

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.

References:

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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 advertising 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 advertising campaign for the AMF enterprise is increasing the sale.

The main actions of the advertising campaign:

- Development and production of promotional and informational materials (posters, catalogs, brochures, banners, leaflets);
- Internet advertising: 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 advertising 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