let's look at the dynamic of the coefficient of "fertility" and "mortality" of small enterprises in the period from 2005 to the 1st quarter of 2012 (Fig. 1). According to the diagram, in the 1st quarter of 2012, the fertility rate of small enterprises is 22.3, which is 0.6 less companies than in 2011. The mortality rate of small enterprises is 21.4, which is 5.1 companies more than in 2011. In practice, six

years is the average time of functioning of a small business. Among the main causes of the ruin of small businesses is not a lack of capital or inefficient technologies, but the lack of managerial knowledge. A loss of control over the state of affairs is often the cause of bankruptcy.

A great advantage that small businesses have is the ability to quickly adapt to developments in times of crises. Unlike small businesses, large firms are less flexible, and slower to respond to changes or fluctuations in the economy. In this regard, the governments of countries such as Great Britain, Germany, the US and other developed countries pay special attention and provide support to small businesses. With each passing day, the world shows that small businesses are the foundation of the economy.

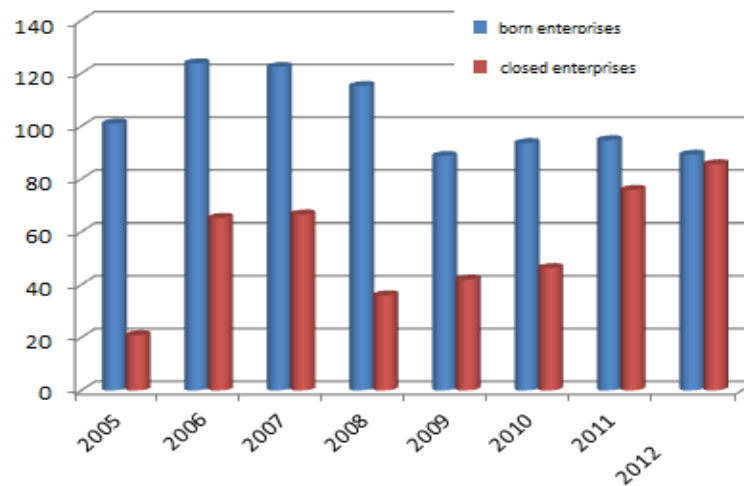


Fig. 1. Comparative diagram of "fertility" and "mortality" of small businesses in Russia from 2005-2012 [1]

About 70-90% of the total numbers of enterprises in the most developed Western countries are small firms. If we look at statistics, we can see that small businesses operate successfully in all highly developed countries of the world, ranging from the US to the EU. A small business employs up to 50 people in Great Britain, up to 100 people in the EU, and up to 500 employees in United States.

As for the share of small businesses in the economy of the leading countries of the world, there are practically no areas that could do without their products and services. As an example, let's consider Spain. The share of small businesses is 30% in the construction industry, a little less than 30% in shipbuilding, and 80% in agriculture. In Germany, contrary to established stereotypes, the mainstays of the economy are not the large automotive, chemical or metallurgical corporations, but small businesses, which make up 99.7% of all businesses.

Small businesses account for 1/3 of the GDP in the leading countries of the world: in the United States it account for nearly 35% of net income and 30% of total exports; in France and Germany, the share of small and medium-sized businesses in the GDP is almost 50%; in Japan it contributed almost 57% to all production and manufacturing; in Italy, it account for about 95% of the national income. Small

businesses also employ a lot of people in these countries. In the US employees of companies hire fewer than 250 people account for almost 50% of those employed in the private sector. In the countries of the EU, they account for 70% of all private sector employees.

It is worth mentioning the manner in which assistance provided to small businesses by countries around the world. In most countries there are special public authorities, that dispose both, broad range of powers and resource capabilities, for example, in Great Britain the small businesses are supported by the specialized National agency. USA is not an exception, it also has an administration for minor enterprises, which includes 14 000 branches around the country. Same goes for Germany, as they have the Directorate-General that is in charge of small and medium-sized enterprises, craftsmanship, services and so on.

These organizations are often seen as reliable shields amongst the enterprises. In most countries, there is a single body providing aid to small businesses rather than a variety of structures such as in the former Soviet Union.

In order to solve the problems of small businesses, the government must fundamentally change the system of support and development of small businesses. The priorities of the state should be the following: improving of legal acts; rationally combining all existing measures, both direct and indirect, to support small businesses; developing effective programs for the development of small enterprises at all levels.

Regarding the structure of small businesses in Russia, we can see that 60%-80% of the small enterprises in the Russian Federation are engaged in providing services. The structure of small businesses in Russia has remained unchanged; over 30% of all small business are engaged in the trade and repair of motor vehicles and household goods, while 18% of them are engaged in real estate and 14% in construction [2].

Moreover, like for most other sectors of the small business, the number of small businesses involved in the trade and repair of household goods has decreased (by 2600). The growing number of small businesses in the 1st quarter of 2012 was mainly due to 8000 new businesses in real estate and the services associated with it. New municipal utilities, according to experts, most likely created formal fragmentation of existing businesses for tax optimization.

It is very difficult to give an accurate forecast of the development of small businesses in Russia. There are many points of view on this issue, and, unfortunately, not all of them are positive. For example, 42% of employers believe that the business climate in Russia is not conducive to a culture of innovation and entrepreneurship, and 32% don't see support from the government for small and medium businesses. Others believe that small businesses in Russia will become the leader in productivity, technical equipment and innovative activity. But one should not forget that small businesses are the basis for medium and large businesses.

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## **MARKETING ANALYSIS IN INTERNATIONAL SUPPLY POSSIBILITIES**

Doing business internationally, companies face up the problem of suppliers and buyers (consumers) essential quantity and quality motivations. The quality aspect means the comparative analyses the essential motivations for suppliers and buyers (consumers). The quantity aspect requires conducting research of internal possibilities in strengthens competitive positions of supplier in foreign market.

Exporting issues of Ukrainian chocolate candies to Turkey have various aspects. By analyzing the Turkish market, it has been revealed that besides a huge number of confectioneries, chocolate products share is not sufficient. In Asia, chocolate hasn't traditionally been the sweet of choice, but as Turkish economy grows the demand is influenced the numerous treats.

Chocolate sweets are in great demand in Turkey, in particular during the Islamic holidays such as Kurban and Ramazan, when people buy the 30% of total annual sales of chocolate desserts. For this period local companies increase manufacturing of all types of confection both for national and international consumption.

Some Ukrainian companies such as Roshen, AVK, Konti export their products to various parts of the world. After analyzing their product lines, AVK has been selected as the best exporter. It is important to research the macro- and microenvironment to estimate it's export possibilities.

It is necessary to select macro environment indicators of opportunities and threats. The positive influence could be shown by the results of the research of such factors as:

- adaptation to Standards (TSE) – high level of costumers' confidence;
- custom duties (5%) – very suitable for exporting goods;
- taxes rate (20%; VAT -8%) – they are less than in other countries;
- infrastructure – high transport network, developed banking and insurance systems;



- high level of chocolate consumption;
- the ease of business doing (69 position);
- large population (75 million inhabitants);
- open for new products;
- new technologies;
- level of incomes per capita (minimal wage – €405,2).

However, the adverse side of the indicators is related to the problems of:

- problems with perception of a new product (for a daily consumption) – they can be avoided by demand stimulation by advertisement;
- adapting to TSE;
- customs rise;
- corruption;
- Company’s social orientation of company.

The results of detailed analysis are illustrated in table 1.

Table 1

Microenvironment for AVK in Turkey

Competitors	Intermediaries
<ul style="list-style-type: none"> <li>- product is not represented on shelves of supermarkets;</li> <li>- Incredible amount of potential rivals by the companies in Turkey: Ulker, Sholen, Eti, Sarelle, Nestle, Sagra, ect.</li> <li>- Potential exporters from Italy, Ukraine, Russia, Belgium, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Supermarkets(such as Migros, DiaSa, Şok, Tansaş, Carrefour)</li> <li>- Advertising agencies (for example, Amade tabela, Sitevizit, Berna Korkut production.)</li> <li>- Logistic companies for transporting to the country and in big cities.</li> </ul>
Suppliers	Consumers
<ul style="list-style-type: none"> <li>- No suppliers, the product will export in ready to use format.</li> <li>- Lack of experience in delivering.</li> <li>- Conditions and terms of supply</li> <li>- Sales system: terms and distance</li> </ul>	<ul style="list-style-type: none"> <li>- Increasing annually number of chocolate consumption</li> <li>- An idea of changing big packages of chocolate to small ones.</li> </ul>

It has been analyzed that by the Ansoff Matrix the manufacturer is predicted to use the market development strategy. It means that the company will adapt old product for Ukrainian market to a Turkish one, using some specific marketing instruments, particularly adapting packaging, using special advertisements, changing the name of some chocolates, etc.

According to the Turkish Internet survey data regarding the chocolate products more than 70% of respondents are interested in new products on sweet market and all of them buy chocolate at least 2 times per week but prefer the Turkish product (more then 90%). However, it could be explained with Turkish people mentality and patriotism. The taste (60%), brand image (25%), price (10%) and package(5%) were identified as the most sensitive items in making choice.

I offer the following recommendations to avoid various problems in the analyzed sector:

1. It is important to make sampling choices in supermarkets with the aim of product promotion. Moreover, public opinion poll can be conducted.

2. The problem concerning national standards in Turkey (TSE) can be solved by previously considering the main idea and total requirements for chocolate goods.

3. If Turkish consumers do not perceive chocolate candies for everyday consumption, the company should launch advertising campaign to persuade target audience to consume chocolate products.

4. The company should add social oriented themes to sweet wrappers.

To summarize, the results illustrate the idea of exporting chocolate sweets to Turkey. Both macro- and microenvironment are suitable for starting this business in big cities of analyzed country. The Internet survey has also positive influence for the new product in Turkish market. However, there are some problems with adapting chocolate candies to new consumers and their habits, but with previously learning standards and motives of potential costumers these issues can be avoided by the company.

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## **MARKETING INSIDE US**

Youth marketing – such names this trend today – isn't the new phenomena. Particularities and prospects to orientation for youth auditorium were known since youth became solvent category of the population.

Playing on her weakness had become gradually the main source of income of many companies in production sector. Perspective novelties inevitably attract young pairs and girls of whole world, causing to itself great interest.

Everyone wants to dress beautifully and fashionably at our time. This desire isn't caused only himself, social and cultural ambiances influence on person's opinion. Youth will be orientated on surrounding at choice of shop, at choice of clothes or any other things.

Youth is accepted consider people until 35 years old. This target auditorium comprises student and working people.

The modern young people strive for express its internal "I", but not always may realize it to life.

Let's consider how the consumer preferences depend on them social and cultural ambiances.

Students are unique segment of consumers. They strive for express themselves by any ways. They are usually influenced by academic groups, collectives and other people for everyday communication. Students will choose the different youth shops of the miscellaneous brands, search for themselves, try themselves in everything, until it'll be possible. They prone to pulsed purchase more than other people.

Something more new, something more interesting appears every day and students want to test that more than other youth. Modern brands play with it, calling test something new, not to lag behind, not to take pause. This acts very much effectively often.

Working people are other case. Different rules, different dress-code are used on different enterprises. The marketing service`s able to guess their behavior and choice depending on sort of activity and existing dress-code. Marketing won`t influence on this group of the population because working people are limited in possibility of the choice. Marketing efforts of brand will completely be deleted by dress-code of the enterprise-mercenary.

So it`s obviously students are the most profitable auditorium for concentration their marketing efforts because they are dynamic, have less restraining factors and will be the most sensitive to marketing lead of the brand.

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## **HOW TO ADVERTISE ON VK.COM: USEFUL TIPS AND IMPORTANT RULES**

Pavel Durov launched Vkontakte in 2006. And as it always happens, the success of the Russian social network led to the development of the Vkontakte advertising market. Vkontakte, which turned into vk.com, has become the number one Russian social network. According to the recent information, Vk has got over 250 million unique visitors per month. Opportunities are huge because VK.com has already got over 200 million registered users and over 42 million visitors a day.

So how can we reach our potential customers? As for today, the Vkontakte Advertising Marketplace offers two types of advertising:

1. Targeted ads, appearing on the private newsfeed ( which usually consist of a title, an image and a short caption. Very similar to display ads on Facebook, VK Targeted ads appear on the left side of the page and are offered on a pay-per-click or pay-per-view basis). Using the multitude of targeting settings, you can select the target audience that you would like to show your ad to. Please note the counter at the top, it shows the number of users who will be able to view your ad

according to particular targeting settings. The payment is based on geography (city, country), demography (age, sex, relationship status), personal interests, education and Work, additional parameters (devices, operational systems, browsers) etc.

2. Paid post marketplace, to advertise on communities. This is the type of advertisement to promote pages through publications that community-owners can post on their timeline. Advertisers directly pay V Kontakte, which gives the money to the community-owners, after keeping a 20-to-40% fee. In this case, ads are not marked anyhow as an advertising, so for the community followers it is just shown as a regular community content. There are two basic types of this kind of ads such as original post, created ad-hoc for that community by the advertiser and re-posting of an existing post from the advertised page.

In both cases, after the post is approved for placing it cannot be changed.

Of course, advertiser should search and select the most appropriate community – with topics consistent with their objectives, a good amount of subscribers, geography and other characteristics. Payment is based on coverage, total number of subscribers and other factors.

In the conclusion, we should use the VK.com as a base of our product's promotion. In the time if technological progress and Internet, Vk.com can become the main advertising field among all means of promotion.

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## **NEUROMARKETING**

Neuromarketing is a fascinating symbiosis of marketing and the science of people, it is the key to our subconscious thoughts, feelings and desires. Neuromarketing is a tool that helps explore these thoughts and emotions that awaken us to make a choice in favor of a particular product.

Neuromarketing is not based on assumptions, but on the study of sensory-motor, cognitive and affective reactions that consumers respond to various marketing incentive.

Neuromarketing allows scientists to find out why consumers make certain decisions, and what part of the brain tells them to do it. Through this neuromarketing initiated a real revolution in the world of advertising.

This new science appeared when the advertising world was convinced that the questioning of the audience in order to study its habits, lifestyles and opinions about the advertised product is not always a true information. The main task of neuromarketing is remove this truthful information directly from the brain.

To do this, researchers use resource such as:

- Functional magnetic resonance imaging (MRI) - allows you to measure changes in activity in different parts of the brain;
- electroencephalography (EEG) - to measure activity in specific regional range of the brain response;
- different biometric sensors – helps to measure changes in heart rate, respiratory rate, galvanic skin response, etc.

Due to a brain scan was opened curious fact, known to all marketers today: inscriptions on cigarette packets about the dangers of smoking, which carry a threatening information not deter smokers, but rather encourage them to smoke, exciting part of the brain that is responsible for formulating a response to pleasant sensations.

Furthermore, medical research has shown that consumers in selecting a specific product, brand, product management of all five senses, not just one. Can every second show in a commercial vivid pictures, attracts the eyes of the consumer, but he does not remember any of them, because his attention was drawn entirely sound of opening the bottle, just one of the accompanying pictures.

Market research wasn't going away, but it was about to take a seat at the neuroscience table and in the process, take on a brainy new look.

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## **MARKETING THEORIES – THE MARKETING MIX – FROM 4 P'S TO 7 P'S**

Marketing is a continually evolving discipline and as such can be one that companies find themselves left very much behind the competition if they stand still for too long. One example of this evolution has been the fundamental changes to the basic Marketing mix. Where once there were 4 P's to explain the mix, nowadays it is more commonly accepted that a more developed 7 P's adds a much needed additional layer of depth to the Marketing Mix with some theorists going even going further.

Before we get carried away though what is the Marketing Mix and what is the original 4 P's principle?

The marketing mix

Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. The 4 P's have been associated with the Marketing Mix since their creation by E. Jerome McCarthy in 1960 (You can see why there may have been some need to update the theory).

The marketing mix 4 p's:

1. Product – The Product should fit the task consumers want it for, it should work and it should be what the consumers are expecting to get.

2. Place – The product should be available from where your target consumer finds it easiest to shop. This may be High Street, Mail Order or the more current option via e-commerce or an online shop.

3. Price – The Product should always be seen as representing good value for money. This does not necessarily mean it should be the cheapest available; one of the main tenets of the marketing concept is that customers are usually happy to pay a little more for something that works really well for them.

4. Promotion – Advertising, PR, Sales Promotion, Personal Selling and, in more recent times, Social Media are all key communication tools for an organisation. These tools should be used to put across the organisation's message to the correct audiences in the manner they would most like to hear, whether it be informative or appealing to their emotions.

In the late 70's it was widely acknowledged by Marketers that the Marketing Mix should be updated. This led to the creation of the Extended Marketing Mix in 1981 by Booms & Bitner which added 3 new elements to the 4 P's Principle. This now allowed the extended Marketing Mix to include products that are services and not just physical things.

The extended 7 p's:

People – All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.

Processes – The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for.

Physical Evidence – Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example a hair salon would provide their client with a completed hairdo and an insurance company would give their customers some form of printed material. Even if the material is not physically printed (in the case of PDF's) they are still receiving a "physical product" by this definition.

Though in place since the 1980's the 7 P's are still widely taught due to their fundamental logic being sound in the marketing environment and marketers abilities to adapt the Marketing Mix to include changes in communications such as social media, updates in the places which you can sell a product/service or customers expectations in a constantly changing commercial environment.

Is there an 8th p?

In some spheres of thinking, there are 8 P's in the Marketing Mix. The final P is Productivity and Quality. This came from the old Services Marketing Mix and is folded in to the Extended Marketing Mix by some marketers so what does it mean?

The 8th p of the marketing mix:

Productivity & Quality – This P asks “is what you're offering your customer a good deal?” This is less about you as a business improving your own productivity for cost management, and more about how your company passes this onto its customers. Even after 31 years (or 54 in the case of the original P's) the Marketing Mix is still very much applicable to a marketer's day to day work. A good marketer will learn to adapt the theory to fit with not only modern times but their individual business model.

At Professional Academy the Marketing Mix is used across all of our marketing qualifications and first taught as part of the CIM Introductory Certificate in Marketing qualification but every level of qualification there are nods back to the Marketing Mix P's in some way shape or form so making them key knowledge for any marketer to be used alongside other Marketing theories such as SWOT Analysis, PESTEL Theory, the Boston Consulting Group Matrix and Stakeholder Mapping.

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## **BRAINSTORMING AS AN INTEGRAL PART OF MARKETING**

Brainstorming is an amazing way to create something new and surprising. Its combination with marketing gives effective results for sellers and customers.

Each of us can come to bat when ordinary actions are not efficacious. In such situations it is necessary to move in the other way and think up something uncommon, because outdated methods do not work. Brainstorming helps you to release your hidden intellectual productivity and spark off new ideas which would never happen under normal circumstances.

Brainstorming is inalienable part of marketing. As marketing is considered interesting and creative work, brainstorming is needed to be used for many purposes: developing a logotype, researching customers' needs, finding out a difficult situation, promoting one's product etc.

Marketers can use brainstorming in different ways. People can work in groups, when they write their ideas anonymously and then the facilitator collects the ideas and begins voting. During that process participants may pass their pieces of paper to

each other and add some thoughts.

There is one more effective method in brainstorming practice called “individual brainstorming”. Personal brainstorming is very useful for the start of any new project. It includes such techniques as free writing, free speaking, and word association. Sometimes it can be more useful than team work.

To sum up, for quality working some rules should be applied. For example, you have to disregard the fact that the idea can be absurd or curious; reject seriousness and define your problem or issue as a creative challenge. Your work must be a prompt and concentrated activity. It is important to write down your random ideas and everything coming to your mind.

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## **SOCIALLY RESPONSIBLE MARKETING**

World practice for a long time has many diverse instruments of socially responsible marketing, that allows to attract consumers and effectively influence their loyalty. For example, firm can organize a charity event, or invest money in social projects. David D'Alesandro in his book "Brand Warfare" indicates that investing money in important event for customer can cause an effect that customer transfer his or her impression from the event on the brand-sponsor of this event thus positioning this brand in consciousness as famous, featured and brand that deserves to be chosen. As an example of using and developing this effect may serve the company «Nike», which linked its name with the names of famous athletes such as Tiger Woods and Michael Jordan through sponsorship.

It is believed that this kind of methods could be afforded only by big companies with satisfactory financial position. The majority of firms for being socially responsible use charity event to involve consumers. These instruments are an effective alternative for those enterprises that can not afford to risk their money. Yearly sport charity event “Run under the Chestnuts” is an example. This event aims to help Ukrainian children with heart diseases. It has regular sponsors, from the Ukrainian and foreign companies, that in addition to their own funds, withdraw money from consumers. This is justified on both sides of view: for companies there is a good opportunity to increase demand on their products and to improve their own image and their brand loyalty. For society it is a real opportunity that people who need help will get it.

Implementing socially responsible policy, the company first of all receives a competitive advantage over competitors in the eyes of customers. Research conducted in 2008 by the Environics International CSR Monitor revealed that the



strongest influence on public opinion about the company has following factors: the social responsibility of the company (49%), quality and brand reputation (40%), business performance of the company (32%). The strengthening of the brand positions and image of the company as an effect gives increasing in sales and in market share. According to customers' preferences research that has been held in the US in 2007, 83% of respondents prefer to trust to companies that are socially responsible.

Social responsibility as one of the priorities of the company can motivate employees to keep them on the work place, because it causes a sense of involvement in the business that is important for society. In addition, the introduction of energy efficiency programs, increasing of the ecological protection of environment requires large investments, but they will pay off in the future, because of saving resources, receiving exemptions from the government and through informing the customers and receiving effect from them. Participating in large-scale projects also gives an opportunity for a new partnership relationships with other like-minded companies and getting from them financial support for new projects.

The most popular instrument of socially responsible marketing in Ukraine is sponsorship and charity. Instruments of charity are most used by powerful foreign companies such as Procter and Gamble. Minority of domestic companies also use such instruments (Наша Ряба). Meanwhile it is a mistake to believe that socially responsible marketing can use only big financial and industrial giants, that have to justify their excessive profits in the eyes of society or smooth the environmental and social imbalance which is caused by their activities. Small and middle business recently more and more are beginning worried by issues of social responsibility.

