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THE ROLE OF MARKETING IN THE COMPETITIVENESS OF ENTERPRISES

Keywords: marketing, competitiveness, enterprise, market demand.

At the present stage of development, more and more scholars of regional science are interested in the role of agglomeration economies in the knowledge-based economy. This issue can be dealt with from different points of view: the competitive type of functional or nodal regions and one has to examine the factors influencing regional competitiveness. To improve competitiveness of regions, different economic development programmes must be applied, which means that the improvement of competitiveness requires different strategies based on the different types of regions. In this paper we outline our analytical framework

From a marketing perspective, important in this definition are the following:

Firstly, it is a competitive market, that is, the direct interaction of firms in the market. It applies only to the struggle waged by the company, advancing to market their products or services.

Second, competition is conducted for a limited amount of effective demand. This limited demand forces firms to compete with each other. After all, if the demand is satisfied with the goods or services of one company, all the rest is automatically deprived of the opportunity to sell their products. And in those rare cases when the demand is almost unlimited, the relationship between companies offering the same type of product, often pohozhna greater cooperation than competition.

Third, market competition develops only on the available market segments. Therefore, one of the most common methods resorted to by the company to ease the pressure on the competitive media, is not available to care for the other segments of the market.

It is very interesting to watch the confrontation in Ukraine, Danone brands and President. Two big names - in general they are fighting for the same target group, sparing no advertising funds. This President used a wider range of dairy products, and in the struggle for sweet dairy market uses a sub-brand "Dolce". On the side of Danone - more specialization and authority of a powerful international brand.

The evolution of the market of sunflower oil - an example of how skillful, stepping picking up strong brands can lead to market dominance. "Kernel Group", initially having only a TM "generous gift", strengthened the brand "Stozhar" and "Chumak". Investing is not only a lot of money in advertising (oil Chumak never advertised, but it sells well) and actively using trade marketing, "Kernel Group" has entered the leadership positions, surpassing the brand leader of many years' "Oleina".

Serious competition in the retail market seems to be in full swing. Interestingly enough experience Comfy as a brand, which has its own special character and not afraid to speak the language of interesting images, comparisons. In the brand's high-

quality color identification, the desire to make active use of emotions such as excitement. In the food retail market is worth noting, "Silpo", which skillfully combines product and image communication in supermarkets, on the transport in the direct advertising, etc.

Thus, we can say that the company must use all possible resources to retain their market positions and seek ways to improve the competitiveness of the enterprise.

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THE NETWORK MARKETING

Keywords: network marketing, consumer products, advantages and disadvantages of network marketing.

The network marketing is process which a necessity to sell commodities personally even is not at, it is enough to recommend friends to take advantage of one or another product.

The history of network marketing has its origin in 1945, when American businessmen Lee S. Mytinger and William S. Casselberry became national distributor of «Nutrilite Products», basing its activities the principles of network marketing.

Your task is to do the following three things:

1. Use the product and love.
2. Share it with others.
3. Involve others in your business.

In network marketing, as well as other areas, there are pros and cons.

Cons:

- You will receive waivers in meetings with customers. Many do not like to be denied, so do not come in the network business.

- Due to the fact that network marketing is no selection, there is a large flow of people. People at first light, and then go at the first difficulty.

Pros:

- Free schedule.
- Ability to everyone start this business, regardless of education, age, material wealth.

An example is a network marketing company Amway.

The company Amway pays their partners to attract new independent entrepreneurs. Payments in accordance with the marketing plan Amway is a percentage of the cost of goods sold.

So, the main thing you need to know about network marketing - this is a method of selling consumer products. This network marketing is different from all sorts of "pyramid", the organizers of which are earning from contributions of new members.

Pyramids are considered fraudulent organizations, a form of consumer fraud and banned in many countries.

In network marketing, on the contrary, the network is constructed for the sale of goods. The manufacturer receives income solely from the sale of their products.

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THE CONSUMER MARKET OF UKRAINE

Keywords: consumer market, purchases structure, online and offline trading.

During the first half of 2015 Ukrainians have become less access to shops to make a big purchase of products (once a month or less). Over the last year began to buy more products and daily necessities for cooking. At the same time, compared to the previous year, significantly increased the percentage of customers who commit term purchases - from 9% in 2014 to 15% in 2015. At the same time changed the style of the buying - significantly more people declare that "the budget for the products are strictly laid out" "I firmly stick to the plan purchases" - can be said that the buyer has become more pragmatic and rational.

The average expenditure on food and consumer goods increased by 3%, while the cost of fresh food (meat, fish, vegetables and fruit) decreased by 26%. However, many consumers claim to be buying less. Also, according to a study in 2015 Ukrainians began to spend less money in supermarkets and hypermarkets, and the part of buyers to switch to other channels such as discount stores and minimarkets.

Value for online and offline trading in Ukraine is 2% to 98% on average in the world of online retail share is 8%, and offline - 92%. In the United States, where e-commerce is the most developed, this ratio reaches 12% versus 88%. And in Ukraine - 2% to 98%, but as long as consumers around the world are spending more money on offline purchases.

In conclusion, many of the previously popular products have now become luxuries and forcibly disappeared from the standard diet of domestic households.

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INTERNATIONAL MARKETING IN UKRAINE: CHALLENGES & OPPORTUNITIES

Keywords: international marketing, marketing strategy company, global economy, integration.

Marketing activity today is one of the most important instruments of conducting business. Every company that wants to operate efficiently and to improve their competitive positions conducts market research, studies market and tries to succeed in promoting its products in the market.

In Ukraine there are many preconditions for the development of marketing activities internationally. This requirement is dictated by the intensive development of market relations in Ukraine and its integration into the global economy. However, there are a number of barriers that do not allow Ukraine to fully develop internationally.

Ukrainian managers are increasingly turning to marketing as a tool. Here is the question of the quality and level of marketing rises. The low level of international marketing (and marketing activities in general) is attributable to the lack of methodological framework for implementation.

Doing business in foreign markets requires considerable effort and investment of additional funds. Although today in Ukraine there are a number of companies that lead successfully marketing activities abroad, the majority of companies use template strategies that do not bring the desired result.

International marketing as a tool for the Ukrainian enterprises to enter foreign markets is possible only if all levels of management grasp the necessity for its implementation.

The problem of marketing activities implementation consists of misunderstanding the needs of marketing department organization. It should be organically integrated into the production process of the company and created during the founding of the company.

