

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.