The advantages of using socially responsible marketing for company are:

- improving reputation and image of the company
- strengthening customer relationships
- increasing of customer loyalty and staff loyalty
- receiving competitive advantages over competitors
- additional opportunities for products promotion, PR and advertising
- increasing of investment attractiveness
- company will make the world around a little bit better!

The social responsibility of the company unlike legal liability is not a must for it. But if Ukrainian company will meet the long term needs of society in social responsibility, reputation of this company on the domestic and foreign markets will improve. It is believed that socially responsible marketing, more cost-effective than traditional advertising in media for several times. Social marketing projects can be an effective branding tool and at the same time it can be an instrument of solving social problems.

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## **FEMALE MARKETING IN BANKING**

With a global aggregate income of \$12,5 bn, and spending power beyond that, women represent one of the world's largest banking markets. Yet most banks still seem unwilling or unable to service the unique needs of their female customers.

For a such specific – and crucial – customer segment, marketing campaigns have revolved around such unfortunate clichés, with pink and floral motifs splashed across many of the banking products that have been specifically tailored towards women. Other banks, meanwhile, have chosen to overlook female customers and their requirements altogether. With women often shouldering the lion's share of a household's domestic duties, thus limiting their free time, convenience is a significant factor influencing female purchasing patterns. This is not just an intuitive conclusion; it has been statistically documented by a number of studies, including the 2009 BCG survey. Risk aversion, a preference for simplicity and valuing relationships and advice are also key attributes influencing women's spending habits.

Noone will argue that men and women are different, especially as customers. According to BCG survey [1], female customers tend to find the savings accounts and credit cards currently on offer to be packed with 'clutter', making it harder to choose between products. When it comes to investments, women typically have a stronger focus on the outcome they wish to achieve, rather than on the special features of the investment vehicle. There are also differences in the time at which men and women tend to use their banking services. Women would tend to phone the call centre between 9:30pm and midnight, while men typically preferred to do this in the late morning, before their lunch break [2]. By making sure that the best team was available at the appropriate time, and that the valuable customer calls were routed to the best officials, banks were able to offer a much better service, improve customer satisfaction and retention, as well as the chance to generate greater business from those individuals in the future.

There are also some benefits from giving attention to such kind of clients:

1. First of all, women are considered to be the most active part of society. Despite lower salaries than men, they manage to spend much more. According to the statistics, women are prone to be main customers for luxuries, travelling and financial products. This fact describes women as very active clients who are very attractive for banks.

2. The second one. Women are considered to be more reasonable when it comes to financial decisions. The discipline of female clients is very convenient for banks because it reduces loan risks.

3. The third advantage is that there is more women than men in society, and they live longer. According to the official statistics, there are 1140 women on 1000 men in Ukraine. Banks have to be pragmatic, that is why women would more likely return loans.

In Ukraine, the first bank who paid necessary attention for female clients was AlfaBank, which produced special Visa card called “Cosmopolitan” in 2007 [3]. All owners of this card had a discount of 15% for female magazine “Cosmopolitan” and some other sub-products, and this idea had a positive effect. Another banks, for instance, Nadrabank and Fidobank, tried to implement similar programs, but all their efforts were about emitting pink debit-cards and offering preferential loans for women.

Foreign banks were much creative. From simple credit cards with small mirrors on one side, to separate branches of the banks which service only women. For example, Raiffeisenbank launched a “lady’s bank” in Germany in 2006. And all stuff was consisted from women. The main idea was it that only women may fully understand female needs.

To sum up, women are born to be in the centre of attention, and not only by men, but also by financial institutions.

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## **CONSUMER BUYING BEHAVIOR: THE INFLUENCE OF MARKETING COMMUNICATIONS**

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, arousal, dominance.

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 be 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 take information. The verbal and visual information affects individual's perception of the environmental stimuli.

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 consumer's 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 consumers purchase those products from which they are emotionally attached. In addition, these attachments are created through advertisement as audio, video and text form, which appeals to him or her.

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### **EUROPEAN STANDARD ECOCERT IN THE RETAIL MARKET UKRAINE**

The consumer is the target audience of any manufacturer, it expects a good quality of products, which begins with the production of raw materials and in production cycle. The consumer hopes to get quality products that will not harm consumers health, the safety factor is most important for him in the organized retail network.

The topic of safety and quality of food products in Ukraine regarded for many

years. For many years we had a system where quality certificates were bought for money, but not passed the appropriate quality control. But all this changed one historically important moment for Ukraine of the Association Agreement with the EU. Domestic producers will be forced to apply the tools and methods of promotion on the market, the main focus of which is the positioning on the quality and safety of products.

In this context, special attention should be paid to the ECOCERT standard, the strictest and most prestigious standard among manufacturers in the world. Today with the help of this standard farmers are promoting their products in more than 80 countries.

ECOCERT was formed as a result of division of the Ministry of agriculture of France on 2 organization: L A. C. A. B (Advisory function) and Ecocert (functions of monitoring and certification). The ECOCERT certificate is a comprehensive and thorough monitoring of all stages of production, including: ecological purity of the land, on which is grown a special raw materials, technology of its processing, all stages of food production and its composition, packaging, labeling, storage and transportation.

ECOCERT is used for promotion on the market of food products, as well as cosmetics, detergents, perfumes and textiles. ECOCERT is the leading element of the practice of fair trade. A special role has this tool for brand promotion of environmental and natural products.

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## **HOW TO USE INSTAGRAM FOR SALE**

Internet business has become very popular in recent years. One of the most popular ways to sell the goods – to sell this products on social networks. Instagram is the new social network and it can be used for a lot of things – sharing lunch with friends, showing off latest outfit, or showcasing the awesome scenery of latest adventures. But Instagram can also be a great tool for marketing and growing some kinds of business.

When most people think about starting an ecommerce business, they have a vision of selling some amazing product that will enable them the freedom to work on something they truly enjoy. But despite early enthusiasm, sometimes they end up not taking action.

So what happens?

- A. They don't have any idea of what to sell
- B. Worrying about failing prevents them from starting

c. They have an idea but are not sure what to do next

Instagram is very easy to use and any idea can be implemented very simply. Brands of all sizes are becoming keenly aware of the large marketing opportunity with Instagram's massive audience. With Instagram, marketers have access to a huge audience of 100 million active users snapping over 40 million photos per day and posting 1000 comments per second. Instagram is more than a place for selfies and cat pictures. Consumers are photographing and discussing brands every day:

1. #Starbucks – 2.6 million photos;
2. #Nike – 12.7 million photos;
3. #Michaelkors – 1 million photos;
4. #Chanel – 2.4 million photos;
5. #Audi – 1 million photos.

So how to tap into Instagram's massive audience to increase E-commerce sales?

1. Encourage fan participation – launch a campaign or contest

Let's say that are a clothing brand and marketer planning an online end of summer sale. He could launch an Instagram contest around a theme of "Capture your favorite summer moments in XYZ for a chance to win a \$100 online shopping spree." Great! It's pretty straightforward, and marketer can expect to get some content to leverage.

2. Choose an appropriate campaign hashtag

Since sellers will be aggregating content through a hashtag, make it easy for consumers to share photos with some brand by choosing a hashtag that balances uniqueness with simplicity. Also, sellers will definitely want to avoid blending too many words into one hashtag. Instead, focus on making it memorable and brandable.

3. Choose a theme

Sellers get his fans to focus on his brand by giving them a specific theme to capture (that includes products). If the theme is too broad, sellers will end up with a lot of mish-mash and unrelated photos. If the theme is too narrow, it will discourage people from participating because it will be too difficult to snap an appropriate photo. Keep it simple and think of ways fans can easily capture photos of themselves, relatives, and/or friends using your products in fun ways.

4. Display your gallery

Depending on objectives, hosting a microsite for entries or display them in a Facebook page tab. whatever content aggregation tool or service that uses gives the ability to moderate photos. The last thing that needs to do is pull hashtagged photos straight from Instagram's API without moderation.

5. Link photos to product pages

Identify products in fan photos and link them directly to ecommerce pages from microsite or Facebook page tab gallery so consumers can go directly to store to complete the purchase.

## 6. Put customer photos on e-commerce site

Normally, when consumers visit a product page, they are immediately shown professionally produced photographs of products, and, in the case of fashion, often on models that don't look anything like them. What would happen if we could show real customers using your products on your product pages? Showing real customer photos on your ecommerce pages serves two purposes. First, seeing real people using your products helps build consumer confidence about your products. Second, it helps demonstrate social proof by showing your products are desired by others, precisely at a time when a customer may be feeling uncertain about making a purchase.

As an conclusion – Instagram is no longer a niche social platform. In fact, 68% of the Interbrand Top 100 brands are on Instagram. And as more jump on board, brands will be looking for new ways to tap into their audiences and harness the marketing potential of Instagram. Establishing a presence on Instagram is one thing, but tapping into user content to power your ecommerce sales is a whole other challenge.

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## **THE DYNAMICS OF MARKET UNREFINED SUNFLOWER OIL IN DNIPROPETROVSK REGION**

Oilseeds Ukraine - one of the few sectors of agriculture, which, even in the face of the global financial crisis is developing rapidly and has a strong export potential. This is mostly due to the following factors: the global shift in the structure of nutrition in oil and fats of vegetable origin; more affordable price compared with animal fats; dynamic growth sector of biodiesel and more.

Statistical sources show that the production of sunflower oil in Ukraine is about 3 million t; of which only 80 - 90 thousand. t goes to industrial use. A description of the market for raw sunflower oil showed that the market is dynamic and in 2014 reached 3,650 thousand t.; but growth rates vary greatly (see table 1).

Table 1

The dynamics of the market of crude sunflower oil in Ukraine

index	2007	2008	2009	2010	2011	2012	2013	2014
Sold crude sunflower oil, thousand tons	1381	2078	2226	1863	2772	2990	3177	3650
growth rate, %	-	50,4	7,1	16,3	48,8	7,9	6,3	14,9

Share packed crude oil in 2014 reached about 2190 thousand t., or 60 % of the total production of crude oil.

Analysis of the producers of crude oil packaged proved that mostly domestic products.



Comparison statistics Dnepropetrovsk region market development unrefined sunflower oil shows that its dynamics is quite the same as the general trends (see table 2).

Processing of oilseeds in Ukraine (according The State Statistics Committee of Ukraine) involved more than 1,200 businesses. In general, the industry is characterized by a high concentration of manufacturing: more than 90% of oil produces 51 specialized businesses large and medium power.

However, the Harfindelya-Hirschman Index (IXX) showed that the market for crude sunflower oil has a concentration of business (see table 3).

Table 2

Sales of crude sunflower oil in Dnipropetrovsk region

index	Dnipropetrovskiy region					The share of total production area, %
	2011	2012	2013	2014	2014, % 2011	
Unrefined oil, t	354807	409719	569547	597444	168,4	16,1
Sunflower oil,t	348467	402298	555699	583292	167,4	16,1

Table 3

Analysis of market concentration of crude sunflower oil in Ukraine (2013-2014)

№ п/п	Company name	output		(IXX)
		Thousands, tons	%	
1	LLC «Prykolotnjanskyj» OEP	64,35	2,2	4,84
2	PJSC «Volchansky OEP»	121,03	4,1	16,81
3	PJSC «Poltava OEP – Kernel Group»	174,51	5,9	34,81
4	PJSC«Kirovogradoliya»	180,78	6,1	37,21
5	LLC «Ecotrans»	39,66	1,3	1,69
6	LLC «Bandurskyy OEP»	75,05	2,6	6,76
7	LLC «Ukrainian Chornomorska industry»	186,38	6,3	39,69
8	Kahovskij branch CJSC «Cargill»	147,43	5,0	25,0
9	LLC «Cargill plant»	217,11	7,4	54,76
10	CJSC «Dnipropetrovsk OEP»	180,12	6,1	37,21
11	CJSC «Zaporizhzhya OEP»	268,67	9,1	82,81
12	PJSC «Vinnitsa OEP»	103,48	3,5	12,25
13	PJSC «Chernivtsi OEP»	48,67	1,7	2,89
14	PJSC «Pology OEP»	183,15	6,2	38,44
15	PJSC «Mironovsky plant for the production of cereals and animal feed»	103,07	3,5	12,25
16	LLC «Katerinopolsky elevator»	72,97	2,5	6,25
17	PJSC «Creative»	147,54	5,1	26,01
18	LLC «Macoli»	1,66	0,06	0,0036
19	Other	626,26	21,3	453,69
Together		2941,89	100	893,37

Thus, the study showed that the market of crude sunflower oil is more attractive than the refined oil market. This market is growing rapidly, is a competitive and poorly saturated.

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## **INSTAGRAM DIRECT PLATFORM AS A MARKETING TOOL**

Instagram Direct Platform enables privately to share photos and information with other users. This content can be commented, and only the sender and the participants of the chat will see the comments and likes. There are 200 million monthly active users on Instagram, 70% of which log in daily. This is a huge base of people for marketers to reach.

One of the reasons why marketers should consider Instagram is because it is mobile. It is a great way for your business to communicate directly with people with whom you want to build trust and credibility. Nowadays, 65% of the world's top brands use Instagram.

For example, Gap (USA) - trading networks selling clothing announced a contest with Instagram Direct. The first 15 people who commented on the photo took part in the competition. They learned about further conditions through directives from the brand account. When replying you tend to send your photo with something of Gap clothing you are wearing.

Promotion on Instagram is not much different from other social media platforms. Effective strategy Instagram is based on the understanding of what the target audience wants.

The following activities can be used in Instagram Direct marketing:

1. Organize contests among its subscribers. Due to private messages, brands can go direct with their subscribers.
2. Communicate promptly with their customers, thus it does not make possible negative reviews in the public space.
3. Offer exclusive content for loyal customers, such as discount coupons.
4. Announce fresh goods or upcoming products insides receiving feedback and offering to share the information about the brand.

## **LEAD NURTURING: STRATEGY OF MODERN MARKETING**

B2B lead nurturing focuses on educating qualified sales leads who are not yet ready to buy. The key to successful lead nurturing is to deliver content that's valuable enough to keep your audience engaged. If do it right, lead nurturing can help build a strong brand and solution preference in prospects long before they're actively engaged in a buying process. Lead nurturing software allows you to track qualified sales leads and automate content delivery through various B2B marketing channels.

Three main goals should be to as launch a lead program:

- Maintain permission to stay in contact with the prospect:

This is by far the most important goal of lead nurturing, because without it, we can't achieve the other goals. If a prospect loses interest in ours messages, they'll disengage by unsubscribing, marking your messages as spam, or "emotionally unsubscribing" – reflexively ignoring or deleting our messages.

- Establish key ideas, thoughts, or comparison points through education:

A potential buyer who we're nurturing may not enter a buying process for a long time. But during the lead nurturing phase, if we can educate prospects and guide their thinking to incorporate specific requirements and ways of thinking about the market, ours company and solutions will be much better positioned in their minds when they do become buyers.

- Watch for signs of progress through the buying cycle:

While we nurture potential buyers, we can watch their digital body language to help you understand where they are in their buying process. As they progress through the process, they'll reach a point at which lead scoring system tells to us they're ready to engage with Sales.

Lead nurturing is a powerful way to stay automatically engaged with future buyers. When you execute the process successfully, we can establish buyer preference for ours solutions while at the same time gaining an understanding of buyer timing. But this will only be possible if our lead nurturing programs deliver content that's of sufficient value and interest to the prospects with which we've maintained permission to stay in contact.

## **USE VSS FOR PRODUCT PROMOTION IN A GLOBALIZED MARKET**

Many world leaders took the strategy of the stability of its manufacture. They recognize that for promotion and support the rate of growth of the trade needs not only economic stability, but achievement ecological and social stability. Best practice in certain activities was adopted for the standards and recommended for voluntary use. Today already is more than 500 such standards - VSS, interest to their use constantly grows.

For Ukrainian manufacturers VSS is fundamentally new and necessary tool for adapt and advancement to globalized markets. In the conditions of occurrence in the world economic space Ukrainian of the company becoming more interested in sustainability of the its development - supervise the compliance of its good practice and confirm it through the relevant certification on VSS.

Avilon Ltd is one of the largest producers of trade equipment in Ukraine. Company has several representative offices in different cities of Ukraine and wide network of dealers. VSS can help him get substantial strategic advantages in home market and also strengthen and develop the competitiveness, make affordable global markets.

For Avilon Ltd among set VSS the greatest interest is represented by following standards:

- GMP – Good Manufacturing Practice;
- OHSAS 18001 – Occupational health and safety management systems;
- ISO 26000 – a management on social responsibility;
- ISO 14001:2004 – creation of system of ecological management.

In Ukraine the ten companies confirms conformity ISO 14001. This tool is badly used as a method for creation of competitive advantage.

Studying the experience certified the companies, possible to assert, that VSS can give Avilon Ltd considerable market advantages:

- Escalating of export possibilities to the EU countries;
- Supreme corporate reputation among the departments of the regulation, of consumers and the public;
- Transition in the concept of mutually advantageous partner relations with suppliers;
- Correct perception of spheres of influence and mutual responsibility;
- Choice of the initiatives providing stability of development.

Formalization ensures the quality of the production gets by the suppliers of the consumers all branches formation of competitive interest, becomes a support for occurrence in the global markets.

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## **MARKETING STRATEGY «GROWING» OF THE CUSTOMER OF BANK**

The most important part of the marketing strategy of the bank is its customers. The success of the bank directly depends on its ability to win and keep customers, as well as the depth of the relationship with the customer. Therefore, the main task of the bank is to build a system of effective communication with customers. Richard Denny is the one of the world's leading experts in the field of sales techniques, management and development of the personality at his seminar on art of customer retention as saying: «Do not set the answering machine. Relationships are primarily» [1].

Modern banks began to take of business model, which is primarily concerned about creating values for customer's advantage and profit considers as derivatives of «chain» of the economic effects of customer's loyalty which ensure sustainable development. Modern researches show that attracting a new customer costs to banks in 5-7 times more expensive than keeping old. Therefore, in the present conditions especially important gains the ability to grow up the customer, to raise it to the bank attachment.

Experts in the field of marketing to retain customers allocate some basic rules of customer retention: gratitude to the client; maximum simplification of communication with customers (it has to be easy to work with bank: special phone numbers for regular customers, entrance through the site, convenient registration etc.); special gifts and encouragement; constant monitoring of the desires and expectations of customers, call of feeling of value at them for bank; individual approach to each customer; division of customers into groups according to certain criteria and the creation of a marketing plan for each group of customers; accounting of stages in the life cycle of customers [2].

The choice of bank for the customer is based on brand recognition, the recommendation of friends, personal preferences. With huge competition in the market an important condition for the bank is to move the client to status permanent. This difficult process, since with the first service, helping the bank to «grow» your customer. Guided by three principles of building relationships with customers are listen to me, understand me, give me the opportunity to grow - the bank «looks after» for his customer, constantly paying attention to everyone.

Not always the money issue is fundamental in building long-term relations with the customer. It is much more important to understand needs of the customer's and to be ready to offer him a solution which as much as possible would meet its expectations. It means a complete change in the philosophy of work with the customer from a form of granting banking services to communication with the client. This is a work with «clients on growing», whose capital lies in the future. For this reason banks even more often start to raise their customers since a young age.

Marketers argue that customers are willing to change their habits mainly when their lives take place important events. This means that it is at such moments can easily entice the customer from a competitor. The child's birth belongs to such vital events, for example. At such moments the bank is obliged to be together with the customer. Each bank should develop marketing plan «education» of the customer. For example, the British bank NatWest launched a new online tool that can help parents to plan future family expenses. More than 1,100 customers of the bank set as its financial targets for the next year accumulation of funds for the emergence of a child or to pay for education of the children. Bankers consider such a high cost may surprise many future parents and stimulate them to accumulate the required amount.

When the child grows up, the bank should not be on the sidelines, it is the potential customer. Therefore, in the West a widespread way strategy of «growing» the customer is a children's banking it is the one of the full-fledged directions of banking business where banks cooperate directly with children. Some US banks have special windows for receiving contributions from the children. A small customer could able to reach a window itself, on a floor there are some additional steps.

Besides, teenagers have opportunity to obtain a loan to start their own small business. On the site Young Americans Bank which credits minor businessmen, it is possible to find such stories of success Attracting young customers and fostering loyalty, banks give gifts, organize children's game zones and free training programs for children where kids learn to manage funds on their deposits and credit cards are issued to their taste by pictures from Disney's animated films [3].

Today the national economy requires increasing trust of people to the banking system. And the competition for depositors funds is forcing banks to create niche products for low-income segments of the population - pensioners, students, and minors. Domestic banks should be aware of how important loyalty teenage audience, and to seek for purposeful strategy of growing customers. Customers usually reach solvency only in adulthood. However, banks have to understand that this is a generation, which in five years will be an adult, and if you do not start working with them right now, there is a good chance of losing them in the future. In this sense, the bank has to grow up together with the customer. So it is possible not only to attract children to the financial operations their parents, but also to solve a problem is much

more complex is to keep the audience upon transition from a teenage age category in adult for effective cooperation with the bank.

Addressing to foreign experience, it should be noted the successful realization of the strategy of «growing» the client in the German savings bank «Sparkasse» still in the 90's of the last century [4]. Specialists of the bank allocated the families expecting the child's birth. Then, the bank sent to happy parents letter of congratulations, and opened addressed to the newborn the account for the sum of 5 marks. Thus the bank keeps track of all-important events in life of customers. For children of preschool age produced comics KNAX; first-graders receive a letter of congratulations and the bank card; gave lectures on financial literacy with school students; separately produced magazines for teenagers; provided student loans for training; students Bank offers soft loans for cars; persons from 35 years offers savings accounts, developed special retirement program. Today two thirds of the German populations of deposits are placed in the bank «Sparkasse», which confirms the effectiveness of the strategy of «growing» customers.

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## **FOCUS ON LEVEL ASSESSMENT OF ENTERPRISE ECONOMIC SECURITY**

Assessment of enterprise economic security enables to determine timely the current state of enterprise's business activity results can be characterized by inefficient use of corporate resources in the existing environmental conditions.

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.

Under the condition of gaining profit the enterprise economic security level (*ESL*) is offered to determine as follows:

$$ESL = 1 + \frac{P_a - P_r}{P_r}, \quad (1)$$

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.