International marketing activities require highly skilled specialists. Lack of such staff hinders the internationalization processes of Ukrainian entrepreneurship. For the further development of international marketing Ukrainian companies first and foremost need to learn to put the consumer at the center of its strategy formation that is requires shifting the focus to marketing problems. This will help our country win not only new segments of foreign markets, but also protect domestic producers from imports.

Consequently, Ukrainian enterprises need to pay more attention to the investigation of the internal market. Doing market analysis in Ukraine is much easier and cheaper, in view of awareness of enterprises about the impact of external factors

and availability of target audience research.

The first necessary condition of international marketing activities optimization in the Ukrainian enterprises is the implementing marketing ideology in decision-making processes.

The next important step is selection of the key components of marketing strategy. Ukrainian enterprises today need clear organizational structure of conducting international marketing activities.

Despite the fact that international marketing in Ukraine is a fairly new economic process, it has already scored quite a high speed. A positive factor is the realization by Ukrainian marketers the necessity of the development and implementation of their own methodology based on international marketing researches of well-known foreign scientists. This condition is necessary for the full development of international marketing.

So, the formation of international marketing in Ukraine is continuing. Its further intensive development will provide even more opportunities for the integration of Ukrainian businesses in the global economy.

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PERSPECTIVES THE IMPLEMENTATION OF THE COAL MARKET PRODUCTS UNPROFITABLE MINES

Keywords: coal market, unprofitable coal mines, models of developing, reserves of mine.

As it is known, the choice of optimal variant save the market of unprofitable coal mines is a complex problem with many variables. But with a definite variant of a mine's fund functioning which takes into account the technically admitted limitations on the possible volume of mining, the coal's quality and its reserves, it is possible to establish only the corresponding to this variant expenses (current and capital) and their change in dependence of the mining's output.

The models of developing and allocation of the enterprise are considered in this paper as a tool of liberation of material, financial and human resources to maintain the capacity of perspective enterprises. The necessary volume of investments can be considered as a limited resource, but it is limited only by quest to deny assistance in financing of deliberately unprofitable objects. The most important blocks are that

determine the directions of simple and enlarged reproduction. The latter is rather problematic in the contemporary conditions of mining industry, but it is as long as the corresponding perspective enterprise does not receive the needed investments. There are reserves on every mine as it goes about passing capacity of its technological links. In this connection the solution of the problem depends on the main parameter - the volume of financing, that can be received at the sacrifice of redistribution of human, material and natural resources and additional means from realization of higher quality products and- address financing of projects for the exploitation of resources of the mining area's free sites.

The most convenient method for the solution of the problem in such conditions is dynamic programming in the classical interpretation «changing the equipment» and «distribution of capital investments». It is possible to use this principle for distribution of every kind of resources with monetary expression. For the problem of managing the industrial resources applying to the maintenance of a group of mine capability, it is necessary to foresee the possible aspects of supplying the mines with resources, depending on the market's conjuncture, existence and quality of reserves. Some of these directions of development can be sequentially implemented on every mine according to its technology and then can be repeated after some period of time. Realization of every one of these directions for the mining fund's development predetermines the capital investments and the optimization criteria.

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A COUNTRY-HOUSE: HOW A POTENTIAL BUYER SEES IT

Keywords: behavior of country-house buyers, criteria for selecting cottages, infrastructure of cottage communities.

At the V international exhibition of Ukrainian and foreign real estate, held in Kyiv on October 1-3, 2015 in the framework of the "Real Estate Fair 2015", a survey of visitors was conducted. The purpose of the survey was to determine the criteria for selecting cottages by potential buyers. The purpose of purchase, location of cottage settlement, the infrastructure of a cottage village and the cost of the cottage were considered as these criteria.

A potential buyer is not ready to part with the usual urban comforts moving for permanent residence outside the city. Almost 70% of respondents prefer to buy suburban housing in a cottage village with good infrastructure (shops, drugstores, kindergartens and playgrounds). In addition, the majority of the buyers after moving out of the city continue to work in the city, so the location of the village is the most important criterion when choosing suburban housing - a cottage must be located in a green area, but no more than 30 km from the city center.

The second essential criterion of selection of property in the countryside is the

price. 80% of potential buyers are not ready to pay for cottage steads more than 100 thousand dollars. The greatest demand is for houses of gas or foam with the area not more than 100 square meters with a stead less than 15 acres.

The main potential buyers of a country cottage are entrepreneurs, business owners, government officials and hired top managers and middle managers, who are mostly family people, aged 25 to 45.

According to the data received in the survey, the vast majority of potential buyers of suburban real estate plan to purchase housing in an organized cottage village for permanent (year-round) residence.

When choosing a country-house buyers are guided by the usual criteria in such cases: location, area of the house and the stead, the proposed infrastructure, the price of the house, etc. At the same time there are certain requirements to each criterion. Accordance with these requirements ultimately affects the buyer's choice.

More than half of surveyed buyers of suburban real estate would like to buy a ready-made cottage with a stead. A third of customers would choose a townhouse or semi-detached house with a stead. A remaining part of the buyers consider the purchase of a "bare" plot of land, and would immediately order the contract to build a house from a developer.

Half of the buyers want to buy a plot of land of about 10-15 acres, one third - an area of 10 acres. Plots of land of more than 20 acres are interesting only for 4% of consumers.

The same trend is observed in the requirements for the area of houses. The most popular are the houses with the area of 80-100 square meters, which are good to hold all the necessities of life and which are practical to use. About a third of surveyed buyers would like to buy a house with the area of 140 square meters.

Three of the most popular materials for the construction of houses take first place in recent years: gas concrete, wood, bricks. Gas concrete is considered among the buyers to be the most accessible material for building houses of permanent residence. The supporters of environmentally friendly residence in the countryside prefer wood. Finally, bricks hold the position as the best material in the segment of expensive housing.

There are combined solutions among new fashion trends, implying a combination of stone on the ground floor and wood on the second floor.

Buyers are quite demanding to the infrastructure of cottage communities. The objects, which must be located within the cottage village, are a grocery store and a drugstore. More than half of the suburban real estate buyers also like to see a kindergarten and playgrounds, a medical center, sports grounds, school in the cottage village.

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THREE TYPES OF MARKETING FOR SUCCESSFUL DEVELOPMENT OF BUSINESS

Keywords: marketing, development, business, organizational structures, enterprise.

Modern definition of marketing is as follows: marketing — this anticipation, management and satisfaction of demand for goods, services, the organizations, people, territories and ideas by means of an exchange. At the moment there are three types of marketing for successful development of business [1]:

1. Introduction of innovations on the market. If the enterprise let out a high-quality product, or is ready to provide to the consumer fine service, it – only 50% of success. You can consider complete introduction of a new product when receive its appreciation outside your enterprise. It should be noted that new, technically perfect development which are an embodiment of absolutely new aspects, subject the enterprise which makes them, to big risks in the course of realization of a product and its advance in the market. Therefore, letting out essentially new product, it is necessary to carry out absolutely new approach to marketing.

When the businessman enters with the product the market, the above processes become notable at once. It will become clear that actually represents a product against a consumer demand what has to be advertizing, work forms with consumers and other marketing innovations. Very often for new type of products all earlier prepared researches of the market become unsuitable.

2. The marketing focused on the consumer.

The most important thing which you have to know if you plan to use the second method of marketing focused on the consumer — it that consumers buy. Not that is on sale or that certain consumers buy can be sold in the market, namely. Knowledge, information of the market in general.y you always not first-hand. Usually it is statistical reports and collections. Or some special researches conducted by experts in someone's request.

Meeting face to face with your clients, each of which – the unique personality, with own, only to it inherent traits of character, temperament, tastes, habits, etc. Only in such a way you will be able to open for yourself that, actually, consumers want to get. Only in such way you will be able to bring to the consumer for what he waits and that will be able to value according to the merit

3. The integrated marketing. The marketing focused both on a product, and on the consumer at the same time, directed on every possible decrease in risk for the enterprise, is called as the integrated marketing. Within the integrated function

marketing, directly or indirectly connected with studying of the market, are carried out by all structural divisions at all levels of management. Respectively also the organization of the management changes. Not one specially allocated structural division or service, and all has to carry out functions of marketing in the company. If it isn't present, about satisfaction of the consumer today out of the question [2].

All concept of the organizational structure of the company changes. Into place linearly - functional organizational structures of management divisional organizational structures of management come.

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POTENTIAL SEGMENTATION. THE ADVANTAGE OF OUTSOURCING ACCOUNTING

Keywords: accounting services, target segment, tendency of accounting services market.

This article considers the service "Accounting services / accounting services division of powers." LLC AF "Audit-Invest" covers all functions of the accounting service of the enterprise ranging from the compilation of primary documents on-line to the formation of the entire package of financial and tax reporting and reporting on the delivery of the specified addresses. By synchronizing the database, the client has current information on the status of settlements with customers and suppliers.

The customer no longer has to spend time on maintenance of personnel records, the relationship with the banks on the maintenance of current accounts, processing of deposits, loans, relationship with the regulatory authorities on the delivery of the reporting, tracking, and other counter-checks.

In conclusion, this article focuses on the findings regarding the target segment: companies that are registered in the city of Dnipropetrovsk, deal with small and medium businesses and account 35 000. 22,000 of them are enterprises engaged in small business; 13000 are medium-sized businesses. Through market segmentation, we can conclude that 15% of enterprises engaged in small business, and 20% – in medium-sized business, are not interested in the accounting services. The potential market is 22,560 enterprises. Potential businesses that are engaged in small business make up 85%; 80% are medium-sized businesses. 25% from 85% companies are not sure, they have not heard about outsourcing accounting and 40% have heard and are

ready to use it. Only 30% of 80% potentially interested companies are ready to hear about the service and accounting services and 36% are not sure, because they do not have experience with audit firms.

Market saturation is 4.6%, which means a small saturation. 6,220 companies use the services of the accounting service. 20% of enterprises that are engaged in small business use the accounting services, 10% of which are satisfied, while 10% are not satisfied with the services provided. 14% of companies that belong to medium-sized businesses do outsourcing accounting (10% - are satisfied, 4% - are not satisfied).

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THE STRATEGIC ASPECTS OF THE MARKETING MANAGEMENT

Keywords: strategic marketing, Asking N. Piercy and L. Harris model

The marketing activities of the company, in addition to the operative, are considered as one of the capital-intensive. It is generally accepted that the cost of creating a new product and introducing it to the market accounted for 80% of the value of its future production. In addition, the company needs in further development of the product, to keep it on the maturity stage and delay the recession. In order to specifically develop the product and gain the necessary segments of the market with the optimum cost level, it is necessary to combine marketing efforts with strategic management.

The analysis of numerous foreign publications on the problem shows that the best results in the development of the marketing - strategic management interface, were reached by Nigel Piercy and Lloyd Harris, that offered in collaboration with Linda Peters and Nikala Lane a/the concept that allows to establish the relationship between strategic management and marketing.

The suggested by N. Piercy and L. Harris model of marketing integration and strategy assumes the presence of four interrelated areas of research, analysis and decision-making:

1. Decisions on corporate and portfolio investments that are focused on the problem of formation of the corporate portfolio, which, in turn, focused on the balance sheet and the financial involvement of each activity, in which is involved the organization.

2. Market strategy where the main issue is to develop a competitive positioning strategy.

3. Operational planning and management, which focuses on the internal problems of the organization, where decisions are taken at the lower level of management.

4. Marketing planning and management, which focuses on the technical and professional aspects of marketing and sales at the operational level.

When using such a symbiosis of marketing and strategic management the company will be able to use their competitive advantages for continued growth and development.

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EFFECTIVENESS INDICATORS OF SOCIAL MEDIA MARKETING CAMPAIGN

Keywords: social media marketing (SMM), effectiveness, coverage, indicators of engagement, emotional indicators.

Social media have a number of characteristics that make them different from the traditional media (TV, radio, newspaper): audience can participate in content creation process, edition and commenting posts. That difference is reflected in effectiveness indicators which should be another kind as traditional ones. There are a lot of papers which trying find those indicators. The majority of papers highlights the necessity to adopt metrics to evaluate SMM effectiveness [1, p. 1156]. Effectiveness indicators should take into account ROI – the return of investments and give the possibility to see such returns. D. Evans claim that social media are fundamentally measurable and its great advantage in compare with traditional media[2].

Hoffman D. and Fodor M. argue that social media objectives drive social media metrics. Marketers should focus on objectives that explicitly recognize the value of operating in the social media environment, while some try to apply traditional objectives such as direct sales, direct cost reductions or increases in market share from social media.

The goal of paper – to structure and characterize main effectiveness indicators of SMM campaign. It is suggested to organize all metrics in two groups: quantitative and qualitative – that helps to fix both coverage, and engagement - emotional indicators.

Qualitative indicators are: the coverage of audience: number of members/followers, taking into account number of views and sample user's analysis (at least 70% of users should match target audience). The dynamics of member's/follower's number illustrates the effectiveness of marketing strategy, internet ad and pr campaigns success. To be sure in right interpreting the number of members/followers it should be correlated with two additional metrics. First, match the target audience – the social -demographic characteristics of the majority of members should be close to target audience characteristics. Second, it is important to analyze how many members return to community – usually it is said about 5% of daily visits of community members.