If a company has losses, the expression (1) looks as the following:

$$ESL = \frac{L_a - L_l}{L_l}, \quad (8)$$

where  $L_a$  – the actual level of loss in analyzed period;

$L_l$  – the losses that are limiting for the enterprise.

Based on the conditions of the profit formation the enterprise economic security level  $ESL$  may have the following alternatives of changing:

1. When an enterprise operates in a profitable way:

1.1. If  $P_a \geq P_r$ , then  $ESL \geq 1$ . In this case, an enterprise results in net income that exceeds a rational one. An impact of environmental factors on economic security of enterprise is positive.

1.2. If  $P_a = P_r$ , then  $ESL = 1$ . An enterprise carries out business activities correctly taking into account all the factors that affect it. Levels of actual and rational profits are equal. An environment influence on economic security is positive.

1.3. If  $P_a < P_r$ , then  $ESL < 1$ . A level of actual net profit is less than rational. An environmental impact on enterprise economic security is unsatisfactory.

2. If  $P_a = 0$ , then  $ESL = 0$ . An enterprise operates in nonprofit level.

3. When an enterprise has losses the possible approaches are follows:

3.1. Loss decreasing is planned: if  $L_a < L_l$ , then  $ESL > 1$ ; and if  $L_a > L_l$ , then  $ESL < 1$ . An impact of macro-and microenvironment on an economic security level increases or decreases respectively.

3.2. Loss increasing is planned: if  $L_a < L_l$ , than  $ESL > 1$  that points to improvement of business results; if  $L_a > L_l$ , than level  $ESL < 1$  that reflects worsening of business activity results.

Thus determining an enterprise economic security level by net profit level  $ESL$  is equal  $ESL = 1$  when actual and planned profits are coincided. Such level characterizes business activity of enterprise as agreed with an environment satisfactory for stable enterprise functioning. In case of under-fulfillment of planned rational net profit level in analyzed period, the level  $ESL$  will vary between  $0 < ESL \leq 1$ . If an enterprise has losses an economic security level will be negative  $ESL < 0$ . Under condition of exceeding planned rational net profit level in the actual period the level will be as follows  $ESL > 1$ .

Focusing on level assessment of economic security can help organizations determine how much to invest, where to invest, and how fast to invest in economic security-governance actions. They serve as one means to identify security risks to the enterprise and quantify the degree of risk exposure.



## **MARKET'S RESEARCH OF THE CHILDREN'S GOODS**

Among the major categories of children's products, first of all, we can mark such as products for new-born children, clothes, toys. A special place among the another categories of goods are takes clothes for children. In recent years, the clothes market for children has increased dozens of times and turned into an independent branch of the fashion industry.

Kids ' store “Toto Plus”, (city Dnepropetrovsk, 14b Gazeta Pravda avenue) is felt all the influence of market features and threats.

In Ukraine, market is developed all time. According to the analytical center COMCON, the children's goods market is near 25 milliard UAH in 2013, every year this indicator is increased by 15-20%. Every year in Ukraine about 500 thousand children are born. Children grow very quickly, so parents should renew and buy again a lot of new clothes and things. Crisis is less affected on the children's clothing market . 65% of the expenditure of children are spent to the food and clothes in crisis conditions and wage-out. Therefore the demand for children's clothes is stable and year-round, and the business is interesting for investment.

The researchers are found that share of the market kid' store “Toto Plus” consist 3.1%. Its main competitors are kid' stores “Toys” (5,1%), “Parade of Toys” (4.2%) and “Snail”(3,8%) and "Umka" (2,8%). If we calculate Harpendel – Hirschman's index, we can draw a conclusion that the market is not monopolized and weak concentrated (one firm takes less than 31% of the market, two firms together take less than 44% of the market, three firms together take less than 54% of the market and four firms take 63% of the market). That is, the market condition is favorable for the competition's development.

However, if we speak about kid' store “Toto Plus” we see powerful threatening effects. Today the market is been quite saturated and the proposal for separate groups of goods exceeds the demand. Secondly, the infinite opening of new retail and wholesale sellers of children's clothing, increasing volumes of imported goods quickly increase competition. Threaten trendy is the fall in the purchasing power of the potential audience.

We need work hard on the marketing programmer, to care about our professional level and quality of service. We should leap forward and meet clients' wishes very quickly.

## **THE DEVELOPMENT OF THE EUROPEAN PRACTICE OF SORTING GARBAGE IN UKRAINE**

As of 2000 in Ukraine the total mass of accumulated refuse exceeds 25 billion tons, that's an average of 40 thousand. tonnes per 1 sq. land area. The value of accumulated waste has reached a line beyond which there is a threat of environmental catastrophe.

Our country needs to reform the system for the collection and recycling of garbage. Practice sorting food, glass and plastic garbage takes place in Ukraine, but doesn't give the desired effect. In order to find out the reasons, I conducted a survey and surveillance of residents of Dnipropetrovsk.

Were obtained the following results:

- Population attracts the experience of European countries, but they don't believe that this practice is applicable in Ukraine. They don't see in practice how the system of waste processing and its effect;
- The state doesn't provide enough dumpsters of different types. The undeveloped state regulation;
- Unavailability of the population follow the rules of sorting waste. Absence of environmental culture and social responsibility (insufficient environmental education leads to misunderstanding of requirements in the field of preservation of ecological well-being of the population);
- ignorance about the functioning of the garbage processing enterprises and the development of the processing recycling and others.

Accordingly, these items are the main reasons in terms of population, why did not take the practice of waste sorting. However, the majority of respondents support the idea of sorting and recycling.

Not only the state is obliged to protect the environment, it is not always possible to carry out, because of limited budget. Therefore, it should motivate businesses to work in this scope. At the moment, there are many limitations for such company: complicated process formalization, obtaining a license for each type of garbage, comprehensive regulation of activity. In the future state should promote the development of such associations as UEA"UkrEko."

Specific objectives to be achieved with the correct sorting of garbage is efficient extraction of "useful" products (selection "recycled" for sale businesses that use them in their production), allocation of garbage in prescribed places for further transportation and disposal, or burning to produce electricity.

Given this data, the government and enterprises, it is necessary first of all, to develop environmental responsibility among the population and encourage them to sorting garbage, through the use of marketing tools: social and informational advertising, understanding the formation of the need to respect environmental standards, promotion of environmental values, events in the format of "Clean City", "City without garbage", attract young people to promote the idea of reducing the anthropogenic impact on the environment. It is recommended to use the experience of countries such as Germany and Switzerland, which have achieved the greatest success in the field of recycling (over 80% of waste, of which 50% is used as a secondary raw material; for comparison, Ukraine as secondary resources are used for only about 5% of municipal solid waste).

Importantly to bring to enterprises and households that sort of rubbish - this is an important need, both from the environment, first of all, and by the development of the economy. For example, it is estimated that the first phase of work in recycling of garbage in the industrial turnover in Ukraine can attract hundreds of thousands of tons of recycled resources and increase production on millions of UAH, herewith significantly reducing energy costs, create thousands of jobs.

Maintaining the quality of the environment requires the development of appropriate legal measures, specifically the improvement of the legislative structure in the field of ecology and control over its execution. State stands to weaken the control of the activity of enterprises for garbage disposal and increase the impact on population: a system of fines and punishment, administrative responsibility for environmental offenses.

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### **DISCOVERING THE POTENTIAL OF CAFE BRIGANTINA FOR AN EXTENDING THE MARKET SHARE**

Brigantina has been the successful café on the market in Volnogorsk for 17 years. The full service is provided. The main services: providing the food in accordance with an assortment for permanent customers, the organization of banquets. Café's contingent is the middle-class people aged 30. There are two players provided similar services at similar prices and have an approximately similar share on the market. These are such cafes as Olimp and U Petrovicha.

Now the enterprise has a problem such as the lowest attendance among customers, and because of it there is no large income amounted 6.2% from the main company's income. Therefore it is necessity in discovering the inside potential of enterprise and searching the ways of its realization.

The studying of the market potential capacity shows that the solvent population is amounted 18 319, the average attendance in this café is amounted the 1 time in a month, an average bill is 30 grn. It means the potential capacity of the market is  $18\ 319 \cdot 1 \cdot 30 = 549\ 570$  grn. The real market's capacity is 123 264 grn so the market's potential is  $100\% - 123264/549570 \cdot 100\% = 77.6\%$  or  $549570 - 123264 = 426\ 306$  grn.

255 dishes per day can be made due to the production capacity, it is eaten the 1.5 first courses per man in the average. Thus the kitchen can serve  $255/1.5 = 170$  men in a day. it is served only 5 men in a day (excepting the weekends and Friday, the banquets are conducted on this days), the quantity of visitors is amounted  $5/170 \cdot 100\% = 2.94\%$ .

Brigantina works 8 hours in the average, the average time of taking meals is an hour by one visitor, and the quantity of places is an equal 50, then the hall can contain:  $8 \cdot 50/1 = 400$  men in a day.

It means that the hall can be holding the certain quantity of people who can really be served by the kitchen. If the café can serve 170 men in a day, Brigantina works only 4 days without banquets, the average bill is 30 grn, and 4.28 weeks in a month, so the monthly income is  $170 \cdot 4 \cdot 30 \cdot 4.28 = 87\ 312$  grn by working on full capacity. The real income is 2568 grn, so an enterprise can earn  $87312 - 2568 = 84\ 744$  grn in a month. For full realization of the potential capacity it is necessary to attract share of potential market:  $84744/426\ 306 \cdot 100\% = 19.9\%$ .

Carried out the analysis we can say that Brigantina uses badly the production capacity (only 2.94%), and for the full usage it is necessity to attract 19.9% of potential market. But only 22,4 % of potential market uses the café's services. We can make a conclusion that it is necessary to carry out the marketing investigation in the future which applies to the discovering of customer's preferences. After that it could make the further strategy of café's promotion on the market and determine the necessity of changing the assortment and price policy.

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### **SPECIAL FEATURES OF THE MARKET OF PLASTIC WINDOWS IN DNEPRODZERZHINSK**

Dneprodzerzhinsk has a fairly developed market of plastic windows, which includes a set of firms that implement and install this product. The main product range includes window systems, doors, various accessories and other related products. In this regard, the market offers not only imported products (Poland, Germany), but also those of Ukrainian producers.

A study of major vendors' offers showed that they all offer the same set of brands - Rehau, WDS, Aluplust, Veka and others. Therefore, the main competitive advantages in this market are: lead time, quality of installation, installation costs, as well as price promotions and offers.

Portfolio analysis of applicants showed that their structure is not the uniform, they contain small orders from the population and large orders from industrial organizations. Approximately 80-85% of applications include an order for one - three windows, and only 20-15% of applications (contracts) come from large customers - building organizations.

All this complicates the planning of production activities and the organization of service. Among other things, there are problems of staffing and its uniform workload.

However, in terms of money orders from the population greatly exceed the orders of the industrial consumer. Therefore, the competition for the final consumer is particularly acute and requires constant effort not to lose the pace of production and sales. Competent advertising campaign is crucial for stable operation of industrial enterprises. It should be based on a good knowledge of their potential audience, as well as monitoring of changes of its consumer sentiment.

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## **USING VSS FOR PROMOTION IN THE WALLPAPER MARKET**

In 2014, Ukraine signed an association with EU. In this context, domestic enterprises have tasks of implementing in the European market with the appropriate special methods. A review of literature and adopted practices have shown that for the Ukrainian market of wallpaper there is a number of tools that are used to promote the products in a highly competitive market.

These include:

1. The CE mark on the label of wallpaper, which confirms their compliance with applicable EU directives. This marking indicates that the wallpapers are safe for the health of consumers and for the environment.
2. RAL - trademark of quality. This sign is introduced by the Association of wallpapers Manufacturers. It signifies compliance with the comprehensive requirements and quality standards in the manufacture of wallpapers, which is constantly monitored by a neutral independent organization.
3. Standard FSC. This standard was introduced in 2009 on the basis of the almost total borrowing certificate of Rasch - FSC®. It means that the wallpaper is

made from wood obtained in accordance with the principles of sustainable usage of forest resources.

However, the European practice has a much broader set of tools in organizing chain sales in industrial markets. It is crucial for Ukrainian enterprises to quickly adapt to the rules of the organization of market relations in the European Union market and use commonly recognized tools for appearance and promotion of products, including voluntary standards for sustainable development - VSS. These tools are designed to demonstrate the position of the company as meeting the highest requirements in the industry - the use of modern technology, providing high quality products, the guarantee of security of materials. For example, for the Ukrainian market of wallpaper a valuable standard of "good" practice is the SAI. These standard advances human rights at work, driven by diverse perspectives to navigate evolving labor issues. We design and implement innovative processes that empower and inspire stakeholders and facilitate partnerships.

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## **EXPLORING NEW TECHNOLOGIES FOR INNOVATIVE AND CREATIVE MARKETING**

Attracting new customers requires not only well-known, but also unconventional approaches. To reformat businesses' web-sites is one of the new technologies. That is why, consumers can find the business they need while they are on the road. A hypersonic sound device can be used to market products or services. First used by the military to communicate over long distances, these devices direct sound to the exact location where you want to be heard. They are commercially available now and can be used for marketing messages.

One of the latest technologies is geotagging. The geocoding process enables us to add the latitude and longitude coordinates of the businesses' location to digital concept, including web-sites, photographs, videos, news, articles and blog posts. Digital media getting tagged with business geographic information can be added to online maps. Breweries, grocery stores, hair salons and restaurants can also benefit from the geotagging thanks to better discoverability.

There are plenty of ways to benefit from geotagging. In case of small local-business all of its content can be tagged. When customers go over its content for a web-site, they can easily figure out how to get there.

Geotagging is becoming very popular for brands. The reason why companies

use it is that this technology helps them to maximize their ROI (return on investment). It allows them to select their target audience, for instance, according to specific data (location, demographics etc.). However, the company needs to set up a special code taking the user to a specific page that provides information users are looking for, location of the store including.

When creating targeted marketing campaign the customer information provided online is a valuable input. The advantage here is that any mobile user leverage upon geotagging technology. Businesses often reach out users through text-messaging. Located-based marketing with geotagging technology is seen as promising and inexpensive. Any business can organize a cutting-edge marketing campaign taking into account the tool in question.

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## **SOCIAL MEDIA MARKETING**

Modern society has been dealing with information technology for a long time. The Internet has become an integral part of people's lives. It is necessary in all aspects of modern life and helps in solving many economic and social problems, so it is an important marketing tool. Using the Internet we have an opportunity to create social networks, which have already become an essential part of the Internet.

A social network is an online service, website or platform for organizing social relationships. These networks can be in public access for all users or can be available only for a limited group of people. Undoubtedly a lot of peoplesurfing on web pages cannot stay invisible for commercial companies. Therefore, the phenomenon of marketing in social networks or Social media marketing began to spread. This is not just a phenomenon in marketing, it is a whole set of components or, as marketers say, 4 P: price, product, promotion and place. SMM is the cheapest way to promote your brand and implement your goods or services in the future, but it is just one of the marketing solutions [1].

Social Media Marketing solves a number of problems such as:

- development of a networkpromotionstrategy;
- impact on the target audience;
- improving the reputation and status of the company;
- analysis of the brand position on the market by constantly monitoring the number of visitors on the website of the company, tracking reviews about product and maintenance etc.

- sales boosting;
- keeping the audience by promotion, information e-mails, etc.

There are different ways in social media marketing to attract the attention of the target audience to a particular brand or company. The simplest one is the media advertising, which is similar to the advertising in the print media, but has a major impact due to the presence of hyperlinks and animations. Such advertisements may be presented as a banner or as a text with a hyperlink.

Over the past few years the usage of advertising in blogosphere becomes more common among companies. In some cases the audience of blogs exceeds the audience of mass media, but they are considered more trustworthy. Despite the fact that advertising in blogs has no direct impact on the level of sales, it is a simple and affordable way to maintain the image of the company and distribution of the brand.

To achieve the goals of the social media marketing one must use more creative approach in problem solving. That's how the concept of "guerrilla marketing" as a way to affect potential buyers was established. The features of this concept are presence of close contact with a representative of the target audience and the opportunity to affect his choice by "anonymous opinions." Among the varieties of guerrilla marketing we should emphasize driving up the number of votes which brings a website on the top of the search charts in Google and Yandex. Prices for these services vary from 10 thousand rubles per month of website being in the top of search charts to 85 cents per voice/like [2].

In addition, social networks provide an opportunity to create their own informative sites, for example, corporate blogs, which are will also contributing to the promotion of the company. You can also use raffles, promotions and games in social networks to attract customers [3].

The appearance and distribution of social media marketing mainly depended on the unidirectionality of traditional marketing, which focused on providing information to consumers. Social media marketing provides direct contact with a potential customer, thereby increasing the effectiveness of the tasks.

On the other hand, social media marketing drastically reduces the cost of advertising and promotion of the product, as the cost of advertising on social networks is significantly less than in the print media [4]. Popular Russian social network VKontakte, which has more than 270 million users and has more than 62 million visitors per day offers different types of advertising from targeting to special offers in games. For example, the price for ultra-precise targeting of ads (targeting) varies from 24 to 33 rubles, depending on the target audience [5].

Another advantage of social media marketing is the number of their audience. In the last decade, superiority of online media over print media and TV becomes more clear. For example, the magazine "Time" which printed media's audience was rapidly



dropping from 1,2 to 18 million a year. However, their application with electronic versions of publications which they launched earlier showed audience growth of 34%, which ultimately amounted to about 44 million people [6].

The complex of all advantages of social media marketing makes it to the advertiser the most effective tool to promote the product.

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## **PROFESSIONAL EMPLOYMENT OF UKRAINIAN WOMEN IN THE ECONOMY OF THE 21ST CENTURY**

It is considered to be of key importance for economic growth to empower women in taking leadership positions. A lot of business leaders have realized that gender diversity is a driving force for the performance of their enterprises. The matter of great significance is the participation of women in the higher executive level. On the microeconomic level here are some economic arguments in favor of more gender diversity on company boards. Studies from various countries show that companies with a higher share of women at top levels deliver strong organizational and financial performance. Studies have also shown that where governance is weak, female directors can exercise strong oversight and have a “positive, value-relevant impact” on the company. On the other side according to recent estimates, women control about 70 % of global consumer spending. More women in management positions can therefore provide a broader insight in economic behavior and consumers’ choices, leading to market share gains through the creation of products and services more respondent to consumers’ needs and preferences. The problem of senior executives is directly connected the level of women’s professional education, nowadays more than half of the students graduating from Europe’s universities are

women. On the macroeconomic level the absence of women in senior positions may trigger vicious cycles that further widen both the gender employment gap and the gender pay gap. Strong economies and sustainable pension systems in the future will depend on higher female employment rates and high wage returns on paid jobs. This is why the Europe 2020 Strategy sets a target of raising the employment rate for women and men aged 20 to 64 to 75 %. Achieving this target requires greater participation of women in the labor market. Therefore, incentives for women to stay in the workforce, including credible prospects of career progress, are essential; one of such incentive consists in opening the door to top management positions. It is worthwhile mentioning that in Ukraine according to statistics of the UN Office (UNDP), about 14% of women occupy senior management positions, but the majority of them occupy the positions among specialists - 79.9%. According to UNDP, women own 20-22% of small and medium enterprises. As for big business, it still remains a "masculine" - only 2% of Ukrainian women are the owners of a large business. In this connection according to the data of UNDP women's employment is more common in the following areas:

- Health care and social assistance - 81.5%
- education - 76.4%
- financial institutions - 66.4%
- public administration - 64.8%
- sphere of hotels and restaurants activity - 69.8%
- sphere of post and communication activity - 61.4%
- provision of communal and individual services - 59%
- sphere of culture, sports, recreation and entertainment - 62.8%

As we see, nowadays the situation with gender stereotypes in the professional sphere is mainly the same. Women are occupied with the spheres of entertainment, hotels, restaurants, post, communal, culture activity. The binary opposition of public and private sphere is at the basis of women's professional activities as it was one thousand, one hundred or few years ago.

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## **STAGES OF CONSUMER'S DECISION-MAKING PROCESS**

Decision-making process on the acquisition of goods includes the following stages:

- Need recognition;
- Information search;
- Alternative evaluation;
- Purchase decision;
- Consumption;

- Post-purchase behavior.

The need recognition for “driving lessons” services arises in many cases. The most common are as follows:

- The consumer has already got a car, but has not got driver's license;
- Consumer is planning to buy a car, so decides to get a driver's license.
- It may also be a situation where the consumer is aware that without the driving skill his life does not work out the way he hopes and therefore he decides to learn to drive.

Speaking of information search, in this age of rapidly progressing technology, the consumer is definitely looking for the necessary information on the Internet. Firstly, an internal search is carried out: some information about driving schools can already be put in customer's memory. Most likely, this knowledge is not enough to make a decision. That is why it is important to place all necessary information about driving school on the Internet and regularly update it.

Alternative evaluation includes evaluating the options according to the criteria of the expected benefits. Thus, in the case of the driving school, with alternative evaluation the consumer chooses schools with convenient location and compares prices in them. Turning to a more detailed consideration, the consumer compares the other parameters (timetable of the lessons, the number of vehicles to choose from, the duration of the course, etc.)

Typically, the decision to purchase, in this case purchase of services, the customer considers the "pros" and "cons" of each of the schools covered by his attention.

Consumption of "Driving lessons" services is carried out for about two and a half months. For school it is important not to lose face in students' eyes during this time, or their negative reviews might scare off potential future consumers.

Post-purchase behavior is closely connected with the period of consumption. The customer makes conclusions about the quality of services provided to him. The willingness of the teacher to answer all questions even after graduation positively affects post-purchase behavior. Since the need to obtain a driver's license is rarely more than once in life, we cannot say about consumer's loyalty by re-purchase.

The four types of consumer purchasing behavior are:

- Routine Response/Programmed Behavior;
- Limited Decision Making;
- Extensive Decision Making;
- Impulse buying.

Choice of driving school is related to Extensive Decision Making, since the cost and risks of the wrong choice are quite high.

With this type of consumer purchasing behavior usually all stages of the decision making process take place. Firstly consumer feels the need, then consumer makes the

internal and external search, evaluates alternatives and opts for one of the driving schools. In post-purchase behavior stage, consumer can feel doubts about choice he made, but if driving school provides its customers with all that was promised by advertisements, these doubts will disappear.

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## **PROMOTION OF THE BRANDS IN SOCIAL NETWORKS**

The social networks have appeared in 1990s. Geocities, created in 1994, was one of the first social media sites. The concept was for users to create their own websites, characterized by one of six "cities" that were known for certain characteristics [1].

The popularity of online social networks have started to win in 1995, with the advent of the American portal Classmates.com. The project has been very successful in the next few years, provoked the emergence of more than one dozen similar services. But the official beginning of the boom of social networks is considered to be of 2003-2004., When they were launched LinkedIn, MySpace and Facebook [2].

Until now social media sites supposed not only as a communication tools and entertainment portals but also as a powerful tool for marketing research and brand promotion. Why more and more companies are paying interest to social networks?

There are three main opportunities given by social networks: target brand promotion; feedback; image-branding [3].

Target brand promotion. In most cases, the main purpose of promoting the brand in one or more social networks is the desire to attract attention to the brand (whether new or already known) among potential customers. This point impact on the target audience is much more efficient than the classical (mass) methods of online promotion of the brand. Branding in social networks is carried out with a view to a specific audience of potential fans of the brand, taking into account age, gender, geography, accommodation and other socio-demographic characteristics of users. This allows several times to increase the effectiveness of promotional activities of the company - do not waste time and resources on clearly inefficient activity, "the firing of cannon on the wheel".

Feedback. Also one of the most important goals of social networking is to get feedback from actual and potential consumers of the goods or services under this brand. Whatever may have been spectacular classic advertising campaigns (contextual advertising, promo video, banners, etc.), they have one serious drawback - questions or concerns arising from the user, remain unanswered. From this perspective, social networks are not the best field for the use of traditional methods of public relationship activity. Social media - is primarily for users to interact, exchange

views. Therefore, it is imperative that the user can not only comment on a promo video or product details, but also ask a question directly to the company. Unlike conventional "hot line" dialogue of the consumer and the manager will take place in full view of hundreds of thousands of potential fans of the brand. Such openness and direct interaction with users strengthens the positive image of the company and "grows" loyal consumers under this brand.

**Image-Branding.** Despite the fact that the world-famous brands of clothes, food, cosmetics and electronics have long won popularity with millions of fans and, it would seem, do not need additional promotion in the Internet space, they also have their representative offices in the largest social networks. Marketers and PR-specialists giant multinationals before the others realized what opportunities this provides a channel of communication with consumers. Immediate dissemination of information among the users of social networks quickly and with minimal effort to correct the image of the brand, and direct contact with representatives of the company - to increase the level of customer loyalty.

There are following stages of brand promotion in social networks: pre-targeting; content management; direct work in online communities [3]. Client-oriented promotion in social networks requires a very serious preparatory work. And above all, social media marketing-specialists, which are in direct contact with the users of social networks, require specific and precise information about the target group - a potential consumer of the goods or services promoted under the brand must have a face. Therefore, before you create a group or a community in a social network, it is necessary to conduct a full-fledged market research - experts on promotion should be aware of the age, gender, interests of the users, which is aimed at social media marketing -activity. This information is used primarily to identify specific methods of interaction with users, communication style, and most importantly, the type of content offered by potential fans of the brand.

**Content Management.** Any text, photo, video and audio content created on the basis of detailed data about the target audience, will be placed in the community, and directly on the official website dedicated to promote the brand. Naturally, the type of content and method of delivery at promoting the brand and expensive whiskey brand sportswear will seriously differ, so social media marketing -promotion here is inseparable from the social media marketing events.

**Direct work in online communities.** The most labor-intensive and costly stage of brand promotion that requires specialists of the highest professionalism and ownership over the amount of information about the promoted brand. It should share the work in the informal communities (for example, in a group of fans of any brand of car) and the organization of the official community of the same brand of car. In the first case, the social media marketing specialist is "behind the lines" and the promotion is done very carefully, without the slightest hint of direct advertising - as we have said, it is fraught with negative reaction of the users and can lead to the opposite result, the rejection of the brand itself. In the second case (the organization

of official group brand) one of the prerequisites is in constant contact social media marketing specialist with the company - for rapid and effective response to user need fresh and comprehensive information on the brand and the product.

Results of Internet Branding. Ultimately, the creation of a formal or informal community brand simplifies public relationship activity of the company in many ways. In groups, social networking information about new products or services covered by an order of magnitude faster than other ways of informing consumers. Direct contact with users allows you to inform consumers about their own activities, announce the release of new products, and, in addition, to conduct market research audience at no additional cost. The ability to quickly obtain information about consumer preferences or reactions to products under this brand itself is well worth it. Well-functioning and growing online community of loyal brand users allows seriously save budgets for other activities to promote the brand.

The Commission of Experts of the Association of Communication Agencies of Russia summed up the development of the advertising market in Russia for the first half of 2014. The total volume of advertising in its distribution net of value added tax amounted to about 165 billion rubles that is almost 6% more than the same period of the previous year.

Table

Volume of advertising market in Russia in first half of 2014 [4]

Segment	Volume, billions of rubles	Increase, %
Television	78.4-78.9	4
Radio	7.7-7.9	6
Print media	16.8-17.0	-10
Outdoor Advertising	20.9-21.1	0
Internet	38.0	20

As we can see from the table above, internet is the most growing segment of advertising in Russia and advertising in social networks included in this segment. Therefore, we can speak about social media marketing as about very perspective tool of brand promotion.

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## **MARKET ANALYSIS USE OF HEALTHY PROFESSIONAL PET FOOD**

Pet care in Ukraine is a dynamic and high growth industry which attracts increasing numbers of international producers with each passing year. A growing number of Ukrainian pet owners are becoming better educated about how to provide their pets with the best possible care and thus extend their lifespan and improve their overall wellbeing. Moreover, sales of pet care products continue to be supported by the increasingly prevalent 'pet humanisation' trend. Many Ukrainian pet owners strive to give the best to their pets and this is set to support sales of industrially-prepared dog and cat food and dog and cat treats as well as various pet products and accessories and pet-related services over the forecast period.

The health and wellness trend prevails in almost all pet care categories in Ukraine. Ukraine's cat owners are becoming better educated on how to care for their pets and this has led to the development of new specialized pet products with vitamins and minerals which target specific features of pets of different breeds, ages and sizes, among other characteristics. Ukrainian consumers have responded positively to this trend and many of them preferring only to purchase food which has healthy marketing claims for their pets.

Healthy nutrition program from Royal Canin - is much more than a trend. Healthy nutrition program is based on scientific facts and constantly reinforced by new knowledge. Scientific development research center of Royal Canin, together with the experience of the partners - breeders and veterinarians - increase the knowledge base of the company for more than 40 years.

The principle of "Healthy Eating" finds its reflection in a better and longer life thanks to the animal ideally suited nutritional solutions. Each cat and dog are unique, they can not go the same nutrition program. Royal Canin - a company which takes into account age, activity, breed, size and way of life of the animal and offers:

- Rations for puppies / kittens and adult animals;
- Rations for specific breeds of cats and dogs;
- Rations depending on the size of the animal;
- Diets based on the specific needs of castrated animals;
- Diets for animals according to their way of life;
- Diets for cats and dogs with special needs.

The leading local and multinational companies in pet care in Ukraine each offer several brands. The industry's top two players, Mars Ukraine TOV and Nestlé-Ukraine TOV, each accounted for a high proportion of retail value sales in the industry in 2012 and the competition between them remains strong. The success of these leading companies lies in the strength of their brands in various different price segments. The brands of these companies are very well-established and well-known

among Ukrainian consumers thanks to high levels of promotion and advertising support. Nonetheless, local manufactures still made a huge contribution to growth in pet care in 2013 with the majority of them able to attract consumers with low-priced brands.

During 2013, modern grocery retailing channels accounted for 41% of total pet care current value sales. Numerous new supermarkets opened in Ukraine's major cities, which attracted higher numbers of new consumers to this retail channel. Supermarkets and hypermarkets continue to benefit from offering mass economy and mid-priced brands. As a result, more Ukrainian consumers relied on these channels for their pet care products during 2013. Pet shops remain very popular among Ukrainian pet owners as they employ staff who can give advice and make recommendations on the best pet care products to suit each individual pet. Pet superstores, often located in shopping centers, are also becoming popular in Ukraine due to their regular use of special offers and price discounts.

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## **ON UKRAINIAN LABOR MARKET NEEDS IN MARKETERS**

Economic crisis seems to be over, but Ukrainian labor market has not recovered yet. According to the official statistics of the State Employment Service, on 11/09/12 there were registered 416 thousand unemployed in the country (1.5% of working population). Experts claim the real level of unemployment is about 7%. Applying for an appropriate job might take months. However, specialists in sales and promotion are still in demand. The purpose of this work is to analyze the shape of labor market with marketing vacancies. All the statistics data below is from biggest HR portals in Ukraine: <http://rabota.ua>, <http://hh.ua>, <http://www.work.ua>.

In the third quarter of 2012, vacancies number for marketing increased by 1.4 times as compared with the same period of 2011; and this figure is 11.38% of the total vacancies number in the labor market at the moment. During the first half of 2012, the quantity of CVs related to sales, PR, advertising was 7.3% of the total resumes.

Almost a quarter (24%) of all vacant jobs in the "Marketing/Advertising/PR" was placed for specialists in the Internet marketing. World Wide Web is a communication channel rapidly gaining popularity among Ukrainians companies of any size or business type. As a result, demand for that kind of professionals grows permanently. As it is a rather new trend, which has been developing only for the last 6-8 years, specialists with wide experience are sorely lacking. Shortage of educational institutions training the Internet advertisers or marketing managers makes the situation more complicated, as well as the fact that many employers are quite far



from understanding the special features of the Internet marketing. Therefore, finding those recruits with successful case studies is difficult in 2012.

The largest number of vacancies for marketers is posted by the companies in the wholesale trade (12%), fast-moving consumer goods (11%), software development (10%) and retail trade (10%). The lowest level of available positions for marketers is in mass media (4%), HoReCa and entertainment (4%) and pharmacy (2%).

According to the Ernst&Young agency, the most demanded vacancies in marketing are: trade and regional representatives, sales managers, merchandisers, managers working with retail chains, promoters and marketers. Nowadays, there is almost no demand for advertising staff.

Talking about the regions, more than a half of all vacancies for marketers (54%) is placed by employers located in the capital of Ukraine – Kyiv. Share of the biggest cities (Kharkiv, Donetsk, Dnipropetrovsk, Odessa, Lviv) is about 24% and job positions in other regions account for 22%.

Today many companies prefer not to introduce a new staff to the unit. Large corporations are guided by the cultivation of personnel within and are beginning to look for potential “juniors” (young and perspective professionals, graduating students).

After all, the main question in job searching and one of the most important points of hiring still remain the same: it is salaries. Salaries in 2012 in marketing area stayed on around the level of the end of 2011. Traditionally, the highest salaries in Ukraine were paid in Kyiv. (Table 1)

Table 1  
Marketing professions salaries in hryvnas (according to <http://hh.ua>, July 2012)

<i>Position</i>	<i>Average amount in the country</i>	<i>Average amount in the capital</i>
Design, creative work	5,299	5,904
Sales	4,695	5,647
Promotion, advertising, PR	4,394	5,654
Brand manager	5,771	8,129

Novice marketers are primarily welcome to work if they graduate from Kyiv-Mohyla Academy, Taras Shevchenko National University of Kyiv and Kyiv National Economic University named after Vadym Hetman. These higher educational institutions are believed to provide the best knowledge in marketing all over the country.

The last thing to add is that the demand for marketing specializations is 2,000 jobs a month. And now more and more experts on particular areas of marketing appear. Eventually, it may lead to building a pretty strong differentiation of all kinds of marketing jobs after a while.

Ukrainian labor market offers lots of opportunities for marketers whether they are

post graduating students or highly-skilled professionals. Companies need knowledgeable and efficient staff to sell, make profit and make their positions on markets stronger. Nowadays employers are interested in recruiting executives with potential and clear vision, especially marketers working in the Internet. Experts assert next year marketing will do well again.

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## **ANALYSIS OF THE MARKETING AND PROMOTION OF SPORTS CLUBS**

All sport and recreation organisations undertake marketing, although they are often unaware that they are actually doing so. Examples of marketing include:

- Offering a service to an existing market or deciding to offer a new service to cater for a new market.
- Making a decision to change prices to reflect the increasing costs of providing services or to induce greater use of services by offering discounts.
- Listing the organisation in the yellow pages telephone directory or placing information about membership registrations in suburban newspapers.
- Preparing a competition fixture for the upcoming season.
- Redecorating club facilities or putting up shade protection around external play areas.
- Having a staff member or volunteer attend a professional development workshop devoted to preparing and submitting funding proposals or to learning about new workplace health and safety policies.
- Determining membership refund policies or developing policies to recruit volunteers.

Note that each example implies that the organisation is making a decision in relation to its customers. This is important to understand because it means that the organisation is doing something that affects the quality of the customer's experience. Each example also addresses a different aspect of marketing. These aspects are referred to as the marketing mix variables and are labelled as product or services, price, promotion, place or distribution, physical facilities, personnel and policy management.

Many organisations make the mistake of focusing on price and promotion to the extent they neglect other marketing variables. However, as a generalisation, sport and recreation customers are reasonably tolerant toward price increases and will agree to pay more if they can see that they are still getting value for money and are told what extra benefits they will receive from price increases. Over half of all paid promotions are considered by marketing analysts to be a waste of money and never reach their intended audience.

More importantly, other variables — such as the quality and accessibility of

services, the attitudes of volunteers or staff toward customers, the standard of facilities and customer friendly policies — directly affect the customer's experience and hence their rejection or acceptance of services. Moreover, attention to these other variables can often be achieved with minimal cost.

The practice of marketing then, is the activity of manipulating the marketing mix variables to satisfy the needs of customers. However, in keeping with the first idea that marketing is customer focused, organisational decisions that relate to customers should first be tested with customers to gain their approval of changes. For example, informally asking regular customers about how much they would be willing to pay for a service or asking them for input into the plans to redecorate club facilities (before the redecoration occurs) are consistent with this idea.

The previous examples represent formal marketing activities because the organisation is making a conscious decision to alter some aspect of its operations to achieve some specific purpose. Organisations also conduct informal marketing and are often unaware that they are actually engaged in marketing. More importantly, these informal practices can have more significant implications for the organisation compared with all the formal marketing practices combined.

One important difference between successful and less successful sport and recreation organisations is that successful organisations generally leave their customers feeling satisfied to the point that they are willing to repeat the experience and to tell other people that they should try it as well.

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## **MARKETING AND WOMEN'S LIFE AT THE BEGINNING OF THE 21ST CENTURY**

The necessity of the Ukrainian philosophical thought to appeal gender has become apparent. Nowadays, Ukrainian humanitarians are forced to consider the fact that modern philosophy is in the process of deep transformation in the search of new methodologies and approaches to the analysis of social and cultural phenomena. Gender research has led to a new round in understanding the nature of the human person, male and female, in society, culture, art, politics, science and economy.

It is worth while recollecting famous citation: «In politics, if you want anything said, ask a man. If you want anything done, ask a woman.» said, Margaret Thatcher.

As it's known, the status of women reflects particularly socio-political structure of the country, the level of the economy, culture, governance, rule of law, public consciousness, value orientations.

Despite the development of gender studies, the main reason for selection of women in a particular socio-demographic groups and specific category of behavior is

the performance of the generative functions, that is, that they have the ability to bear children, which is a prerequisite for the whole list of cultural and social consequences.

The scientists write that the historical past of Ukraine displays a moderately patriarchal society. The principle of gender inequality is firmly rooted in morals and customs of public life. During the centuries duties of women were reduced to the education of children and the maintenance of order and cleanliness in the house, so to say the "home economies".

It is clear that such an approach to the women's activities is not conducive to the realization of personal potential and leads to gender discrimination - violation of human rights by gender features. Particularly affected are the rights of women, because it is not implemented rightly of free choice: who to be, how to build their lives. Society imposes the idea of the perfect image of women in the family, her behavior, forcing a woman to adapt to family life by inhibiting its "I". Public opinion hardly overcomes the prejudice that woman can be happy only realizing herself as a mother, she cannot be a good leader, politician.

It has become apparent that over time our society formed stereotypical thinking - those life axioms that we take for granted: the customs and habits, moral norms and principles rooted in culture and history. Our family, the media, civil society organizations in many ways shape it and make us believe it.

As for binary thinking, according to many authors, the male is first, the female is second; men are active, proactive, dynamic ; women are receptive, passive, static. You can select the binary oppositions, stereotypically attributed to man and woman: the logical – the intuitive, the abstract – the concrete. First of all, masculinity is related to logical and femininity – the intuitive.

We can continue the oppositions: the instrumental - the expressiveness, the consciousness – the unconsciousness. There is a stereotypical view that women's sensuality, empathy, emotional expressiveness distinguish it from men with instrumental dimensions, and competence. Thanks to these qualities, it is believed that all women are more flexible and responsive.

The next opposition is the power – the submission. Women are regarded having loyalty, sacrifice, patience, humility. The men are regarded as having the opposite qualities, and because male and female are comprehended in terms of power - the submission.

Then the order – the chaos. In addition, the philosophical view of the gender differentiation of form and matter is expressed in contrasting order and chaos.

The independence, the individuality – the proximity, the collectively. The important gender stereotype is that women tend to take care of surrounding them with people, first of all their husbands and children.

During centuries, philosophers, anthropologists, psychologists justified sexual difference, the difference of man and woman. But can we say that we don't meet women with logical mind and sensitive men; active, power, dominant, aggressive women and passive, obeying men? The sociological significance of the concepts of male - female gets its content through observations of really existing male and female

individuals. These observations suggest that neither biologically nor psychologically masculinity or femininity can be determines.

Women today have the rights they strive for – we can vote, get jobs, and be reckoned.

Still, “As long as women face violence and discrimination, our efforts to eradicate poverty, achieve equality, and advance human rights and democracy will not succeed” said, Michelle Bachelet, the President of Chile.

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### **A BIRD IN THE HAND OR NICHE MARKETING**

If an entrepreneur offers one product to all consumers and does not worry about its adaptation for different preferences and tastes, they are risking to lose their clients and, therefore, their profits. Market segmentation is vital to success in many fields of business where consumers have particular needs.

The first step is to identify the target market. Every marketer knows very well that a modern society is a large group of personalities who may form separate groups with their general purpose, for example, women who would like to use natural and organic cosmetics.

When a marketer has identified segments, they have to choose the best strategy for their work with clients. An old adage says that a bird in the hand is worth two in the bush. These words are a short description of a niche marketing strategy. For instance, Rolex is the world famous watch brand. The company is also known as "capital on the wrist", which produces only expensive and reliable products for wealthy customers.

The strategy of a niche market is very often applied in the Internet marketing. There are a lot of websites which are designed to owners of cats or professional chefs. Such web pages try to satisfy needs and wants of their target audience. These sites include not only a wide choice of production but also interactive elements such as thematic online games, quizzes, tips and news.

In generalized marketing, market competition sometimes passes into a stone wall between a buyer and seller. However, niche marketing may create an opportunity to achieve a special success. The example is kitchen knives produced by a Germany company Wüsthof which is well known among European chefs. The company celebrates its 200th anniversary this year and Wüsthof occupies a solid position within its target market.

In any big city there are a lot of stores which have a specific assortment for people who have hobbies (gardeners, fishermen, etc.). There is also a nice example of a Ukrainian successful project «Lviv Chocolate Factory" that is the only of its kind in Ukraine. The company specializes in hand-made chocolate; cafes of this brand are in

different cities of our country. «Lviv Chocolate Factory" produces special sweets for special people which are prepared to pay more for the first-rate chocolate.

In conclusion, there are advantages and disadvantages of niche marketing but certainly this strategy is a promising start for many new entrepreneurial projects. This model of marketing strategy gives a company a chance to become a leader in a narrow (not small!) niche of market and acquire regular clients who will become loyal friends.

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### **CORPORATE CULTURE IN RUSSIA**

The definition of corporate culture came to Russia not that long time ago. For soviet people whose target was accomplishing of production plan such tool as a corporate culture didn't even exist. Since the collapse of Soviet Union western companies have gradually integrated into Russian economy. With this integration foreign companies brought some organizational tools, one of them was a corporate culture.

During the transition to the market economy most of Russian employers chased a short-time profit and didn't care about other aspects of running the business. That means that they didn't pay enough attention to internal environment and relationships among employees. At one point employers started to lose profit due to foreign competitors, who knew how to run business in a market economy. One of the reasons why did Western companies had success that time in Russia was proper usage of corporate culture.

Whether written as a mission statement, spoken or merely understood, corporate culture describes and governs the ways a company's owners and employees think, feel and act. Your own business's culture may be based on beliefs spelled out in your mission statement. It could consist in part of a corporate symbol, like the rainbow-colored apple that symbolizes Apple Computer. Whatever shape it takes, your corporate culture plays a big role in determining how well your business will do<sup>[1]</sup>.

In this article two different models of corporate culture are being overviewed. First one is Daniel Denison's model<sup>[2]</sup>, second one is David H. Maister's model<sup>[3]</sup>.

“Customer Focus” and “Quality of Relations” In these models some similarities can be found. For example are pretty close. Denison says that employees recognize the need to serve both internal & external customers and continually seek new and improved ways to meet customer expectations, Maister says employees let know our customers that we appreciate them as well employees do their best to satisfy customer needs and make deals in high standards. These statements are pretty similar and have same goals – to make customer satisfied, to find new ways to meet customer expectation. Or statements of Denison “Goals and Objectives” and Maister “Long-term Goals and Objectives” show that employer should set short-term and

long-term goals at the same time. Short-term goals help every employee see how his/her daily activities connect to the vision & the strategy. Long-term goals usually directed to save good relationships with customer, so he/she would recommend company to his/her friend, family mates and others. Then goes Denison's "Capability Development" and Maister's "Training and Development", both authors say that training and special courses are essential. It helps employees to get new skills; even if it is costly it will pay back in times. These analysis shows that Denison and Maister have some similar views on certain problems of corporate culture.