Quantitative indicators are: social actions, resonance, informational perception of brand, engagement indicators.

Social actions reflect emotional perception of brand and form the motives to target actions. They are: number of “likes”, number of comments and their mood,

intentional comments when user declares his intention to buy or fact of buying, to visit a shop and so on; number of user-generated items (photos, threads, replies) and level of user's activity at competitions, actions, promo.

Resonance is the indicator of consumer's loyalty. One of the most outstanding marketers F. Reichheld the author of NPS (Net promoter score) method claim that the actual loyalty is correlated with the willingness to recommend the brand to friends and family. That is why the number of “shares” is the indicator of loyalty.

The informational perception of brand can be shown by social media monitoring data: the number of mentions of the company and products, taking into account the mention's mood: positive or negative.

The engagement of users is demonstrated by target actions: site registration, visiting contacts tab, completing of forms and questionnaires, online call, online chat with a consultant, corporate news subscription.

One more metric is number of online sales. To analyze the impact of social media on online sales we should track web analytic data or use promocodes, allocated telephone number.

Thus social media solve marketing tasks to attract a new audience, to generate loyal customers and increase conversions. Both qualitative and quantitative effectiveness indicators reflect and drive those marketing objectives. In compare to traditional marketing all activities are measurable due to concrete metrics. To complete the picture each metric should be compared to analogue indicators of competitors and that will give possibility to strategic planing, to set achievable goals, to spread the budget, to decision making process.

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MARKET ANALYSIS FOR PAINTS AND VARNISHES IN UKRAINE

Keywords: paints and varnishes market, coatings market tendency, global trend.

The purpose of any society is the production of goods (tangible and intangible) to meet the needs of the people. Meeting these needs is not possible without the participation of the construction industry, designed for the creation, modernization and repair of industrial and non-productive assets.

Stormy rate of increase in the volume of construction and reconstruction of housing led to a progressive increase in demand for construction materials and, in particular, in paints and varnishes.

Before the crisis, the domestic market of paints and varnishes (LMC) was the most attractive in the segment of construction and decorative products. The annual increase in the production of paint products was estimated at 10-15%. According to the results of 2002-2008 growth rate accounted for 50%. During the crisis, the consumption of paint has fallen significantly, leading to reduced production of paints and varnishes. Statistics of production of paint products in 2010 compared to 2008 shows its decline by 22,5%, and in 2014 in comparison with 2012 by 24,6% (Fig. 1).

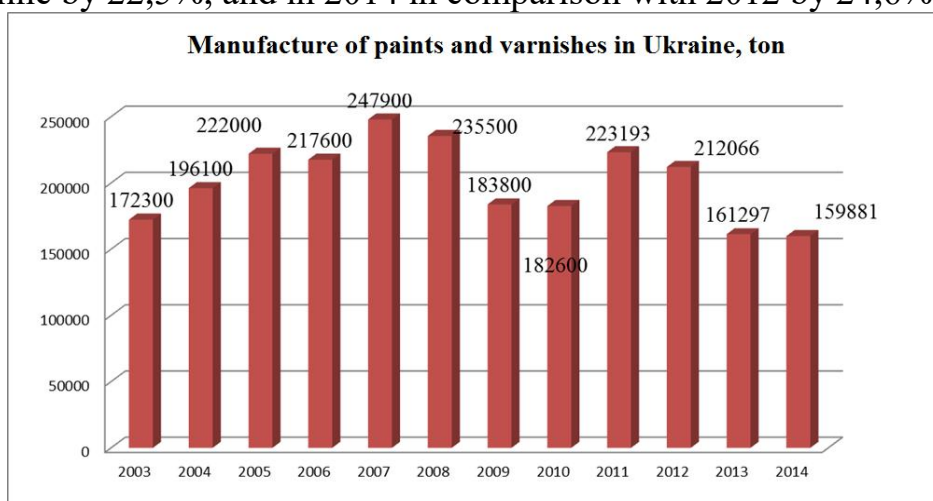


Fig. 1 Manufacture of paints and varnishes in Ukraine

Similar dynamics is observed in the imports of paints and varnishes.

After the crisis of 2008, the market recovered paint products in 2011. It was affected by the stabilization of Ukrainian economy as well as preparation for the football championship Euro-2012, when many important sports infrastructure and public facilities were built (Fig. 1).



Fig. 1 Import of paints and varnishes in Ukraine

Experts estimate that the development of coatings market in 2015 is not very optimistic, as evident prerequisites for changing the situation in the production and consumption of paint are observed. Increased capacity coatings market in general is expected to be 3-5%.

Demand for coating materials (both organic solvents and water based) will depend on the purchasing power of Ukrainian consumers. Demand growth may be due to the dominance in consumption paint medium and low price segment. But it is worth noting that buyers with average and high incomes today are willing to pay for quality and useful properties of materials purchased.

The main trend of the global coatings market is the increase of ecological purity coatings. Under the influence of this trend the share of water-based paints is constantly increasing. The share of solvent-based coatings is large enough in the markets with low population solvency.

Under the influence of these two polar tendencies the specifics of the Ukrainian market of consumer paints have been formed. On the one hand, the global trend of environmental safety increases the supporters of ingredients-based coatings being friendly to human health and the environment. On the other hand, the low purchasing power of the population impedes the development of coatings to medium-high and premium price segments.

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FORMATION OF PRIMARY OBJECTIVES FOR HARDWARE PARTS MARKETING RESEARCH

Keywords: economic analysis, hardware parts, marketing objectives, marketing research

The current stage of Ukraine's development and access to the markets of the European Union make high demands on assessing the economic system's performance of different levels. In a market economy the purpose of every production is to obtain the possibly highest profits from the sale of produced goods. Only those companies that receive high economic results through effective use of resources, economic risk, innovative business ideas and production management improvement are able to carry out its industrial and financial activities [1].

Ukrainian economists played a significant role in the theory, methodology and practice development of marketing analysis that is the basis for the production

development decision-making. Theoretical aspects of marketing analysis devoted to the works of many Ukrainian scholars: G.T. Leshchenko, M.I. Tugan-Baranowski, M.G. Chumachenko, I.I. Karakoz, V.I. Samborska, V.M. Ivakhnenko, M.I. Yatskiv. Meanwhile, the European Union markets have got some differences in the characteristics that should be considered during the formation of the product consumer properties [2].

The metallurgical industry is essential to the economy of Ukraine. In Ukraine the metallurgical complex consists of companies, 88% of which belong to ferrous metallurgy. In terms of production this industry assumes first spot among the industrial sectors of the economy and provides a significant part of gross domestic product. Around 80% of all Ukrainian metal production is exported.

Consider the typical activities of a hardware product manufacturer on the market. Based on the dynamic analysis of a certain range of economic indicators a slight decrease in production by 6.61% compared to the previous year is revealed; the permanent production staff decreased by 8.5%; average monthly wage increased by 18.47%; the cost of one unit of commodity output increased by 51.42% compared to the previous year.

A cost per unit increase is caused by the change in the structure of energy costs, providing technology process. The significant part of the energy consumption in the production costs reduces the range of discretion for consumer price ground.

It should be noted that the difference of any marketing research from usual collection and analysis of internal and external data is its objective to solve a specific marketing problem or set of problems. Formation and purpose of marketing research study is an important step. There are the following objectives of marketing research [2]:

Searching - data collecting for the preliminary assessment of the problem and its structuring;

- Descriptive – description of selected phenomena, study objects and factors affecting their status;

- Causal objectives – hypothesis checking of the some causal connection occurrence;

- Checking – perspective option selection or correctness of decisions assessment;

- Predictive objectives –future status of the facility prediction.

Given the fact that the metal products were exported to the EU in the past, searching and the descriptive objective formation is not sufficiently justified. Causal objective of marketing research is to test hypotheses about other technologies use by the manufacturers that sell their products on the European market to form the specific list of the final product consumer qualities. The main hypothesis to check is the use of more energy efficient technologies for metal product geometry profile forming by the active participants on the European hardware product market. Establishing a cause-and-effect relationship between consumer properties of hardware products and their production technology provides ground for the metal products manufacture technology selecting in the terms of the feedstock properties at the Ukrainian

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MARKETING APPROACH TO HUMAN CAPITAL MANAGEMENT

Keywords: people marketing, human capital management, staff, motivation, enterprise, workforce, personnel, employee.

People marketing is a kind of kind of administrative activity aimed at ensuring the long-term organization of human resources. These resources form the strategic potential. People marketing means substantial expansion of the production function of marketing in the area of human capital management. It includes the following items:

- marketing as the main principle of marketing management;
- marketing as method of systematic search for solutions;
- marketing as the tool of achieving competitive advantage.

The existing approaches to the foreign organizations determine the composition and content of the tasks of people marketing should be divided into two basic principles. The first principle requires consideration of the tasks of people marketing in the broad sense. In this particular case under the people marketing refers to a certain philosophy and strategy of human resource management. The staff (including potential) is considered as external and internal client of organization. The purpose of this marketing is the optimal use of human capital through the creation of favorable conditions of work that enhance its efficiency, the development of each partner and employee loyalty to the company.

In fact, this "sale" of the enterprise to its own employees. The principle of people marketing in its broad interpretation is based on the market thinking that distinguishes it from the traditional management concepts of administrative personnel. The second principle consider the interpretation of the people marketing in the narrower sense - as a special feature of personnel management service. This feature is aimed at identifying and covering the needs of the enterprise in the workforce.

A broad interpretation of the people marketing assumes its assignment to one of the elements of the personnel policy of the organization, realized through the solution of the complex problems of human capital management services (development of the objects system, requirements planning, business valuation, career management,

motivation, etc.).

In a narrow sense, people marketing involves the allocation of certain specific activities of human capital management service, and this activity is relatively isolated from other areas of work of personnel services. It should be noted that both considered not contradict the principle of the people marketing definition given at the beginning. Hence the marketing concept of human resources management is the claim that one of the most important conditions for achieving the objectives of the organization is the clear definition of the requirements for personnel, its social needs in the course of professional activities and ensure these demands and needs more efficient ways than the competition.

A qualitatively new level of economic development can not be achieved without effective use of business personnel of all forms of ownership. People marketing becomes one of the most important factors in the survival of enterprises in market conditions.

At times the minimum investment and maximum use of "human capital" allow the company to win the competition. Personnel Control Centers are needed in each more or less large enterprise, and the role of the head of the service is increase. He becomes one of the main leaders of the modern enterprise or firm.

People marketing as a tool for purposeful and effective work with staff is an integral part of the strategy and tactics of survival and development of enterprises in the market relations. With the development of the individual employee has to increasingly harmonize market conditions and the interests of the employees of the enterprise. The development of productio is increasingly needed in the planning of its staffing. Effective use of "human resources" is preceded by the selection and recruitment company. This issue is usually the most attention is paid to the control center personnel. The error in recruitment entails a chain of unforeseen complications in the company related to the ability to move, and sometimes firing employees. In a market economy more and more important is the problem of overcoming the crisis of labor activity of employees of many companies in the country. The development and improvement of incentives and motivation to work beyond the scope of scientific and cognitive problems and more are put into practice as a means to combat competitors and survive in the market.

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CROSS-MARKETING

Keywords: promotion, cross-marketing, partnership marketing.

Cross-marketing - is a new and effective way to promote your product (or brand) on the market. More recently, "to make advertising" meant - to advertise in the newspaper, run the movie on TV and hang colorful banners along the road. But progress is moving, all the technology stale with time, and all kinds of marketing tools do not give the former effectiveness. We have to invent new tools. And it found an ingenious solution - cross-marketing.

Cross-marketing, as a new direction in marketing, appeared in the late 90s. XX century, and it is based on the interaction of several companies that have combined their capabilities and resources for the co-production, promotion and sale of a product or group of products. Naruse and Anderson believe that the emergence of cross-marketing means "...mutual understanding and recognition that the success of a particular firm is now partly dependent on another company..."

Technology Cross-marketing is based on the interaction of several companies that have combined their capabilities and resources for the co-production, promotion and sale of a product or group of products. There are 3 aspects that characterize this technology:

1. The partnership of two or more non-competing firms
2. goods or services must complement each other
3. joint programs aimed at promotion and brand awareness

That is, the cross-marketing is a mutually beneficial partnership of companies (two or more), aimed at the promotion of related products and services through joint marketing programs.

For example, advertisement of the flower shop on the cake box. Cake and flower are complimentary goods for any celebration. Or, you will get a discount on the room in hotel "A" if you will fly "B" airline.

There are three forms of cross-marketing:

- Joint advertising campaign
- Joint advertising campaign
- Joint discount (bonus) program
- Joint distribution in the field of direct marketing

In today's market the technology cross-marketing has clear advantages. The first is trade promotion and the rise of the brand awareness. Secondly, the cost savings during the cross-event. Third - loyalty to the advertised product is significantly increased. And - this is an opportunity to increase sales, expand its customer base and merge "marketing minds" of partners.