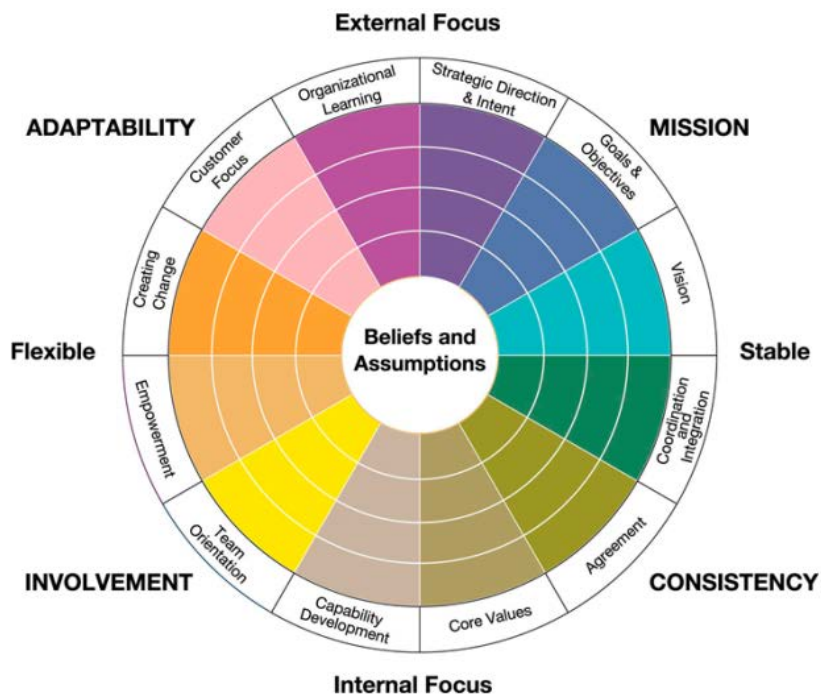


Fig. 1. Daniel Denison's model

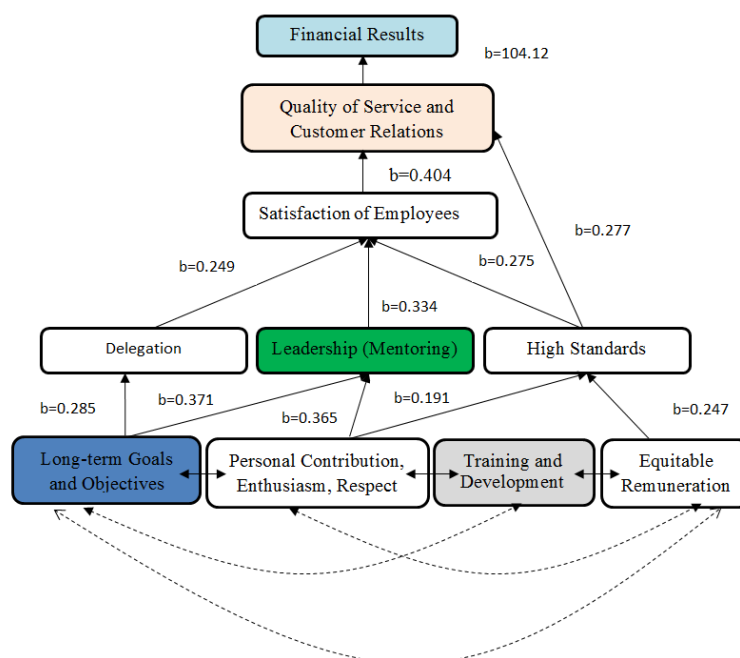


Fig. 2. David H. Maister model Service and Customer

Coming back to Russian market, these corporate culture tools described before allowed improving internal environment and relationships among employees in Russia. And this is very significant for company, because people would rather work for a company with good corporate culture and for less money, than with lack of corporate culture and for more money. This corporate culture tool integration admitted Russian employers to be able to compete with foreign companies. Actually they took their experience, changed it a little for Russian conditions, and now they are pretty stable on the market.

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### **THE IMPORTANCE OF THE BUSINESS MODEL**

A business model is a firms plan or diagram for how it competes, uses its resources, structures its relationships, interfaces with customers, and creates value to sustain itself on the basis of the profits it earns.

In principle, a business model does not matter to customers; it is important to the company and the organization of its business. The business model determines the external relationships with suppliers, customers and partners. However, it is primarily focused on the company’s business processes.

At the business model development stage, it is premature for a new venture to raise money, hire a lot of employees, establish partnerships or implement a marketing plan. A firm needs to have a business model in place before it can make additional substantive decisions.



Fig. 1



The Importance of a Business Model the following:

- Serves as an ongoing extension of feasibility analysis;
- Focuses attention on how all the elements of a business fit together and constitute a working whole;
- Describes why the network of participants needed to make a business idea viable would be willing to work together;
- Articulates a company's core logic to all stakeholders, including the firm's employees.

The business model describes, as a system, how the components of the business (i.e., organizational strategy, business processes) fit together to produce a profit. It answers the question: "How does this business work?":

1. The value chain is a model that many businesses and entrepreneurs use to identify opportunities to enhance their competitive strategies.

2. The value chain is the string of activities that moves a product from the raw material stage, through manufacturing and distribution, and ultimately to the end user.

3. By studying a product's or service's value chain, an organization can identify ways to create additional value and assess whether it has the means to do so.

4. Value chain analysis is also helpful in identifying opportunities for new businesses.

There are components of an effective business model.

The business model is the key factor that leads to success. It provides the starting point that allows a company to maximize its profits—the sooner the business model is in place, the better.

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## **THE SECRETS OF SUCCESSFUL MARKETING**

What is marketing? One word: sale. It is no secret that most marketers do not care what you need, because profitable goods sold = profit in his pocket.

Scientists have spent more than a year, analyzing the behavior of consumers while shopping. The conclusion was predictable: in countries with right-hand traffic people walking around a store counterclockwise and vice versa. Therefore, a slight movement of the hands on your eyes when entering any wholesale store set item, enticing and outstanding shop with the best hand, and also the most beneficial for sale. On the same principle, the frame store: door, cash register, shelving, price tags, etc.

However, this principle only to large commercial premises. Regarding medium

and small companies, most often there are so-called consultants. There are several effective and proven ways of sale when consultant can sell you unnecessary goods.

1. The promotion.

To attract more customers brands are often put free trial samples. If the store is similar, the consultant will draw your attention to this item.

2. The weak point.

A few discreet questions from the consultant will introduce you and your preferences all. Thus you will leave the store with a suitable, but not the desired product.

3. Upsell.

The responsibility of each consultant to offer the consumer first new, then expensive, and only after acceptable for the price of the goods.

4. The persistence.

A sincere smile, friendly eyes, constant communication with the client, the greeting and farewell the ability to repeatedly return customer again to this store.

However, it should be remembered that these practices are not for all stores.

Thus, these secrets can help the consumer who does not want to be deceived by marketer who wants to sell goods.

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## **IMPROVING SUPPLY IN THE CONTEXT OF GLOBALIZATION**

Nowdays, Ukrainian tube manufacturers face a lot of serious problems. On the one hand, the market tends to globalize and the business competition becomes more severe. On the other hand, the oil and gas sector, which appears to be the key client of tube-producing companies, is experiencing a major recession. Moreover, the trade barriers from Russia, the major customer for Ukrainian tubes, continue to grow.

Interpipe, a major tube producer, cannot ignore these difficulties. The company's annual production is more than 1,4 million tones. Interpipe possesses 4,3% of world's seamless tubing market and 12,8% of railway wheels market. In order to be more Europe-oriented, the company needs to use new promotion tools, widely used in Europe, in a more active manner. One of these tools is called BSCI – Business Social Compliance Initiative.

BSCI aims at initiating a stable improvement of supplying countries' activity by introducing monitoring of social responsibility in the world trade. However, all the suppliers shall have an estimation procedure as for compliance with the Code on a regular basis. Lots of the companies, who are BSCI members, have been already working in Russia, CIS and the Baltic states, therefore the suppliers' demand for an estimation services as for compliance with the BSCI Code is increasing.

Interpipe can benefit from the BSCI standard implementation in the following ways:

- Trust of BSCI partners and development of business relations with them;
- Market positioning as a company with high social responsibility level;
- Demonstrating liability and business exposure to all the interested parties;
- A better access to the suppliers, corporation members of BSCI.

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## **PECULIARITIES OF INTERNATIONAL MARKETING IN INSURANCE**

In terms of growing unsated insurance market, there is a significant use of marketing to promote this type of business. Despite the rapid growth of Ukrainian insurance market, the number of insurance companies and increased competition, the demand for this type of services is low. This is so, because there is lack of sufficient information about the insurance market and its individual segments, as well as the lack of insurance culture and confidence in the insurance.

The problem of negative attitude towards insurance has comprehensive social, psychological and informational purposes, and, therefore, there is no reason in expecting to solve it at the state level, through the mechanism of compulsory insurance. Today, leading Ukrainian companies Ukraine are trying to solve this problem effectively by introducing the mechanism of insurance marketing, which is based on international marketing strategy of the insurance industry. The purpose of the study is to highlight the main features and peculiarities of the application of marketing in this area and the reasoning for this.

Insurance marketing is the complex of actions aimed at increasing the income of the insurance company or maximizing the sales of insurance products through the fullest consideration of the needs of clients. Marketing insurance is a preliminary analysis of the profitability and potential customers, as well as the methodology of their conquest and retention [2]. In these definitions, consumer is seen as an object of effort applied by an insurer, and not the equal part of insurance relations.

International experience shows that the most effective and useful are only the equal relationship between seller and buyer of insurance services. In this context, marketing of insurance services should be viewed as a system of concepts and techniques by which understanding and effective interaction between the insurer and the insured is achieved. In addition to this, this system provides them with optimizing their financial and economic relations, which is aimed at meeting all the needs of customers in high-quality, cheap and full insurance protection, as well as reaching the

profitability of insurance operations for the company [1].

The international insurance marketing complex include: market research, segmentation and positioning; developing new insurance products or adapting the existing ones to the requirements of the market; the creation of effective system of selling (distribution) of these products and their management; carrying out activities to promote the products (advertising); conducting PR-communications policy.

Insurance marketing differs from traditional marketing and has the following features:

- 1) Insurance Marketing involves the analysis of various risks;
- 2) Strong state regulation of the insurance business, high requirements to the properties of an insurance product;
- 3) The lack of patenting insurance products, leading to rapid copying of successful innovations and insurance programs by competitors;
- 4) The need to study many markets and activities for effective business (the variety of types of insurance);
- 5) Incomplete understanding of the insurance essence, the effectiveness of insurance coverage and the mechanism of pricing for some customers.

Due to the current situation on the insurance market of Ukraine, there are some factors that impede the development of insurance marketing such as:

- 1) Lack of experience, focus on short-term prospects, the lack of long-term planning and strategy development;
- 2) High prices of insurance marketing and lack of funds;
- 3) The development of corporate insurance.

Overcoming this situation is possible through:

- 1) Focusing on the individuals market;
- 2) Increasing the presence of foreign insurance companies on the Ukrainian market;
- 3) Independent consulting in the field of insurance marketing;
- 4) Increasing competition, that will boost the companies interest in marketing, because they will understand its importance in the competition for clients.

Consequently, the peculiarities of international insurance marketing is connected with the specific product of this activity, state regulation and macroeconomic situation.

The role of marketing in insurance activities is extremely important, because the ability to estimate market current needs, coordinate a company's activities in accordance with them, carry out the policy of promotion and marketing effectively, and foresee future prospects for grow this the basis for the prosperity of any company.

The current situation on the insurance market encourages companies to improve their operations, using the long-term development strategy. Effective and well thought-out marketing activities is the determining factor for the success. To survive

in the competition, insurance companies are required to use international experience, for example apply new, specific marketing strategies, put new forms of services in to practice, set the interests of customers on the first place, fight for every customer. This explains the need for insurance companies to operate on the market according to the theory and practice of modern marketing.

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## GENDER MARKETING

To sell and promote the company's products increasingly using a gender approach to divided the market. After exploring the consumer behavior, marketers have come to the conclusion that such way - one of the most profitable.

Gender marketing - the phenomenon of separating and facilitating consumer entity. Manufacturers make segmentation dividing market for men and women, boys and girls. Dividing consumers into smaller groups, which in turn has a positive effect on business.

Wonder that manufacturers have found ways to attributed to the male or female, even such gender - neutral things, like : chocolate, yogurt and ballpoint pens, soap. And even the consumers themselves are not averse to paying more for sign : «for man» или «for women».

And so, to specify the stereotypes used in advertising and different communications:

Table 1

Men	Women
Strength	Wisdom / trick
Straightness	Complexity
Readiness	Inaccessibility
Principled	Variability
Focus on action	Emotionality

Traditionally, there are categories that are more associated with the female half (food, health products, clothing) and conversely products associated more with men (alcohol, cigarettes, cars, appliances).

On the "Gender" of products affects everything: color, form, size and so on. Unique Features of women's products: lighter and brighter colors, floral patterns, smooth lines, rounded form, light weight and small size. For men – conversely: dark colors, strict lines, boxy shapes. Therefore, when the company «Dove» decided to enter the market of skin care tools for men, they changed the color of the packaging to gray and made the square form, to give it a more "masculine" appearance. As a result, in one year they have attracted millions of customers in 30 countries and a profit of \$ 150 million.

From birth, man meets a gender segmentation. Because in children's clothing store most of clothes will be in pink and blue tones. Apart clothes painted in these colors have become household appliances and furniture. Absolutely absurd outlines of color separate began to acquire from the beginning of the 1980s, when pink no longer simply only for girls, and became practically the only choice. At the same time the company decided that, dividing the market for products for both boys and girls and selling multiple versions of the same product, they will be able to earn more money.

To summarize, the separation of for adults and children subjects continues throughout. Packing toys and drawings on the clothes literally screaming to whom they are targeting. Boys offer a bed in form of racing car, with superheroes rucksacks, guns; and girls - pink dress with princess ruler, jewelry and dolls. Due to the separation of children's clothes at things for boys and girls child's world begins to clearly divide into 'their and others'. Violations of gender boundaries cause ridicule, misunderstanding and rejection from others. Classmates will laugh at the boy who came to school with a portfolio with Barbie, and at the girl, putting on shoes with Spider-Man. By adulthood, people are so accustomed to differences in consumption that little doubt in their natural origin.

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## **THE LANGUAGE OF ADVERTISING: CHOOSING A CREATIVE APPROACH**

Advertising as a part of our everyday life is often recorded somewhere at the back of our minds and is recalled when we buy something or look for a particular service.

The subject of this research work is the language of printed advertising. The object is printed advertising and its stylistic features.

The main objectives of the presentation are to find English advertising in different media and to research the stylistic features of advertising – lexis, syntax and semantics.

American Marketing Association (AMA) defines advertising as: “Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor.”

The message which is presented or disseminated is called advertisement. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common.

The language of advertising decision making takes into account the objectives to be determined, the type of advertisement to be used, media selection etc. Choosing the language requires creative approach. The language of advertising is normally very positive and emphasizes why one product stands out in comparison with another. The adjectives used mostly are *new, good, free, fresh, delicious, full, sure, clean, wonderful, special, crisp, fine, big, great, real, easy, bright, extra, safe, rich*. The verbs usually used are *make, get, give, have, see, buy, come, go, know, keep, look, need, love, use, feel, like, choose, take, start, taste*. They are known to be used in active, not passive voice, weakening the idea and making it difficult to understand. The widely used disyllable and multi-syllable verbs include *accept, adopt, assure, award, contact, design, discover, enjoy, hurry, introduce, obtain, offer, provide, receive, request, remember, secure, supply, welcome*. Generally, *you* is used in advertising instead of *we*. English compounds become a conspicuous characteristic of English advertisements. Familiarity and recognition of an idiom increases the ability to perceive, remember and reproduce the slogan. Using idioms in everyday speech, people automatically recall advertising. In advertising idioms are used in four ways: paraphrase - replacing one of the words; pure idioms - a ready word combination is used, which can include a word that has a direct attitude to the object of advertising; reinterpreted idiom - holistic meaning of the idiom is divided into individual meanings of its words and, as a result, the phrase gets a new meaning, which is inseparably connected with the object of the advertising; concrete and abstract words.

Advertising does not tolerate verbosity and complication-speed amorphous syntax, since its very nature must be dynamic. The syntax characteristics of advertising in English are the following: general use of short sentences, the use of imperative sentences, frequent use of interrogative sentences, the use of noun phrases, appropriate use of conditional sentences, flexible use of quotations, extensive use of elliptical sentences, frequent use of parallel phrase structures, the use of separative sentences.

When a big advertising text is needed, some more difficult syntax constructions are used: segmented construction, nominative sentence, question-answer, antithesis, rhetorical appeal, exclamatory sentence, conversational syntax (direct speech, incomplete sentence). There are also some semantic groups, they are: words of the basic needs (by Maslow) and words of age and social groups.

To conclude, advertising is an essential part of our life and it plays an important role in our lives. It is used in order to attract the customers to buy a product. Its importance is the greatest when the customer has a choice.

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## **SOME FEATURES OF MARKETING-MIX DEVELOPMENT IN THE HOTEL BUSINESS**

Today the market of hotel services is one of the most dynamic market areas all over the world. The development of marketing in the hotel business is determined as a priority of companies' business. A rapid improvement of the competition in the hotel sector of economy requires the development of marketing activity in the area of hospitality. The hotel business has its own peculiarities and methods of the development of marketing activity. The marketing term HoReCa connected with the hotel business has been used by businessmen involved into the hotel business quite recently. The abbreviation HoReCa, the first letters of the English words Hotel-Restaurant-Café, is usually used for restaurant-hotel businesses. HoReCa is a specific services market and its marketing-mix has specific features.

First of all, the specific nature of the hotel marketing is caused by the hotel product specificity. The hotel marketing product is a complex of services and accommodation, hotel service and food are staple products.

Marketing-mix in the hotel business is the complex of instruments which help a market entity (a hotel) has effect on the target market. The most important instrument is hotel product - a service with the following peculiarities: the simultaneousness of production and consumption; the production is not for future use, its storage is impossible; quality volatility; seasonability; interdependency of hotel service and traveling aims.

The specific features of the main hotel product – a hotel room – are its time and space fixity. Hotel services are considered the specific hotel product being bought by exchanged deals that means not possession but only a possibility of use at definite time and place. For hotel services it is very important to be quick in solving of problems. Nowadays the clients need prompt and quality services.

The scheme of promotion in hotel business is the way of the customer to the product but not the product to the customer, because the product is rooms, restaurants and other services. The channels of distributing in the hotel business can be divided into direct and indirect ones. The direct channels are mail, e-mail, telephone and fax. The indirect channels are resellers, tourist agents, operators and independent hotel agents.

Communication is one of the most important elements of marketing-mix in the modern hotel business. The communication in the hotel business is a process of informational exchange between clients and a hotel. The means of communication make interconnection with clients and form the hotel image. Advertising, sale



promotion, public relation, personal sale are the most cardinal means of communication. The advertisements in mass media and in the Internet are widely used in the hotel business. The advertisement informs people about hotels and their services. Promotional activity is marketing practice of hotel businesses which motivate clients and resellers by discounts, special actions, different shows and demonstrations. Personal salesmanship in the hotel business is sharing the most important information with one or several clients to motivate customers to buy hotel services. The public relations of a restaurant-hotel complex are aimed at the development of bilateral connections with general public and the formation of a positive attitude to its activity.

The pricing policy in the hotel business depends on representatives of several market segments. In some cases a client can refuse a hotel service because of its price. The hotel business is often a seasonal business and its pricing policy is under the influence of the number of clients in different seasons: 1) the prices rise when hotel services demand grows (summer time, holidays and important events); 2) the prices drop when the demand is the lowest; 3) shoulder season is characterized by an average demand and variation of prices.

Nowadays the development of the hotel business resulted in three additional marketing-mix components forming the standard of hotel services: 1) Staff as main source of the hotel services development; 2) selling and servicing processes. 3) Creating the environment favorable for attracting clients.

Finally, marketing in hotel business has own specific peculiarities which are marked by special feature of hotel product. Specific peculiarities of marketing-mix are pointed out in following elements: hotel service, pricing, promotion and communication between the hotel and the client. There are also special elements of hotel business: staff, surrounding and process of service. These instruments gives the possibility to put into practice marketing activity of enterprises in hotel sphere successful and form positive image of the hotel. That is why a hotel becomes competitive.

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## **ONLINE PROMOTING OF TOURISM TRAVELLING**

The main objective of promotion it is to advance goods and services to the end user. On the example of the report theme, tourist promotion is advance of tours, internships to people who have a desire to go abroad with the aim to spend vacation, internships and study.

To create an online promo it is necessary to know what kind of tourism products will be create, as well as to identify the target audience to know who should focus on

the creation of advertising. For example in this paper, I took professional internship in the field of "Marketing" for students of the city Dnipropetrovsk.

The students of Dnipropetrovsk are the people who go with the times, full of strength and hope for a successful future. We must make it clear to the consumer that the professional training it is a good plus to resume, improve proficiency in English, the international experience and influential acquaintances. For the modern perception of the information, you need to use a minimalist design style, which is often use by international companies. Background image must give the consumer the very first expectations from future use of the product. Color should not be mixed and uniformed in tone; clarity and contrast attract attention more effectively. In addition, the presence of contact information for more gen will give consumers the opportunity to earn the trust and find out more information about the product. Also, the logo of the company or organization must be included into the advertisement that provides these products, not even interested in this project, the consumer remembers the brand and will be familiar with it.

This type of online promotion can be placed on the sites used by the students of Dnipropetrovsk: VKontakte, Facebook, Tvitteer, Instagram, Gorod.dp.ua, afisha.dp.ua. In addition, this material can be used for offline promotion in public places, as well as presentations and infossessions.

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## **MARKETING IN BUILDING SECTOR OF UKRAINE**

The activity of building enterprises at the present situation in market transformation involves restructuring of all functional areas. Organization of the effective realization of building products, which includes the purchasing power of the consumer, inflation, market conditions, the adoption of optimal organizational and economic decisions acquires special urgency.

Current state of the building sector requires immediate comprehensive action of the government in order to support the implementation of priority programs of strategic development of the building complex of Ukraine.