Goods and services partner should not compete with each other, and it is desirable to complement each other. The target audience of the partners should be the same, as well as the pricing policy should be the same.

In modern times to draw the attention of the consumer is becoming more and more difficult, the consumer is becoming more selective, demanding, it harder to part with their money. And one of the most successful marketing tools is precisely the cross-marketing.

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INTERACTION OF STRATEGIC AND OPERATIONAL MARKETING AT AN ENTERPRISE

Keywords: marketing, strategic marketing, operational marketing, interaction of strategic and operational marketing.

Modern marketing planning is a complex system that includes a subsystem of strategic planning and marketing planning (operational, ongoing) [2]. So, marketing consists of a strategic and an operational marketing.

The Business Directory defines Strategic Marketing as: "Identification of one or more sustainable competitive advantages a firm has in the markets it serves (or intends to serve), and allocation of resources to exploit them" [3].

The strategic marketing can be divided into some stages which are repeatedly performed in the course of organizational lifetime for the purpose of monitoring the results of past strategic decisions under the given market conditions as well as deciding on future strategic orientation [4]. These are: 1) The mission of the company; 2) development of marketing objectives of the organization; 3) analysis of external and internal environment; 4) analysis of strategic alternatives; 5) the choice of strategy; 6) implementation of the strategy; 7) monitoring and evaluation strategy [5]. The guidelines emerging from the strategic marketing process represent the starting point for operational marketing action: products or services are designed or modified, distribution channels are chosen, pricing decisions are optimized to fit and both advertising messages and channels are customized to target segments [4].

Consequently, once the market is defined, the product characteristics have been expressed and the core claims have been agreed, it is time to go out into the world and make all of this important. This is the core of Operational marketing. So, operational marketing is an ongoing process to actively shape the market and the understanding of the customer [1]. Operational marketing includes the organization of distribution, marketing and communications policy to inform potential buyers and promote the distinctive qualities of the product while reducing information costs. Operational marketing plan includes purpose, a description of the position, tactics and budgets for each available brand in the company at a given period of time in a given geographical region. The main task of operational marketing is to obtain proceeds from the sale. This means that the firm must sell the goods, using the most effective methods of sale and minimize the cost at the same time. Operational marketing is the determining factor, which depends on the profitability of the company in the short

term [6].

Both marketing approach - strategic and operational - interact and complement each other and are embodied: the structure of the strategic plan should be closely linked with operational marketing. Operational marketing emphasizes the enterprise of such variables as price, marketing system, product advertising, while strategic marketing aimed at the choice of commodity markets, where the company has competitive advantages, and forecast total demand of each of the target markets.

Thus, strategic marketing forms the basis of operational marketing action. It signifies gathering information, analyzing it, thinking and making directional decisions, where as operational marketing (covering the classical four P's – product or service, price, place, promotion) means implementing these decisions. The importance of these two components is asymmetric. Weak strategic marketing cannot be compensated by excellent operational marketing [4].

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TRENDS OF INCREASING OVERWEIGHT AMONG THE POPULATION OF UKRAINE

Keywords: medical services market, food security, overweight.

Recently the population of Ukraine there is a significant disruption of the structure of power, namely: the deficiency in the diet of animal products (milk, meat, fish, eggs), fresh plant foods (fruits, vegetables and other plants) and the excess

consumption of animal fats, bakery and flour products. The reasons for this imbalance is the low purchasing power of the population, as well as insufficient knowledge, low level of food culture, unhealthy habits and poor diet .

Food is the main driven factor for the normal growth and development of children, health and quality of life, health, active longevity, the creative potential of the nation. In addition, the right diet plays an important role in reducing the risk of developing chronic non-communicable diseases and diseases.

Dietetics is the science of proper nutrition, which explores the influence of nutritive substances on the human body. Diet is an integral element of complex treatment of any disease. The difference of this diet is that in this case, individual diet and mode of eating.

Chief freelance nutritionist of MINISTRY of health of Ukraine Oleg Shvets stated that Ukraine is now an epidemic of obesity. About 50% of our fellow citizens is overweight and 14.6 percent obese. Overweight is linked with poor diet and lack of consumption: Ukrainians eat a lot of saturated fat - fatty meat, fat, oil, few vegetables and little move. Obesity in Ukraine is about average for Europe - 13% men, 18% women

Least of all fat people live in the Western regions of Ukraine and Crimea. Crimea is recognized as the slender region of the country – is "only" 49.7% of obese people, which is 12.7% - obesity

In Ukraine obese suffers 14.6% of the population, or every 7th.

Therefore, it is necessary to visit a professional nutritionist to improve their health. It should be said that in Ukraine there are less than 100 certified nutritionists.

According to the analysis of medical services market of Ukraine we can conclude that today he is in the development phase, and its growth has a positive trend.

Our country remains one of the few in Europe where there is no national programme aimed at addressing food security for the population. Unfortunately very little is being done to disseminate current knowledge about the effects of nutrition on human health.

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MAKING SALES: UNDERSTANDING BUYER MOTIVATION

Keywords: consumer behavior, motivation, human needs.

Human beings have two major motivations; to gain reward and to avoid loss. We may go out to eat to gain reward. We buy insurance solely to avoid loss. These motivations do not exist in a vacuum. In other words, there will be plenty of incidences where both motivations influence a decision

Time and again, studies have proven that human beings are far more motivated by the avoidance of loss, than the gaining of reward. For example, the majority of people spend their waking lives at work. Yet there are few who wouldn't work less or give up entirely if they were to win the lottery.

Now if the motivation for going to work was to gain reward, there would be no need to work less or give up work entirely. Most of us, however, go to work to avoid loss. In other words, we don't go to work to earn our salary. We go to work because if we don't earn our salary, we can't buy food, or clothes, or pay our mortgage. With enough money in the bank though, the avoidance of loss dissipates. In this situation, many people would give up employment or certainly choose to work fewer hours.

Human needs – consumer needs – are the basis of all modern marketing. Needs are the essence of the marketing concept. The key to a company's survival, profitability and growth in a highly competitive marketing environment is its ability to identify and satisfy unfulfilled consumer needs better and sooner than the competition.

There are countless examples of products that have succeeded in the marketplace because they fulfilled consumer needs; there are even more examples of products and companies that have failed because they didn't recognize or understand consumer needs

We are interested in motivation because it is the driving force of behavior and there must be a reason, a motive for purchasing, and using products.

Motivation can be positive or negative in direction. We may feel a strong driving force towards some object or condition, or a driving force away from some object or condition. For example, a person may be impelled towards a restaurant to fulfill a hunger need and away from motorcycle transportation to fulfill a safety need.

The task of marketing to excite consumer motives.

Motivation is a highly dynamic construct that is constantly changing in reaction to life experience.

Every marketer should take this into account in their work.

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SHOCKING AS A SPECIFIC MARKETING TOOL IN SHOW BUSINESS

Keywords: marketing, marketing tool, shocking, epatage, show business, pop music, PR, fame, popularity, stage, stage image, attraction attention, artist, singer.

How to become a pop star? You can say that writing a hit song is the way and you will be right. But nowadays when number of singers and actors increases every day that formula can't give you the desired outcome without being interesting for audience. Correct choice of repertoire and stage image is the right way to become famous.

Show business and mass media are two specific forms of markets. These differences cause using of specific marketing tools and moves. Artists are products in the market of show business, that's why PR programme depends not only on repertoire but also on personality of artist.

Show business widely uses marketing tools, which help amateur artists to become famous. One of the most using and effective ways to attract attention is shocking behavior or *epatage*.

Shocking is deliberately provocative acts and shocking behavior contradicting the socially accepted legal, ethical, social and other standards, demonstrated in order to attract attention.

In history of show business, there are a lot of examples of successful attempts of shocking behavior on stage. Most of people in the world know such names as Marilyn Manson, Kiss, Lady Gaga, Conchita Wurst, Stromae.

Marilyn Manson is a most shocking artist of our time. His name is a mix of fabulous Marilyn Monroe and the most horrible maniac ever Charles Manson. His stage image surprises with white eyes and his behavior shocks with eating a child embryo on the stage. The same trick did another famous band "Kiss" but this time with an alive chicken.

The most associated with the term "*epatage*" person worldwide is Lady Gaga. Until 2007, she was mere songwriter at the Interscope Records Studio but since 2008 started to move to "the edge of glory" with her debut album "FAME" and her song with an official video blown up a world. Every time she appeared in her clips and on stage in weird forms such as dress made from meat, costume of lobster, firework woman, metallic dress and wig, costume of Michael Jackson also.

Shocking doesn't mean only weird image or behavior, but also unexpected variations of something. For example Belgian singer Stromae (scenic name is modified Maestro) who became famous for surprising mixture of instrumental music, rap and sounds of animals. His debut song "Allors on danse" gathered 1 million views in 24 hours after uploading it to YouTube.

In 2014, Eurovision Song Contest presented a world one more shocking artist whose name is Conchita Wurst. The image of a glamorous woman with a beard and great quality of voice caused both dissatisfaction for one part of audience and interest for others. Gossips about this artist quickly spread in the world. Now her name is widely known and her song "Rise Like a Phoenix" took a 3 place in rating of the most popular song of Eurovision Song Contest ever.

Ukrainian show business was formed in soviet times. Stereotypes of that time excluded shocking as a promotion tool. However, every emergence of unusual behavior on the stage led to the popularity. Modern Ukrainian pop music has many faces. Nevertheless, variety of stage images doesn't mean being popular for young artists. Too hard for new artist to find a place on the great stage in our country.

Nevertheless, some new singers and bands are unusual for Ukrainian audience and quickly gaining popularity lately. For example colorful band The Hardkiss which sings an English pop-glam rock with national elements. Great example of applying foreign style and music to Ukrainian audience. The group was formed in 2012 and during last 3 years gained many awards. Several of them: MTV Music Awards for the best song and the best band, Europa Plus Awards in 2013 nominated them as the discovery of year also they received 3 awards at YUNA Music Awards for the best song “Stones”, the best album “Stones and Honey” and the best music band.

One of new shocking singers, Onuka, who mixed a lounge instrumental music with national motives, was awarded as the discovery of the 2014 in Ukraine. Her song “Misto” was nominated as the best Ukrainian song.

There are a lot of ways and tools to become famous but the most fast is shocking. Epatage and surprising tricks can help young artists to attract attention and to get to the top of show business.

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USEFULNESS AS A FACTOR OF CONSUMER’S CHOICE

Keywords: consumer behavior, usefulness, flour, restrictions.

Usefulness is a strictly individual notion: what is useful for one person may be useless for another. Usefulness depends on consumptive qualities, goods, process of consumption and the way how consumers satisfy their needs. Usefulness itself changes with a certain amount of goods that may increase or decrease.

Consumer always faces such questions as what to buy, at what price, and how useful the purchase would be. Unfortunately, it is quite common that if the product is useful for consumer, there are some factors that can limit the possibility to purchase it. It may be the product’s price and the consumer’s income, so called budget restriction.

Budget restriction and consequent impossibility to satisfy all needs make consumer arrange his income according to his visions of usefulness and profitability (preference) of chosen products.

Ukrainian consumers' interest to healthy diet and healthy lifestyle keeps growing nowadays. Different kinds of flour can be found on the shelves of the supermarkets. But what usefulness does it bear? Mostly we encounter five different types of flour: wheat, rye, oatmeal, rice and cornmeal. Each of them has its health benefits and also drawbacks.

Wheat flour. Wheat flour is probably the most popular in the world. In most cases top or first grade wheat flour is used for baking bread, rolls, etc. People prone to put on weight or willing to lose weight are not recommended to eat wheat flour pastry.

Oatmeal. This type of flour is made of oats that contain starch, protein and, curiously enough, fats unlike other types of flour. Besides, it contains vitamin B complex, that builds nervous system, and digestible carbonhydrates.

Rice flour. It is another popular grain crop apart from wheat flour. It is used to cure chronic enterocolitis and cardiovascular diseases. In spite of its granular structure, bread, biscuits, and muffins made of rice flour are delicious and crispy.

Cornmeal. It builds cardiovascular system and is useful for bilification stimulation and for those with anemia. In fact, cornmeal pastries do not give many calories being highly nourishing, which determines their consumption by slimmers.

Rye flour. This type of flour is the top among other types of flour, because it is the healthiest one. Course rye flour, i.e. flour obtained while grinding whole grains with glume, is especially healthy. In this case much more vitamins and micro-elements remain and, at the same time, pastry is quite solid in structure.

Having listed all types of flour we can come to conclusion that each of them has certain usefulness, but consumers give preference to the type of flour depending on the lifestyle and financial restrictions. Since wheat flour is much cheaper than other types of flour.

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SEGMENTATION AND PRODUCT DIFFERENTIATION: CHALLENGES FOR UKRAINE

Keywords: strategic marketing, brand, segmentation.