At the same time, the development of market relations in Ukraine, strengthening and expansion of the business sector of economics, increase in competition make application of civilized basis of activities of economic entities in building industry, where marketing is one of the most important, even more urgent [2, p.63]. The building market is somewhat late in its development in terms of marketing, and it has an objective basis in such factors: the low level of competition in most segments; excess of demand over supply; insufficient amount of personnel (in particular qualified) for the increased scope of work; inadequate level of marketing training of top managers and business owners; high level of control of certain segments in the

industry; deficiencies in the legislation (for example, in the housing sector) [3, p.55].

Now in Ukraine the building products is the least studied as an object of marketing. However, it is sold, purchased, leased, and therefore requires appropriate marketing efforts.

Specific character of marketing in building sector is connected with the peculiarities of the industry production process itself. Firstly, the building objects are created directly where they are will be used. Secondly, with the development of competition, housing will be more and more focused on meeting the individual needs of the population, aiming to ensure that housing has special application properties that meet the spirit of the times.

Methods for generation the demand for building products have their own specifics, in particular, advertising as the main tool of communication policy is never limited by richness of information, at all stages of the product life cycle it has elements of commercial propaganda and uses the means of active influence on the consumer [1].

Marketing concept in the management system of building company involves managing all aspects of enterprise's activities: from the development of an idea and initial engineering design and architectural design to the realization of building products to final consumer [1].

Marketing in the building industry today is forced to solve problems very promptly, being in time with on-rush of the market that requires managers' special expertise and skills. The main point is to form an understanding of marketing functions on the one hand as a management concept, which develops a way of thinking and working of building companies in the market, and on the other hand, as the most important function of management, coordinating the efforts of manufacturing, financing, personnel management in order to achieve strategic objectives.

Thus, success in marketing of building enterprises in the long run becomes possible when organizing and conducting activities to promote the realization of building products, taking into account its specificity, as well as changes in market conditions and the needs of consumers. Reformation of primary level management in building complex towards strengthening the focus on marketing concepts of the enterprise development from the position of relations and principles of the market economy contributes to this goal.

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## **MODEL QUALITY FITNESS SERVICES**

Today there is a serious problem in connection with a situation that Ukraine will join the EU market. To do this, the country needs to go a long way different transformation and improvement, including the introduction of European standards of trade relations as voluntary standards for sustainable. Area of my research is the service sector, in particular the field of fitness services. In this context I would like to consider the process of developing a model for quality fitness services (see Fig. 1).

The content of the first part of the model of "Aims and Objectives of the quality policy" is revealed in the six blocks and fill with the following content. The first block, called "Accounting requirements of society", the following tasks: customer orientation and assessment of fitness classes in fitness club on specific programs; customer satisfaction obtained fitness services; consumer's right to accurate information about the quality of services (reliability, security, and so on.). The next block - "Environmental Protection" shall ensure the implementation of the tasks, the most important of which is ensuring sanitary (environmental) standards of training and the provision of services in the internal and external environment of the club.

The third block "Professional standards" is aimed at the opportunity to influence the quality of the services. It includes: ability to influence the consumer on the quality of services; the relationship between efficiency and cost of services; the standards and rules of conduct for the staff at the club and the individual departments; standards in customer service; the fair pricing of fitness services; accessibility for dealing of various target audiences: the disabled, for all ages. The fourth block of "Ethics and Culture in the system of quality of services" contributes to the solution of organizational and managerial tasks.

The fifth block "Monitoring and evaluation of quality" in practice must ensure: the control of the activities and self-control center staff; getting information from consumers about the quality of services; the control of the services quality. And finally, the sixth block "Effectiveness of services" should reflect: documented subjective health and physical development of each client's Club; socio-economic efficiency of the club.

Thus, developed and described model of quality fitness services is based on the theoretical basis of quality as a scientific category and accounts for the practical component of fitness clubs activities for the provision of services. Based on the proposed model, each fitness club may develop a formula for quality fitness services depending on the specifics of the club, facilities, ongoing programs, the training of personnel.

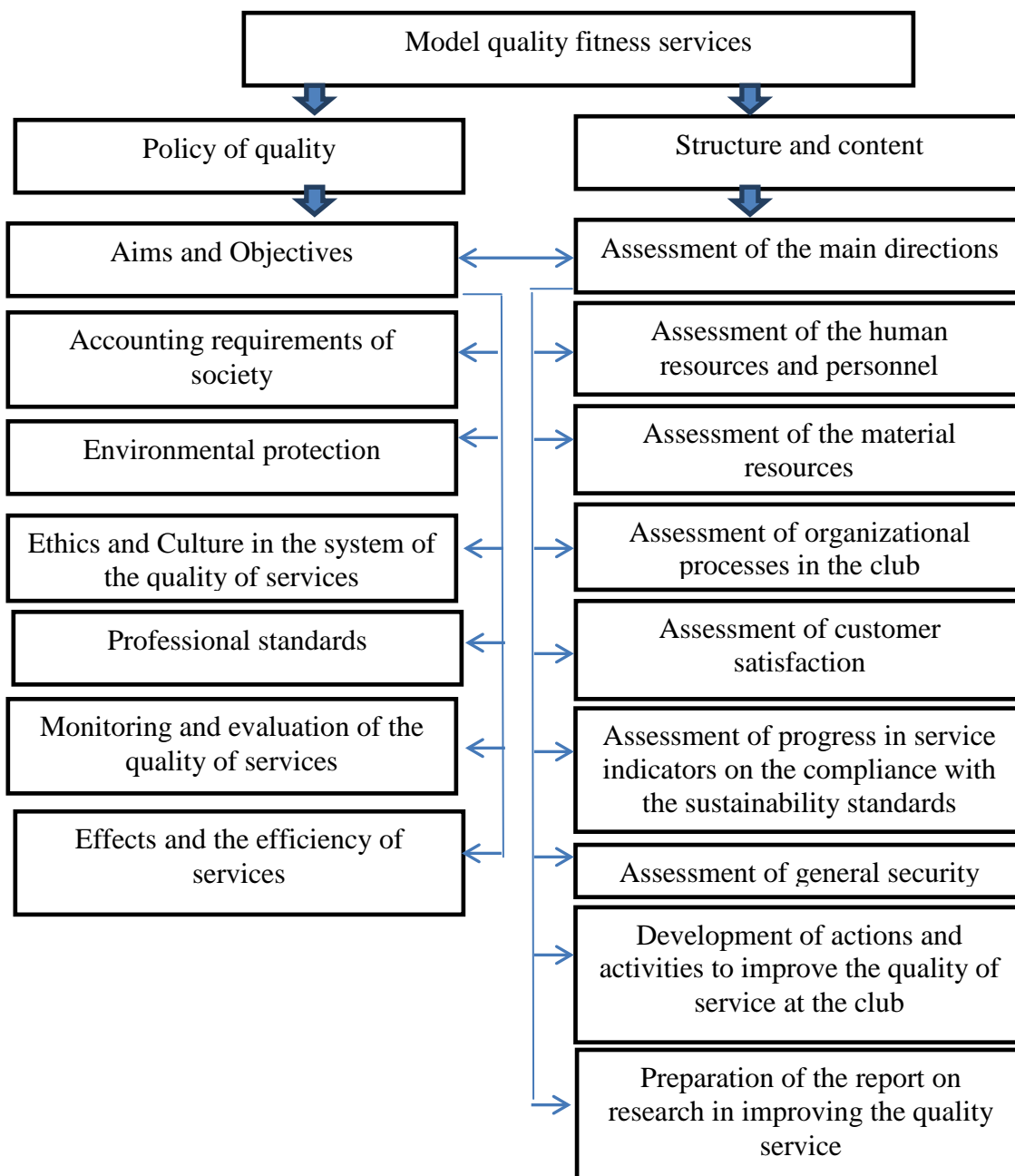


Fig. 1. Model quality fitness services

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### **MARKETING THINKING AS A MEAN TO INCREASE SALES**

Currently, there is incomprehension of the role of marketing among the managers. Very often the heads of some companies consider the marketing department to be only a supplier of corporate gifts and advertising developer. I would like to cite the opinion of the prominent marketing expert P Drucker. He believed that

investments are only in business marketing and innovation, everything rest- is the cost.

The success of any firm on the market, the opportunity for growing and increasing sales depends on the skill of the marketer, who works in the company and has good knowledge, skills and marketing thinking.

Marketing thinking can be compared with the thinking of the market, which represents a lot of consumers. A good specialist should be able to capture the mood of the consumer, to analyze his behavior, habits and anticipate, foresee preferences. Marketer, in its essence, is an analyst, constantly processing a lot of information, forming tendencies, folding of a set of facts on the market.

E.Rays and D.Traut , while using the term "marketing thinking", used the expression "wrong thinking"(outside-in thinking) as visual image [1]. B. Shenert defines it, using an interesting expression: "I - marketing" and "you-marketing" (I-and-you advertising, etc.) [2]. Marketer A. Repev determines how the practitioner, who will unlikely to have a success if he does not have a special marketing thinking [3]. Hiring a marketer, the head of the company looks at his diploma and assesses its marketing expertise. But it is not enough, if the marketer does not have a marketing thinking. If it is so, the company will have only "development strategy" and probably will not advance further.

F. Kotler and P. Drucker believe, marketing is the whole business seen from the perspective of the Client. But not every marketer can put himself in the customer's shoes and think like him. To know the point of view of the customer, marketers must think as consumers.

The best ways to acquire the skills of marketing thinking are:

- Pointing out and searching for solutions to the key issues of marketing;
- Assessing the market segmentation, i.e. the chances of success or failure in a competitive environment (which types of product is in value);
- Estimating the values of competitors, in terms of their ability to carry out an adequate response to your marketing efforts;

This way of thinking, the mission of the business through strategic definition to component parts of the R-complex marketing is a marketing thinking.

Marketer, who has a marketing thinking, understands the market by 100%. He knows exactly what the customers need and knows what they will need in the future.

Or such skilled specialist it is enough just to start a conversation with the consumer, as the consumer starts to think that he knew him for a very long time, begins to perceive it almost as a friend or even as a relative. Consumer sees that the specialist also introduced the idea that lies in the heart of the market, which means they are "of one blood", they are brothers in mind, they are birds of a feather. After that, the user is not already considering this as a potential deceiver, and sees it as an assistant, as a person who is committed to help others to develop embedded ideas.

Marketing thinking begins with the extremely useful "disease" that A. Repev called "clientmania" [3]. It can be defined as the habit of literally approach to all business only from a position of His Majesty the Client, asking yourself dozens of questions "from the Client." Clientomania implies some ability to "Split personality", the ability to transform into the Customer - "wear the shoes and to dress up in the skin

of his characters" (Tolstoy).

It is noted that marketing thinking is the highest level of competitiveness. This way of thinking allows you to configure the business so that it will work as the best Swiss watches. Marketer who has formed a marketing thinking sells the goods, and the one who has not formed it, sells himself. Marketing thinking can help to improve all business processes and opportunities in all areas, from creating the product, to working with clients. Working with clients will be organized on quite another level. On a level of quality that allows you to see new opportunities. One possibility is that there will be an understanding of customer issues - it's just the idea that the client cannot realize and if you help him, then you can earn good money. Customer's problem - it is an occasion to create a product, the reason for business, an occasion to make money. Customers have many problems, and these are the opportunities for business, too, but in order to see it - you have to look at the situation from a different angles. Marketing thinking is formed by noodrivers, marketing thinking to the market, but the marketing articles are written in the language of noomarketing. As well as advice on marketing is a way to develop the market thinking and bring it to perfection [3].

A lot of companies on the market today are good examples of using marketing thinking in business. Timberland is an example of a socially responsible corporation for the entire world in the XXI century. The vision is represented by a digit earnings growth, positive emotions, which are caused by a demonstration of the growth of the stock price for the company's employees. Timberland cultivates values of humanity, humility, honesty and success in their work, and their employees company demonstrates these important factors in different ways. The most important of them - the program "The Way of the service", which provides employees with the opportunity to apply corporate values into practice.

"Uves Rocher» - a vivid example of using marketing thinking in business. Through a variety of events, competitions, as well as creating social and environmental funds, whose main objective is to make the world green, producing eco-bags instead of plastic, using organically degradable foaming formula, that attracts a lot of buyers. Indeed, many are interested in protecting the environment and natural and safety of particular product.

Thus, the marketing thinking is a constant reflection on the Customer with the ability to imagine the typical customer, the average representative of this segment, and put yourself in his place. Marketers need to imagine all aspects of relations between the Client to this product category, for this product, this company, competitors and others. It is necessary to imagine, how he can learn about the product, how to make decisions about buying it. It happens sometimes, that only one lost circumstance can destroy orderly done marketing scheme and destroy an expensive advertising campaign.

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## **MARKETING ADVANTAGES IN HOSPITALITY INDUSTRY**

In present days, it is obvious that hospitality industry is one of the major service sectors in the world economy. All of those are due to the significant increase of tourism, hotel business and food service. Hospitality management is originally based on accommodation field and entertainment areas. The first group consists of public houses, hotels, hostels, motels, serviced apartments, resorts, inns, campgrounds, boutique hotels. The second one includes theme restaurants, bars, fast foods and nightclubs, conference and banquet halls.

Well-organized marketing strategy of any company is a crucial factor in achieving its leadership positions, successfulness, competitiveness and recognition. It is well-known that the main idea of marketing is to promote goods and sell them in the best appropriate and profitable way. Hospitality marketing, in turn, is based on the realization of a special product which is a service. The main goal they tend to achieve is to satisfy and serve their customers. The problem is that the product which managers and marketers aim to provide to their consumers is intangible. It means that provided services cannot be seen, tasted, felt, heard or smelled before purchase.

There is no secret that some companies are more successful than the other ones. There are lots of internal and external factors which define their leadership. Marketing services in hospitality industry, in turn, have lots of advantages and challenges to promote any company. They are based on the well created and developed service culture, intangibility, inseparability, variability and trade dress.

First of all, one of the important components in hospitality marketing is an organizational image, which means the way how customers perceive and identify the certain company among others. Also, it is important to develop and promote the brand which consumers can associate with their own preferences and goals. Thus, the aim of the company image is to present their activity in a quite simple and understandable manner for their clients.

Besides, the idea of marketing services in hospitality industry consists of providing operational consulting to those companies which tend to improve their financial performance, guest satisfaction and leading competitive positions. In addition, they include analysis of a hotel's market, competitive strengths and opportunities, operational recommendations and guidance.

Finally, managers of the hospitality industry should maximize service capacity and motivate their employees so they could be able to provide good customer service and satisfy clients with their needs. Hospitality management provides the development and improvement of lasting relationship and interaction with clients. Thus, it needs marketing services which match organization's culture, philosophy, vision and mission, and complete customers' preferences and satisfy their demands at the same time.



There are lots of challenges and opportunities for marketing services in hospitality industry, as their activity in most cases is built on intangible things, but they are very significant and valuable for companies and their clients.

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### **PHENYLTHIOCARBAMIDE SENSITIVITY AS A COST-EFFECTIVE GENETIC TEST FOR STATE OF HEALTH ASSESSMENT**

A taste sensitivity to phenylthiocarbamide is one of the classical human genetic markers. Phenylthiocarbamide (PTC) is felt bitter in some individuals (tasters) and tasteless in others (non-tasters). The ability to sense this substance is highly correlated with the ability to sense other bitter compounds of natural origin, many of which are toxic and some are very useful. Most studies indicated monogenic nature of sensitivity to PTC, and this was proved by molecular genetics.

PTC is of great interest from the medical point of view, since a number of associations of taster status with human diseases is determined. In this connection, sensitivity to PTC defined in the young age may be a predictor of a number of pathological conditions, including genetically determined (multifactorial), which development in individuals in the risk group can be prevented by optimally selected environmental factors. Cheapness and availability of this type of testing appear attractive in the way of diagnostic. The following examples illustrate the diversity of associations of sensitivity to PTC. In particular, early studies ascertained the inhibitory activity of PTC regarding tyrosinase. In particular, among non-tasters there were more individuals with pathology of the thyroid gland as compared with tasters. In one of the studies it was shown that the frequency of PTC non-tasters among individuals with idiopathic and symptomatic epilepsy was higher than in the control. In another study non-tasters were more frequently found among patients with schizophrenia, although according to other authors, this relationship was not confirmed. A higher threshold of sensitivity as to PTC and to sucrose of schoolchildren was associated with a higher risk of dental caries. Among adults non-tasters there was indicated an increased inclination to obesity. Among children with obesity there were 72% of non-tasters, while among children with normal weight – only 28%. At the same time non-tasters as compared with tasters were less susceptible to malaria and they had less high level of anxiety. The connection between sensitivity to PTC and rheumatoid arthritis was studied, but was not proved.

Our research has shown that among Ukrainians about 22% individuals can not feel bitter taste of PTC. Early determination of PTC sensitivity status can be useful and cheap tools in the prognosis of different health conditions in humans, in the case of its associations in specific populations, including the population of Ukraine.

## **THE BRANDING PROCESS**

Brand is a popular, easily recognizable and legally protected symbolism of any manufacturer or product. And Branding is a process of forming a brand image for a long period after the formation of surplus value, emotional or rational «promises» a brand or product, making it more attractive to the end user, as well as the promotion of the brand in the market.

1. Targeting:

- Analysis of the mission of the company or organization (enterprise);
- Determine the desired state of the brand (quality, life cycle, competitive advantages) ;
- Formulation of the measured parameters of the brand.

2. Planning the project:

- Analysis of available resources (financial, human, knowledge, and so on. D.);
- Identify customer teams, participants and performers;
- Timing of the project;
- Identification of other conditions or constraints.

3. Analysis of the current state of the brand (only for existing brands):

- Awareness of the brand in the target audience;
- Knowledge about the brand target audience;
- Brand attitudes of the target audience;
- The level of brand loyalty.

4. Analysis of the market situation:

- Analysis of competitors (assortment, target audience, positioning, promotion methods, pricing) ;
- Sales markets (demand, share, dynamics).

5. Formulation of brand essence:

- Mission, positioning and brand usefulness for the target audience;
- Individually: values, associations, traits, competitive advantages;
- The attributes of the brand (name, logo / brand name, character or hero, font, packaging and so on).

6. Strategy of Brand Management:

- Development of rules for creating marketing materials and a description of the procedures for the management brand (brand book) ;
- Identify for the persons responsible for the development of the brand (brand custodians) ;
- Development of an action plan to promote the brand;
- Developing a plan and procedures for monitoring and evaluating the effectiveness of brand.

7. Branding - integrated marketing communications:

- Media Plan;

- Production of promotional products;
  - Placement of promotional products in the channels of communication;
8. Monitoring and evaluation of brand effectiveness:
- Monitoring of the measured parameters (KPI) brand defined on the first stage;
  - Comparison of the current state of the brand with the desired;
  - Correction of strategy or tactics.

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## **LOYALTY PROGRAM**

Today, almost any buyer is very difficult to surprise, as they are spoiled, have reliable information about prices, almost forgive missteps (only loyal customer you can forgive a mistake, but only one single time), and competing firms "attack" on him from all sides, offering similar products, and possibly even better.

Loyalty Program - is usually a set of marketing solutions for the development of repeat sales have already committed to our company to customers in the future.

The main goal of any loyalty programs - reducing flow of buyers at least by 10%. In such situations often use the well-known Pareto law (80:20). This law is statistical evidence. Its essence is as follows: 20% of customers provide 80% of the profits. On the basis of this law, it can be concluded that any loyalty program should focus on these 20%, because the cost of marketing the company to increase the number of new customers is usually 11 times the cost of maintaining the loyalty of customers have already won.

There are two basic ways to retain customers:

- 1) the creation of conditions which would hinder the transition of "our" customer to a competitor
- 2) every time it is necessary to fully meet all the needs of the client that somehow relate to your business.

Most firms in creating loyalty programs primarily aim to offer "their" customers only material benefit, which, in fact, will be a regular discounts. If all the tools to rank the loyalty program in the degree of efficiency, the discount will be in last place. The most powerful are those same methods that are based on emotions, causing the client confidence in the company, you can also offer him the unique privilege, but to make it look like a kind of homage to the buyer for what he buys our products or services, it is not in no case should be in the form of banal discounts.

Methods:

1. Try & buy («Try and Buy»). That being said, "Grandma" method, the oldest and tested. This method draws the attention of a potential customer to a product or service, while increasing loyalty to the firm.
2. Service. To date service - that's it! If the firm does not provide service at the proper level, it risks losing not only lose potential buyers, but also existing loyal customers.

3. Partnerships (loyalty program involving several firms). The uniqueness of such programs is that it increases the value of loyalty programs. The gist of it is this: the buyer getting a discount or a bonus at one of the participating companies, can automatically count on bonuses and discounts at other participating companies. Thus, the desire to participate in programs of this kind have "our" customers increases

4. Personalized customer care. This method involves an individual approach to every client, regardless of his status in the company.

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### **INTERNET TRADE: PROS AND CONS**

The development of Internet global network, the search for new sales markets of products and the increase the number of people who spend a lot of free time in the Internet – all this was the precondition for the emergence and development of Internet trade. Thus, according to the well-known research firm Forrester Research number of Internet users in early 2013 year was near 2.2 billion, which is about 32% of the world population. At the same time, we can see constantly growing amount of time that users spend on the Internet. This contributes to the increasing integration of professional activity in this network, conduct online seminars, conferences, auctions, etc. [1].

Internet trading - is a form of trade in which all activities are related to the sales of goods which are carried over the Internet. In this case, the internal processes, which are related to the organization of trading activities, can be implemented by various electronic means. This topic is relevant for present time, because the increasing competition induces companies to use and improve existing information systems and create new ones. Ignoring by enterprises worldwide network reduces their competitiveness. Lack of time causes more consumers to make purchases through the Internet, and this in turn leads to even greater development of Internet trade [2].

To the basic advantages of Internet trading in comparison with off-line or traditional trading, we may include the following:

- transnational character;
- almost unlimited number of potential customers;
- absence of geographical restrictions;
- low transaction costs;
- small amount of initial investment associated with the lack of having to buy or rent retail space and commercial equipment;
- convenience;
- prevention of bad integrity or inexperienced sellers;
- wide choice;
- simplicity of integrating the movement of goods;
- simplicity of conducting the market research;

- cheaper prices;
- great potential for development of the clients-system, without risking that the system will find a different place to work, as so often happens with sellers that have gained experience.

Among the disadvantages of Internet trading, we may include the following:

- difficulties of sellers to attract attention of customers, as the client in the majority is not ready to move exclusively to online trading;
- in the system of Internet trading is missed the effect, that is possible only in personal contact “buyer and seller” and that reaches through the grace of sellers, their intuitive abilities and the ability to sell even not very desirable product for the buyer;
- the inability to provide immediate purchase. Depending on the physical store location delivery can take from several days to weeks;
- absence of opportunities for buyers to assess the quality of the goods, especially this is important when buying consumer products; absence of contact with the actual product [3].

Therefore, Internet trading has more positive aspects than negative compared with the traditional trade. The development of Internet trading in Ukraine is extremely important, because it is an effective tool that will allow to enter the world market for many Ukrainian companies, primarily, for companies that provide commercial services, also for firms and software developers.

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## **ANALISIS OF THE PROBLEMS OF ENERGY SECURITY**

The global energy problem is the problem of providing mankind with fuel and energy now and in future. Shortage of energy resources became a global concern in 1970th when the power crisis started. The increase in oil prices (by 14.5 times in 1972-1981) created serious difficulties for the world economy. The global problem of fuel and energy supply is still extremely important nowadays. The increase in consumption of fossil fuel is thought to be the major cause of global energy problem. Acceleration of fossil fuel extraction and production has led to serious deterioration of environment.

Energy crisis can threaten not only a country or a continent but the human civilization as a whole. That is why the problems of global energy security are becoming more and more urgent and widely discussed at the international summits of the highest level.

According to the experts of the International Energy Agency (IEA), energy security is a comprehensive concept, aimed at protecting consumers against disruptions in oil supply caused by extraordinary circumstances, terrorism or inadequate investing into infrastructure and energy markets. The biggest attention lately was given to such key issues as international cooperation, optimum organization of markets and the harmonization of conditions of access to the world's energy resources for all consumers.

A country's economic independence is determined, first of all, by its energy self-sufficiency and supply of resources. Energy independence largely depends on adequate long-term energy policy that involves strategic and tactic measures aimed at achieving energy independence. This policy is to be based on the detailed analysis of the fuel and energy resources and fuel and energy complex of the country that involves the use of the newest scientific and technical solutions and organizational measures aimed at improving the efficiency of processing primary fuels and consuming the end energy resource.

Global demand for the electric power increases quickly (around 3% annually). If this rate remains unchanged, in 20 years the world energy balance can double and the end of the century it can quadruple. World population growth, improvement of life quality, industrial development and industrialization of the developing countries result in the increase of energy demand. This inevitably leads to considerable depletion of natural resources. To reduce the negative consequences attention must be paid to energy efficiency as a way to manufacture goods with much less energy consumption than in the previous century. In the 20th century about 20 percent of primary energy were used effectively while modern technologies allow to increase the energy efficiency of energy installations by 1,5-2 times. According to the experts' opinion, the implementation of energy saving programs will allow reducing energy consumption by 30-40 percent that will facilitate sustainable development of world power industry.

Energy crisis of the 70's, which accelerated development and implementation of energy-saving technologies, has provided impetus to structural restructuring of the economy. The developed countries are consistent in taking these actions which allowed mitigating the consequences of the energy crisis.

Nowadays a ton of energy resource saved as a result of energy efficiency measures costs 3-4 times cheaper than a ton of newly extracted one. This issue became a serious incentive for many countries to improve their energy efficiency. In the last quarter of the 20th century the energy intensity of the economy of the USA decreased twice, that of Germany - by 2,5 times. In 1970-80s under the influence of energy crisis many developed countries carried out a large-scale restructuring of their economy. Power-intensive industries were displaced and transferred to the developing countries. Restructuring aimed at energy efficiency yields up to 20% of energy resource saving per a unit of GDP. Improvement of technological processes

and equipment is an important resource of increasing energy efficiency. In spite of the fact that it requires a lot of investment, the cost of technological development is 2 or 3 times less than the cost of equivalent increase in fuel and energy production.

At the same time many countries with emerging markets (China, India, Russia and Ukraine) continue to develop power-intensive factories (ferrous and non-ferrous metallurgy, chemical industry and others) and to use obsolete technologies. Moreover, in these countries it is possible to expect a growth in power consumption in connection with the rise in living standards and changes in the way of life on one hand and the lack of ways to reduce the energy intensity of their economies on the other. Therefore, nowadays there is an increase in consumption of energy resources in the countries with emerging markets while in the developed countries the consumption remains at a relatively stable level.

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### **FEASIBILITY OF USING MARKETING TOOLS IN THE CONTEXT OF INVESTMENT STRATEGY FORMATION AND IMPORTANCE OF THEIR INTEGRAL USE**

Business management, regardless of its profile, bases in many respects upon the notion of “strategy”. Strategic management takes planning and analysis as its basis, and investment strategy formation is surely one of the most important dimensions of strategic planning. Investment strategy appears to be an efficient tool of long-range management of company's investment activities.

Business investment strategy formation may use various methods as a basis. Nevertheless, for product companies keeping to a differentiated portfolio strategy, using portfolio analysis tools turns out to be more typical. However, it is notable that using a single tool cannot meet the company's demand for an adequate investment strategy, therefore, formation of a balanced strategy provides for using a number of tools at the same time.

Another important aspect that points out the necessity of tools integral use is the fact that different methods use different data as their basis and rely on different indicators. There is no possibility, and more often no need, to take all the data into account, but to focus on a single group of indicators is neither a correct solution in terms of strategy.

And as far as differentiated portfolio companies are concerned, to achieve the best result it is important to use different methods with accessible and reliable basic data on the one hand, but with illustrative findings – on the other. In terms of portfolio analysis tools the best and the easiest methods are Boston Consulting Group matrix (BCG-matrix), General Electric/McKinsey matrix and Shell model. The reasons to integrate these three models are, first of all, the ease of use, small but illustrative range of data, and quite descriptive findings. Moreover, Shell model being

similar in building to GE/McKinsey provides with some basic strategies for different findings and research results.

Though each model has a few drawbacks – among them are chosen criteria categoricalness, partial statics of models and potential subjectivity in certain factors impact assessment – their integral use enables companies to eliminate them. This drawback turns out to be the consequence of small data range, as basic data limitations causes findings limitations. That is why in order to form a balanced and adequate investment strategy it is crucial to analyse company's product portfolio from different points of view using different methods and tools.

On the other hand, basing on small number of data simplifies the process of tools application itself, and makes it easier to choose a method or their set in a certain situation. Models' simplicity, and elegance, enables to undertake all the calculation, and make a strategic decision in a short period of time, which is crucial in terms of dynamic market.

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## **OVERVIEW OF DNIPROPETROVSK CATERING MARKET**

According to estimates restaurateurs catering market is saturated with no more than 50%. The growth rates of the restaurant market are falling for the fifth year. In 2008, the turnover of restaurateurs increased by 12% in the past - 10% (to \$ 2.2 billion) this year, growth is unlikely to exceed 8%.

Catering establishments have become more democratic, open a lot of businesses in the lower price segment. Therefore, in financial terms, the increase is less than the quantity. After earning a fine dining restaurant with comparable incomes five fast foods. Indeed, every year segment of "fast food" is growing by 35%, outpacing the general market indices.

In Dnepropetrovsk are 40%, or slightly more than 2 thousand. Of 5.25 thousand. All catering establishments. The share of Dnepropetrovsk accounts for about \$ 700 million Posted in General money - 35% of the total market. Residents of the city and guests prefer restaurants middle segment (average check 70-200 UAH) - they hold 65% of the market. Deals (up to 40 USD per person) fast foods since 2010 holding second place in popularity - about 25%. The share of expensive restaurants account for less than 10% of the turnover of the capital market.

At the current pace of development in the restaurant market to meet the needs of Dnepropetrovsk in food "away from home" will take about five years. To saturate the market in general - not less than 10 years. Even in the most active segment of "fast food", this process can take up to 8-10 years.



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## **USING VSS TO PROMOTION IN THE MARKET OF BED LINEN**

Ukrainian company-producer of baby bed linen «Little Sonia», activity of company behaves to textile industry. Textile products are name fabrics and finish goods from different natural and synthetic fibers. In the conditions of rapid expansion and globalization of market of Textile, companies have a problem to provide high quality of the products. In European practice a number of instruments and methods is worked out for this purpose.

Most interesting and useful to the management of textile workers a standard is good practice- GOTS. GOTS - Global Organic Textile Standard. This standard watches the process of production of goods from organic fibers that controls all technological processes from a production to marking.

Products labeled as organic GOTS must contain at least 95% certified organic fibers. Thus, without the use of synthetic fertilizers, pesticides and toxic magnesium defoliant (not pesticides, insecticides, fungicides). Bleaching is based on the oxygen (no chlorine).

Production: use of natural raw materials, machining, respectively, limited the use of certain chemicals allowed. Standard functions to expand the business supply chain from production to disposal, forms the infrastructure markets of textiles.

Thus, application of standard of GOTS - Global Organic Textile Standard will profit very for a company «Little Sonia». It will show the personal interest of parties, that production «Little Sonia» comes true from environmentally clean fabrics, without chemical admixtures. The presence of certificate will give to the consumers of confidence in environmentally clean commodity and will attract plenty of consumers, because mothers, as a rule, do not spare money on the children and want for them the best, especially in the questions of health. Similarly in connection with signing of agreement with EC and with the swift changes of position of Ukraine in the international area, give an opportunity, due to standards, equally in rights to compete on international market.

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## **MARKETING PERSONNEL TECHNOLOGIES AS A KEY FACTOR OF SUCCESSFUL TERRITORIAL DEVELOPMENT**

Market create preconditions for competition between investments and skilled labor force, market and influencing spheres. In such situation, marketing tools' usage is becoming a necessary condition for all entities that have the aim to sell their goods

or services and to strengthen its competitive position.

*The aim of our research* is to justify an effective mechanisms' implementation and ways to increase the employees' competitiveness (especially young specialists), using modern marketing tools.

Costs reduction and the obstacles removal in a certain area rise of the company's image and prestige, as well as make positive changes in investment climate for the enterprises and industries based on the successful advantages' use.

Marketing efforts of the regions (territories) should be aimed at the effective implementation its territorial functions, which are striving to achieve the best result in their socio-economic development. They include: residence's places; recreation and economic activities; improvement management and infrastructure; increasing the enterprises' competitiveness in the region (on the certain territory).

Marketing staff-technologies' implementation will ensure the regional competitiveness as well as their entities in Ukraine through employers' demand analysis and projecting the labor market development [2].

However, under conditions of the raising competition, exacerbation crisis and reducing demand, the attention should be concentrated at marketing researches. Goals become available for some market segments, able to improve the existing vacancies, to reduce the number of unsolicited specialists and facilitate job searching. As a consequence, reducing unemployment will be demonstrated in the region (or certain territory).

Orientation to the modern educational process with the purpose to prepare high qualified specialists for the labor market can be reoriented by changing evaluation criteria of training in educational establishment and along with the evaluation of success and other parameters of readiness to enter future employee to highly efficient work in the workplace. The overwhelming majority of the proposals made by results of conducted research on the educational process' improvement are reduced to the necessity to improve practical courses and trainings, to expand professional connections with production structures, business and other market entities as well as strengthen participation of employers in this work [1].

In this case, the main task is rebuilding of professional orientation of youth. Existing system determines that among school-aged children and their parents the conscious approach to choice of future profession is absent mainly. There are stereotypes on the "necessary" or "useful and light" professions. Today advantages are provided by prestigious or/and a popular (at the moment) professions, which can have no demand in the labor market in the future.

It is necessary to reorient the State Employment Service for the joining professional orientation of youth during the period of study, not only in front of university's graduation.

External territorial factors that affect to the staff marketing are: 1) situation in the labor market; 2) modern developed technologies; 3) specific social needs; 4) legislation; 5) HR policy of companies-competitors. Internal factors are: 1) personal goals and objectives; 2) financial resources and 3) human potential. It is necessary to increase the interactive role of marketing personnel-technologies between the labor market, employers and employees.

As a conclusion it should be noted that the state has to encourage joint efforts of business and authorities, which will provide improve the legislative, organizational, administrative, structural and financial basics, as well as program and target mechanisms regulating interaction and social partnership between the state structures, educational institutions and business in the improvement of employment. And marketing personnel-technologies should contribute its development. Employers' market orientation includes labor force identification required for hiring that is provided by the balancing of labor forces and employment opportunities. This includes professions' evaluation requirements for the creation of the necessary organizational structure at the enterprise. Therefore, measures on preparing relevant (really necessary!) categories of employees must be implemented.

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## **FRANCHISING IN MARKETING ACTIVITIES**

Today, franchising has become a true philosophy of business, new progressive system of business ethics and business relations in the world. According to experts franchising is one of the most dynamic ways of doing business.

Franchising is a form of collaboration between legally and financially independent parties, which suggests that the party owning a successful business with a known brand, reputation and other intangible assets (the franchisor), transfers to another (franchisee) the possibility to use this system under certain terms.

In its present form franchising was born in the USA in the second part of the nineteenth century. It is believed that the first franchise agreement belonged to "Singer" company, which signed it a century and a half ago for sales of sewing machines in the US. The largest number of companies working on the franchise system is concentrated in the following areas: chains of restaurants and cafes, grocery stores, construction and reconstruction activities and so on. Franchising is widely used in retailing and wholesaling, in the provision of various services (accounting, insurance, auditing, legal, courier, tourism, design, IT technology). Among the most well-known companies that have become famous through franchising are "Coca-Cola", "PepsiCo", "McDonald's", "Nike", "Xerox", "Kodak" and others. In Ukraine, the fastest growing franchising companies are "Potato House" and "Pizza Celentano".

In recent decades, not only American, but also European, Japanese, Canadian,

Australian franchisors have intensified the development of their franchise networks not only within their states, but also abroad, especially in the third world countries. This expansion can be explained by the facts that: 1) Franchising has been widely recognized as a simple, affordable and practical way to organize business in different countries at rather low start-up costs. 2) Foreign goods and services are widely recognized outside the country of origin. There is the almost ready market because buyers have already received some information about these products and services. 3) Home market of franchisors can be oversaturated; this fact forces them to seek new sources of marketing their products abroad. 4) International franchising helps to develop economies of other countries.

We can distinguish the following types of franchising:

1. Product - franchisee buys from the manufacturing company the right to sale the goods of its trade mark.

2. Manufacturing – a company gets the right to manufacture certain products. The company which owns the technology of production of some products sells its raw material to regional or local businesses.

3. Business - franchisor gives other companies a license to open shops, pavilions for selling branded goods or services of the franchisor.

Taking into account the economic efficiency of franchising, we can say that its advantages are the following ones:

1. Maximization of development due to the fact that the franchisor has no need to invest additional resources either financial or personnel in order to increase its presence in the market.

2. Optimization of control, which is achieved due to lack of need for a vendor to monitor and control processes related with customers. The agreement specified the list of administrative points that should be observed.

3. Growth of capital – is the unconditional benefit for franchisees, because they do not need to spend resources on creating and supporting a new "object" of business.

However, there are some disadvantages of franchising, which should be noted also:

1. The lack of demand for franchisees because some big business model can not be always applied in the peripheral market segments.

2. Loyalty relations between the parties. Mostly it concerns the franchisor, because it is very important for him that the franchisee has a good reputation and makes the confidence of consumers in the fact that the goods of franchisor are really high quality.

3. The risk that franchisees can achieve such a great success to become a real independent competitor of the franchisor in its market segment. Therefore, the franchisor must clearly perceive the "middle ground" to promote his model successfully without creating a new competitor.

So, after reviewing all the above mentioned, we can draw the following conclusions:

1. Franchisee must and will grow only to the extent necessary to consumers, as they cover the loss of franchisees that are incurred in the development network. In addition, there is the expense of consumers and further modernization of the environment.

2. This model of building business is profitable and relevant for large countries.

3. The scheme of franchising has prospects of development, as large successful companies, monitoring the quality of their products and their reputation, provides its existence.

## **REBRANDING AS AN EFFECTIVE MARKETING STRATEGY**

Rebranding- is an active marketing strategy in which a new name, term, symbol, design, or combination thereof is created for an established brand with the intention of developing a new, differentiated identity in the minds of consumers, investors, and competitors. Rebranding is conducted within the framework of conceptual changing of brand ideology.

Thanks rebranding brand brought into line with the current state of business and the company's plans. Rebranding involves changes in all brand communications, from packaging to promotional materials. Usually as a result of rebranding the complete elimination of the brand does not happen. With this marketing strategy brand evolves. After updating, the brand can become significantly fresher and more emotionally. It receives new force, acquires new qualities and becomes more attractive to existing customers and gains new ones.

The changes which are not very significant in the visual elements or advertising policy will not be rebranding. Rebranding is not a process of changing the appearance, but the reflection of the qualitative changes in the positioning and strategy of the company. Rebranding is the fact of a total revision of almost all of the attributes of the brand.

Rebranding makes sense to conduct in situations when:

- the brand was originally incorrectly positioned;
- market conditions changes, and the adaptation of existing brand is not possible in them;
- brand awareness becomes very low;
- brand becomes less competitive and thus begins to lose out to competitors;
- brand's objectives become more ambitious.

The tasks before the rebranding are the following:

- - increasing brand uniqueness;
- - brand strengthening (the growth of consumer loyalty);
- - increasing of the brand target audience (attracting new customers).

The following stages of rebranding can be distinguished:

- 1) Audit of the brand (the study of its condition, the evaluation audience attitude to it, knowledge and the level of loyalty of target audience, identifying its strengths and weaknesses, understanding the depth of the rebranding, analysis of the company's financial resources);
- 2) Rebranding strategy and tactics development (defining elements of the brand which will be changed);
- 3) Updating the basic elements of brand identity (new positioning, new elements of the visual and verbal identification; new brand communication strategy);
- 4) Presenting the meaning of rebranding to the audience.

An excellent example of rebranding is the updating of the Mozilla Firefox brand.

Originally the company name was Phoenix, and its logo depicted a phoenix with unfold wings. Then, the company changed its name to Firefox, and on the new logo the fiery fox embracing the globe was depicted. The uniqueness of the logo is not questioned. Also a pretty good example is the logo of the world famous company, which develops software Microsoft. Since 1978, with the first logo, Microsoft moved towards simplifying its corporate identity. Nowadays the logo is ridden of unnecessary elements.

As a result, we can conclude that, to re-brand means not only to change the corporate identity, logo, and other components of the brand, but to save the elements that audience perceived as strengths of the company and make the brand unique.

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## **CHARACTERISTICS OF THE MARKET B2B MARKETING**

To improve the efficiency of work in the current economic environment some companies are the structural subdivisions of supply chains and value chains. These relations develop on the B2B market. The main objective of market mechanisms and marketing tools on the represented marketplace is to provide a more flexible and efficient development of value chains. If marketing copes poorly, competitiveness of individual companies, their for med chains and the whole economy will decline.

B2B sphere includes both products and services such as machine tools, tankers, audit, consulting, hardware servers and software. A special feature of this market is that the end consumer of products, both goods and services, is not a private customer who meets his own needs as an individual but an organization, company, enterprise that solve industrial, administrative, information or other problems of their workflow.

To describe and characterize B2B sphere there is the term "B2B - the market" in the modern literature. It is defined as a system of economic relations, the subjects of which are legal entities. It is a society where commercial organizations of different ownership forms can be found. B2B is the market or the industrial market that is generally opposed to the consumer market, although the same manufacturers often can work on both markets and use the same brands for each of them.

B2B sphere supposes communication of one business with another, technology of automated cooperation between the two sides, and whole sale sales and purchases. This mechanisms focused on the interaction not with the end consumers of goods and services but with another company that buys goods and services in order to produce its own products or provide its services.

By B2B – communications in the broad marketing sense we can understand the communication necessary for the promotion of the offer, the contents of which are the means of production as well as accompanying goods and services that directly or indirectly serve the production process at some stage of the product life cycle.

The purpose of B2B communications is to build partnerships, find reliable suppliers for their own production, consumers of raw materials or finished products—equipment and instruments or different services.

According to the nomenclature of products and the total number of transactions the B2B market exceeds the end-user market, goes through many links of the long chain forming the value of the product.

B2B Marketing helps to find such a link in the value chain, in which the entity is able to provide the biggest value at the lowest cost, in comparison with competitors. It aims to develop a compelling offer, to find effective solutions for pricing, communications and distribution.

The main task of any company is the ability to instantly respond to the momentary market situation for a few hours, and then it will certainly become widely popular with customers. Those who have time to create more value before the others are "owning" the market now. According to this relationship between the subjects on the B2B market are so important in building a successful business.

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## **TOURISM MARKETING**

Tourism marketing is activities of constant coordination of offered tourist services that are in demand, and the company's ability to deliver them quickly and efficiently to the traveler.

The purpose of tourism marketing is a work that makes a profit on service and customer satisfaction. From this viewpoint, the marketing must serve a clearly defined task: how to operate successfully.

The main elements of the marketing complex of a travel company are:

1. Tourist Product
2. Price
3. Sales
4. Communications

The tourist product is set of goods and services that meet the needs of tourists. Travel services include hotel, transportation, tours, translation, household and others.

The complex of services provided by the travel agency involves separation of basic services from tourist service and support services that ensure conducting of the tour.

Under conditions of constant changes in the market, the most important task of travel companies in the field of marketing is market researches. Without them, the company will be unable to operate in a business environment, analyze markets, monitor competitors and customer needs.

Activities of travel company should be consistent with the information from the outside. Tourism market is very dynamic, and lagging from competitors threatens failure.

The World Tourism Organization has identified three main functions of marketing in tourism:

1. Establishing contacts with clients assures customers that the alleged resting place and existing client services, attractions and expected benefits are fully satisfied customers needs.

2. The development involves the design innovations that will provide new opportunities for sales.

3. Monitoring makes analysis of the performance to promote services and opportunities to the market and checks.

With the development of business tourism demand for business travel is growing too. They account for more than half of the income from the sale of hotel rooms.

So, making a conclusion, we can emphasize that tourism marketing has no significant specific differences from other types of marketing and traditionally focused on consumers' needs. Tourism marketing helps to inform and attract customers to a particular company and try to get more profit and advantage of competitors.

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## **MARKETING OF LUXURY GOODS**

There are two categories of goods, which are often confused: premium goods and luxury goods. The first one is expensive quality goods whose price conforms to the quality. These products are available to mass consumers. Luxury goods are unique and incredibly expensive.

The following criteria for classification of goods to this class can be pointed out:

1. Innovation (the results of implementation of technological, process and marketing innovations);

2. Design (including distinctive characteristics of brand recognition);

3. Prestige value (good purchase realizes the demonstrative motivations of the consumer as well as unique require, model rarity and point of sale);

4. Quality (the combination of functional, emotional and technological attributes)

Luxury goods are material products (or services) which have the set of unique, exclusive, functional and emotional attributes; hand labour is used for their production. Consumption and possession of these goods considers as positional purchases that can be inherited, the possession of which distinguishes the consumer of the mass market.

Consumers often perceive luxury goods as something laughing and scarce, so the value of the product for consumers is increased. The main problem for manufacturers is that by selling more goods they lose exclusivity, and as a result they lose the original consumer loyalty. However, it is possible to create an artificial or



even natural scarcity of goods.

- Natural rarity. It occurs due to limited resources. For example, the manual labor performance.

- The technological rarity implies possession of the latest novelties. For example, smart phones, the latest fashion collections.

- Limited edition is the artificial creation of rarity and deficit, control of production. For example, limited collection of bags.

- Rarity based on the information means the creation of special PR-events around the products.

For luxury goods there is the model of the marketing complex, which consists of six factors:

- product – high quality, style, historical heritage, and rarity;

- price – creates a collective image of quality and prestige around the luxury goods;

- sales personnel (people) - seller skills, bilateral personal communication, presentation of the brand history;

- passion – knowledge. The tendency of accumulation of luxury knowledge about brand;

- pleasure - purchase process should cause additional, increased pleasure.

Luxury goods are more expensive products or services in its category. They have a set of properties that meet the needs of the most demanding consumer in uniqueness, exclusivity and status and point out him/her from the mass of other consumers. Luxury goods have longer interest from the consumers.

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## **OUTRAGEOUS MARKETING**

Modern business is increasingly faced with such a problem as a lack of consumer response to traditional advertising messages. Therefore, to promote products and services unusual, sometimes even shocking tools are increasingly attracted, and one of them is outrageous marketing.

Outrageous marketing is a kind of "guerrilla" (low-budget) marketing. But if earlier it was advantageous only to companies with a limited budget, now a fierce competition in the market for goods and services increasingly leads to the outrageous that is used as a tool to promote by large cash-strapped companies. According to experts, this is because the modern market is oversaturated with advertising information, and the average consumer simply ceases to notice it. So the outrageous acts as a kind of stimulant of interest in goods that the traditional advertising is not able to provide.

This method, along with the fact that it certainly attracts the attention of the audience, is not without danger. According to legislative norms the advertising is considered unethical if it contains "offensive words, comparisons, images for the

race, nationality, profession, social category, age group, sex, language, different religious, philosophical, political beliefs." It also should not denigrate "objects of art, state symbols, products, reputation of individuals or entities, competing companies." In case of breaking these rules penalties are imposed to the advertiser, and the company suffers losses. Misuse of outrageous elements can destroy the integrity of the brand. We should not forget that the outrageous cannot be attractive for a long time, even for the most undemanding audience, and sooner or later it begins to take away a potential target audience. Following the surge of interest may follow the irritation; therefore there is a risk of reducing the loyalty on the part of consumers with different moral values.

Outrageous advertising is allowed in the following cases:

- If the nature of communication that the brand builds with its target audience, is originally built on the outrageous (in this case, the target audience is mostly young people, and the advertised product - youth consumption goods);
- If it is necessary to promote low-cost product, as shocking is incompatible with the incentive to spend more (in this case, the target audience is people with low income);
- If it is a new company that needs to announce itself as loudly as possible;
- If you need a reposition.

According to experts, the most important use of outrageous marketing in communication is with the target audience that is in opposition to the privileged sections of society, in the promotion of products for young people, to create a provocative image of the brand, which is relevant in the fashion industry. But at the same time, these methods are not acceptable to the business focused on serious audience, such as financial services or real estate transactions, etc. Using outrageous marketing in these areas will inevitably affect the company's reputation.

For all its attractiveness the outrageous marketing will be safe and effective only if three mandatory conditions are observed: high-quality ideas, absolute understanding of the target audience of the product/brand, clear association of the advertised product with the applicable method.

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## **GOODS-AWARDS IN THE PROCESS OF SALES PROMOTION**

Purchaser motivation in the complex promotion is a system of incentive measures aimed at getting feedback of the target audience from events within the marketing strategy of the enterprise as a whole and its communication strategy in particular. This is a means of short-term impact on the market. However, the motivation effect is achieved rather than from the use of other promotion elements.

As the most interesting and effective way of sales promotion specialists in marketing call such forms of promotion as "in kind" motivation. It can be: 1) awards, which are issued at the time of goods purchase, 2) the award of a delay, that is, upon

presentation of one or more customer's proof of purchase, and 3) the issuance of free samples of the product to the customer in order he could taste it or test its operation. One of the most effective ways to motivate "in kind" is goods-awards.

The award is a product offered at very low prices or free of charge, as incentives for the product purchase. Award "for packing" accompanies the product being inside or outside of the package. Bonus may be a packaging as well when it is a reusable container. The bonus should be useful for the customer to induce him to make any new or re-purchase. This may be something for kids (toys of most popular movie characters, puzzles, handheld games) or something for adults (in addition to buying a modest but useful gift). Quite popular is the so-called self-paid bonus when the customer is offered a high-quality set of two products - one for full price, the other is at a significant discount (usually it is sold at wholesale prices, without mark-ups). Royalty free mailing prize is a commodity that is sent to customers who provided proof of purchase of the goods, for example, the cover of the box.

Promotion with products-awards is possible using in case of following three recommendations:

1) it is necessary to determine exactly how many purchases should make the customer to get the prize. The basis for calculating the statistics can be frequency of repeat purchases that prevailed for a product in a particular outlet. Number of purchases cannot be too large, because in this case, many potential buyers will not take part in the action. But this number can't be too small, because then there will be too many those who want to get the prize;

2) this method can only be used in respect of goods that have reached the stage of maturity that is well known in the market; the same premium must be logically justified and original.

3) the premium should increase the value of the product and enhance the reputation of the manufacturer in the eyes of the buyer. Thus, it can't reduce the prestige of the purchasing. Definition of product-awards requires a careful study of the target audience (children, adults, family groups, etc.).

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## **THE SPECIFIC NATURE OF SOCIAL ADVERTISING**

Social advertising is a form of communication that focuses on drawing attention to the vital problems of society and its moral values. The purpose of the social advertising is the humanization of society and the formation of moral values. The mission of social advertising is the change of the behavioral patterns of society. Social advertising carries the information presented in a concise, artistically expressed form. It is able to bring to consciousness and attention of people the most important facts and information about the existing problems in society. It is addressed to anyone and everyone. The abilities of such advertising are wide, and the results of promotional activities can be beneficial. Therefore social advertising may be used as

a tool for public involvement in social processes. In this regard, the interest in social advertising is big enough.

The objectives of social advertising can be formulated as follows: forming public opinion, drawing attention to the issues of public life, intensification of actions to solve them, creating a positive attitude to government agencies, demonstration of corporate social responsibility, strengthening socially significant institutions of civil society, developing new types of social relations, changing behavioral patterns of society.

There are several groups of social advertising:

1. Advertising a certain lifestyle.
2. Advertising the law, constitutional rights and freedoms.
3. Patriotic advertising.

The principle of social advertising is the inability of persecution of commercial or political purposes, as well as references to specific commercial brands, organizations, products, and political parties and individual politicians.

There are two levels of social advertising: 1) advertising, designed to introduce or consolidate specific rules and regulations (which is associated with a set of specific actions), and describes the "image of the world"; 2) advertising, which gives a perfect picture of "strategic" approach to life, to which the alleged right actions are "embedded" as a logical element.

Social advertising uses the same set of tools as a commercial one: TV commercials, print, outdoor, transport advertising, etc. The main difference of social advertising is in commercial purposes.

Social advertising is economically advantageous to the state in the long run, since the elimination of many social problems leads to a state welfare (for example, the health of the nation, receipt in full of taxes, etc.).

Manufacture of social advertising is an element of social responsibility. The degree of responsibility in social advertising is extremely high, so that advertising may give the opposite effect.

The need to solve social problems increases the importance of this type of advertising and sets targets for further development. However, it should be noted that while the existing set of research and journalistic materials about social advertising, the phenomenon is not fully studied.

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## **EXHIBITION ACTIVITIES AS MEANS OF MARKETING COMMUNICATIONS FORMATION**

Effective tool of businesses enterprise influence to the consumer in the goods and services market, on the profit size, reliable information obtaining, image formation in the face of fierce competition are the exhibitions. Participation in exhibitions and fairs is an effective and powerful tool for the formation of companies'

marketing communications. Hardly any other marketing tool has the ability to present the company and its products, while providing the opportunity of personal contact with customers.

Exhibition is an event, whose main purpose is to provide information to the public by means of demonstration things which are at the mankind disposal, to meet the needs in one or more field of work or future prospects. The exhibition classification according to the specialization, organizational feature and decision level has such types:

1. International trade exhibitions, the theme of which covers the whole field of science and technology'
2. International specialized exhibitions, which covers specific directions, sub-sectors of science and technology;
3. International exhibitions, held in the framework of congresses, conferences, symposia;
4. National exhibitions organized in accordance with the intergovernmental agreement on scientific and technical and cultural cooperation;
5. The days (weeks, decades) of science and technology of a particular country;
6. Jubilee exhibitions devoted to anniversary of the state-to-state relations establishment, the anniversary of the company or its activities in a particular market;
7. Exhibitions during which the organizers provide lecturing and scientific reports, accompanied by a demonstration of exhibits on the subject.
8. Exhibition of catalogs of individual firms or groups of firms. They are less costly and can be mobile.
9. Exhibitions held at the suggestion of individual firms to increase sales in a particular market.
10. Exhibition-presentation of individual products, projects, and firms.

The exhibition type largely determines the basic quota of its visitors and the nature of the audience. This should be taken into account by exhibitor from the perspective of communication policy objectives and marketing in general.

The process of exhibition organizing is a complex of organizational, contractual and sometimes diplomatic arrangements. Sometimes the organization of the international exhibition lasts more than a year. The specific feature of the present stage of the domestic exhibition activity development is a dramatically showed trend of exhibitions commercialization. Unfortunately, some of the exhibitions do not show a high level of professionalism in the process of their organization and holding.

Exhibition activities should be clearly defined by the necessity of solving company's marketing objectives, which may be as follows: searching of new markets; broadening of customers set; commodity introduction to the market; searching of new intermediaries; products positioning in relation to competitors' products; determination of the possible product demand; establishment of contacts in the business world of the host country of the exhibition; formation of the company's image in a particular market; direct production distribution (contracts are signed during the exhibition, so participation in it can be considered as one of the distribution channels).

A special role in the exhibition activity belongs to stand-assistants. They are company's employees working in the public area of exposition. Stand-assistant must have an attractive appearance, a high level of communication skills, professional competence and knowledge of the language of the host country of the exhibition.

Participation of the company in exhibitions is an effective and powerful tool for the formation of marketing communications, especially when companies have already reached a fairly stable position in the market. Becoming the independent line of communication activities, exhibition activity combines a complex set of methods and means of the basic elements of the QMS as advertising (printed - brochures, postcards, external - billboards, signs on transport in the media, etc.), commercial promotion, personal sale (work of stand-assistants, sales representatives), sales promotion (distribution of gifts, discounts on goods which were displayed).

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## **"DESK" METHOD OF COLLECTING MARKETING INFORMATION**

Desk research is the market research based on secondary sources of information, including: usage of specialized and general databases of own development and mentored by other specialized companies; analysis information by specialized examinations of leading expert and research organizations at the regional, national and international level; analysis of information of official bodies and independent experts.

Desk methods of marketing research include the full range of collection and analysis of information on market, demand, supply and competition, which can be received and organized staying in your own office.

Typically, the desk research uses the so-called "secondary data", that is open source information, annual and monthly reports, statistics, surveys of companies and markets in the media and others.

Without careful and thorough desk research it is impossible to assess market conditions, its volume, intensity of competition, market risks, opportunities and other fundamental factors.

Desk research are carried out for:

- market analysis (volume, saturation, growth rates, etc.)
- market forecast
- competitor analysis
- study of the structure of production, demand, supply, consumption
- analysis suppliers, patterns of distribution and retail
- analysis of pricing policy
- analysis of the risks and factors that impede market entry (legal, competitive, etc.)
- study of promising products, niches, etc.

Desk researches suggest that in most cases, you can inspect data in other

sources, compare them and find out the truth, that you can use the most objective figures.

All sources of information for desk research can be divided into:

- official (national and local regulations, State Statistic Service statistics, official reports of ministries, departments, etc.).
- internal (company annual reports, annual reports of its competitors, its sites, newsletters, etc.)
- independent (materials of specialized media, trade publications, research companies analytical reports, interviews and forecasts of experts, scientists, etc.).

Extensive desk research will help in making the strategically right decision, save you from mistakes at the start of the project. Their only drawback is that all the data for your desk research was collected by someone, not you, with some purpose, but not yours. What is more, the information tends to become outdated. Therefore, for more detailed studies targeted to your project, it is better to use desk research with qualitative and quantitative research.

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## **CREATING ECO-RESPONSIBILITY**

Nowadays careful treatment of the environment and natural resources is one of the most important concerns. The problem is particularly relevant for companies as well as countries. Therefore, ecologically safe technologies, energy preservation, recycling, and even “eco-designing” assume great importance today.

While researching “ecological problems”, one can see an enormous number of different tragedies: the oceans suffering from waste, the atmosphere suffering from deforestation and industry pollution etc. The Earth suffers from humanity. Therefore, certain major problems are results of usual human activity and everyone must carry the responsibility. That’s why “eco-responsibility” has been recognized and built under the principle “polluters pay”.

There exist countless rules, limitations, and interdicts that make the prevention of such catastrophes possible. The most important and global of them are written in the form of laws in the constitutions of countries. It is very important to know how to apply different forms and types of eco-responsibility not only in enterprises, but also in the lives of individual inhabitants of the planet.

For this purpose dozens of evident benefits exist, but the most current are that producing eco-products and going “green” are fashionable today. Eco-marketing becomes more popular every day and acts like an additional sort of income. Only time will tell if it is a fleeting fad.

The top-5 companies with “eco-consciousness” include Nestle, P&G, BMW, Vodafone, and HSBC Holdings. They are pioneering new ways that famous companies can be environmentally friendly.

What are the consequences of ignorance? Why so much commotion about ecology? Maybe it will be better not to reflect on it at all, creating and consuming products without recycling the wastes, not economizing on natural resources, not caring about the next generation. What will be the outcome?

“Ecosophy” isn’t a science, but a way of life...

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## MARKET RESEARCH OF SPICES IN UKRAINE

Spices and seasonings have recently changed from the products being sold at ransom price to the mass-consumption ones. Integration with Europe and culture of spices consumption growing every year have contributed to it. Ethnical cuisine is on the rise and Ukrainians are ready more than ever before to experiment with the spices unknown earlier.

Ukrainian consumers showed interest to healthy lifestyle and, consequently, to consuming health food. At the same time, it requires stronger fragrance and product taste properties. Spices and seasonings are necessary to unite all these factors.

Therewith, consumers pay attention to product quality more than ever before and they demand from suppliers to provide the certificate of quality.

Ukrainian market segmentation of spices

Spices have a wide range of application in food manufacturing, cosmetic and pharmaceuticals industries.

In general, market of spices can be divided into 3 segments:

- The industrial sector. In this sector spices are used as ingredients for the further processing in food, drinks, cosmetics etc.;
- The retail sale sector is where an ultimate customer has direct access to the spices in their pure forms;
- The catering sector is where spices are used to cook for an ultimate customer.

Table 1

The sector segment of food and market share	Subsegments
The industrial sector (55-60%)	<ul style="list-style-type: none"> <li>• Processing of meat, fish, canned food, sauces, bakery products, and semi-finished goods;</li> <li>• Manufacture of drinks;</li> <li>• Manufacture of food flavors</li> </ul>
The retail sale sector (35-40%)	<ul style="list-style-type: none"> <li>• Supermarkets;</li> <li>• Retail outlets;</li> <li>• Specialized shops;</li> <li>• Organic products shop</li> </ul>
The catering sector (10-15%)	<ul style="list-style-type: none"> <li>• Restaurants;</li> <li>• Hotels;</li> <li>• Other institutions</li> </ul>



There is a changeover tendency in Ukrainian market from using spices in household use to industrial application.

In particular, spices are used in processing of meat, fish, canned products, sauces, soups, bakery products and semi-finished goods. Nowadays meat industry is one of the largest consumer of a wide range of spices. Other Ukrainian industries, for example, like the industry, where drinks are manufactured, use anise, badiane and juniper in alcoholic drinks, and liquors. Ginger can be used for manufacturing non-alcoholic ones and also in baking biscuits. Pepper and mustard are used in most salty goods and sauces, and mint is used in confectionery.

Based on the above, it may be concluded that Ukrainian market of spices is actively developing annually and gives a wide range of possibilities for entrepreneurs and potential buyers.

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## **FORMATION ASSORTMENT OF CHILDREN'S CLOTHES**

Features of formation assortment baby clothes due to event-trigger factors. During the calendar year manufacturers traditionally produced 5 event collections (school, new year, summer vacation, autumn, winter). Assortment matrix, built on 5 event collections, allows a very flexible to work with the buyer's request during the entire calendar year.

Particular attention should be paid to the number of assortment positions, which are "tied" to the age of positioning point. So, if in store for women's clothing is usually sold five sizes (44, 46, 48, 50 and 52), then in store for children under 14 years of these dimensions must be at least fourteen! Accordingly, in the "adult" product can be placed in several different models of clothes more than children's store of the same plaza.

Shop «Top Kids» works in the market baby clothes Dnepropetrovsk.

The assortment of the enterprise is a children's clothing for children from 1 year to 16 years, as well as various accessories. Formed assortment «Top Kids» under the influence of factors including demand, profitability and production base.

Formation of assortment policy should be based on product strategy. The structure of the development process of commodity strategy of the enterprise and the understanding that under the policy of the enterprise with the product can be offered different strategic directions for the various positions of the nomenclature assortment list allows you to define the following stages in the formation and implementation of commodity policy of the enterprise:

Stage 1 - analytical work, including the assessment of the needs of the enterprise product, analysis of the competitive position of the enterprise and economic analysis of the enterprise, or, in other words, the assessment of the potential sale of a commodity strategy;

Stage 2 - the choice of strategic economic zones;

Stage 3 - formation model products and commodity assortment planning structure;

Stage 4 - the optimization of commodity policy of the enterprise.

The ultimate goal of the research needs in the product - development strategy of behavior on a target market segments.

To solving problems of commodity policy at any hardware level requires a strategic approach. This means that any of said solution in the area must be taken not only from the point of view of the current interest, but also taking into account how it "works" the ultimate objective. This approach requires a focus on critical areas.

Commodity policy - the development of the optimal composition of the products according to the nomenclature of products involves determining the composition of the product name and the share of each item in the release. The best is the nomenclature structure of production that maximizes profits.

Trade policy involves solving the problem of choosing the mix of products and its optimization. The main objective of the assortment policy - definition of the structure of production in the production division, namely:

- \* The relationship (shares) between the new product development, production, requiring improvements and modifications, and traditional products do not require improvement, outdated products;

- \* Establishment of the range of products and planned indicators - both qualitative and quantitative;

- \* The definition of models and versions of the same product;

- \* Determining the structure of the life cycle of the entire range of products and perspectives updates assortment;

- \* Determination of the degree of product differentiation and the degree of technological community of new and existing products;

- \* Market conditions and price movements.

Practice shows that the development and implementation of the assortment policy of the company is constantly engaged. The concept of the product life cycle is fairly widespread and used for analysis of products on the market, assess the prospects for its sales, marketing strategy selection.

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## **ASSESSMENT OF THE OPPORTUNITIES AND THREATS IN THE FITNESS MARKET**

According to the Agency of marketing and "Partners Business" sociological researches, capacity of Ukrainian market of fitness services is estimated at \$400 million that representing less than 1% of the global market. This figure is much

smaller in the regions, is about \$5-20 million. Today fitness activities in Ukraine are doing little more than 960 thousand people or 2% of the population. This suggests that market has a huge potential for development.

Analysis of the market saturation of fitness services showed that in large and developing cities these indicators vary considerably. This is largely due to the financial security of the citizens. The recent trends are the development of regional markets, significant reduction in price of services, as well as the emergence and development of fitness chains.

The potential market size of fitness services in Dnepropetrovsk is near 2 billion dollars. In the structure of the Dnipropetrovsk regional market of sports and recreational institutions, fitness clubs, studios and centers make up 37%; about half of this market are the gyms and sports clubs. Regional market of fitness services can be divided into 2 segments: premium and lower classes and it shows that middle segment is missing. This niche is still very promising.

The lower segment are represented by local shaping studios, dancing studios, gyms etc.; the hour lessons costs about 35-40 UAH (\$3). Accordingly, the saturation of the market for premium-segment in the region is 20-25%, and for the lower segment is 50-65%.

Due to the increasing trends of sport lifestyle in Dnepropetrovsk is actively find new fitness centers, dance schools and studios. Consumers can choose among them the Studio which will meet their needs, will be will be conveniently located and comply with economic opportunities. That is why in this market competition are increasing. This increases competition, forcing the companies to develop their advantages and exclusive services.

Rakassa Dance Studio is working on Dnepropetrovsk market of fitness services for the 10 years. However, the market has more than 50 fitness studios that offer similar services, and are not inferior in repute, professional coaching staff and the cost of services, which are not very different.

Thus, on the one hand, to the Dance Studio Rakassa there are good opportunities for development: the lack of saturation of the market, promotion of healthy lifestyles. On the other hand, there are threats: the active emergence of new studios and increased competition.

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