Modern world and science are constantly developing and marketing is no exception. More and more new theories and methods are substituted in 5-7 years by the new advanced ones. Following the trend does not mean maximizing profit.

Most of the new methods are of no value at the present stage of Ukrainian market development. They will be in demand in 10-15 years. When they are used, it

leads to bigger company expenses.

Any brand can become a leader in the present consumer market, when choosing the right segment of the market or creating it. The idea of an effective "selling yourself" is simple: to become the first not competing for the first place.

The domestic market is not ready for "modern" marketing theories. Firstly, the Ukrainian market is not deeply segmented. So, Ukrainian companies do not need to learn and use subtle nuances of consumer preferences.

Secondly, the mentality of domestic and foreign consumers is radically different. Therefore, the consumers do not perceive the brands as part of their life, and the concept of "brand loyalty" does not exist at all. For this, brand should mean something for a consumer and be in the market for several generations.

Thirdly, the creation of brands highlighting the emotional differences is the only must, if there are a lot of other brands that have almost the same consumer characteristics and similar qualities in the same price niche. The research underlying motifs, detailed psycho-anthropological characteristics, segmentation and differentiation of consumer is justified, if the competition is highly developed and multifaceted.

To create a brand in the undeveloped Ukrainian market, it is enough to have a good look into the empty niche. The successful brand can be created for almost any product category using one of the oldest and the most effective techniques - Unique Selling Proposition (USP) of Rosser Reeves. The most effective idea in relation to sales is always based on the unique physical characteristics of a product for consumer needs. Such rational advantage may be based on the destination of the product, price, quality, design, packaging, etc.

Brands in highly differentiated markets which have the same consumer characteristics and do not have the opportunity to be distinguished as for their price in the market have to focus consumer's attention on emotional, social and aesthetic features, making the emphasis on the reception of social and psychological comfort rather than physical comfort while owning a product.

Our companies can easily spot a niche in the Ukrainian market creating a small empty segment from the large one. For example, the confectionery market is not so filled in, as it seems at a glance. It is estimated that in Ukraine there are 10-15% of people struggling with diabetes. In the developed confectionery markets the share of production with fructose and other alternatives ranges from 8 to 15%! In comparison with the domestic market only a few manufacturers pay attention to such statistics ("Lasunka" with ice cream "0% fat +0% sugar"; a small assortment of biscuits from "Zhytomyrski lasoschi"; "Chocolate" from the AVK marked "without sugar"; production from the "Useful confectionery"). Why do not the confectioners, producing thousands of tons of sweet products today try to fill such a profitable and almost empty segment?

In the early 80's, Al Ries and Jack Trout in the book "Positioning: The Battle for Your Mind" formulated a simple rule: rather than shoving competitors in general category in shades of positioning, it is much better to create category by yourself, and you will automatically become a winner.

HOW TO OPEN NON-TRADITIONAL RESTAURANT IN NIGERIA

Keywords: innovative restaurant, Nigerians likes and dislikes, fast-food, stratum, elite.

Nigeria today is the most highly developing country in Africa. It also tries to imitate the Western life style. Would it be easy to set up a fast food restaurant in this country like MacDonal'd's?

To answer this question it is necessary first of all analyze different strata of consumers in Nigeria who might be interested in a nearby restaurant to get rapid food at a reasonable price which would represent a new fashion in out-door eating.

Nigerians in whole are great eaters. They may not even have limits when they start eating. They are also rather conservative and traditionally prefer their national dishes among which it is soup – hot, sick and heavy. Soup can be eaten at any time of the day.

But fashion would be formed by wealthy politicians, businessmen, and the educated elite though they make up only a tiny portion of the Nigerian population. The lower classes tend have little chance of breaking from the vicious cycle of poverty. Poor education, lack of opportunities, ill health, corrupt politicians, and lack of even small amounts of wealth for investment all work to keep the lower classes in their place.

Wealth is the main symbol of social stratification in modern Nigeria, especially in urban areas. While in the past many ethnic groups held hereditary titles and traditional lineage important, money has become the new marker of power and social status. Today the members of the wealthy elite are easily identifiable by their fancy clothing and hairstyles and by their expensive cars and Western-style homes. Those in the elite also tend to have a much better command of English, a reflection of the higher quality of education they have received, wealth also can be important in marking social boundaries in rural areas.

Analyzing critically the different strata's in Nigeria from the point of view on innovative restaurant. Let us examine different groups of people and their reaction towards innovation.

In Nigeria, the majority of the people are scared of innovation because it seems to be unusual, because of its cost, because it might produce harm. The only social stratum that is open to innovation are well-to-do people, who are always adapters of innovation. They like innovation as it make them feel important, different from others and close to their Western partners. This stratum comprises wealthy politicians, great businessmen, lawyers and the rest, who will appreciate the idea of an innovative restaurant serving wealthy meal even if the prices there will be above average.

Concerning an innovative restaurant business, rich politicians, businessmen and elites will tend to be more adventurous because they actually want to show off for

people how wealthy they are, so they actually go for innovative restaurant to make their conclusions.

If an innovative restaurant is located near the offices and offers healthy food similar to Nigerian, if the price is good and quality is acceptable, many officers, representatives of middle class would approve it and become its permanent clients. Even representative of low stratum would visit it from time to time if the food is affordable for them.

In conclusion, to set up an innovative restaurant, go to the marketing which would help to find a appropriate location, study likes and dislikes of Nigerians, their purchasing power and level of acceptability for unknown phenomena.

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SWOT ANALYSIS AS A METHOD OF BUILDING MARKET STRATEGY

Keywords: SWOT analysis, strategic planning, structured description, flexible method.

To define the firm's position in the market and build marketing strategies SWOT analysis is used.

Being the method of strategic planning, it is used to study an organization, identify the factors of internal and external environment of any organization, and plan how a company can grow or change. The analysis includes strength and weaknesses, on the one hand, opportunities for the company and threats it will face, on the other hand. The former belongs to the internal environment of the object of analysis (for example, the company can manage its own brand range). The latter is about external environment (for example, trade laws are not under the control of a company).

The objective of the SWOT analysis is to give a structured description of the situation in order to make decisions. Conclusions are descriptive without any recommendations or prioritization.

SWOT analysis is effective for assessment of the current situation. However, it can not replace qualitative analysis of the dynamics.

In order to summarize the features and principles of the SWOT analysis the following advantages can be highlighted:

1. It is a universal technique that is applicable in a variety of sectors of the economy and management. It can be adapted to the object of study at any level.
2. It is a flexible method with a free choice of the analyzed elements, depending on their goals (for example, you can analyze a city in terms of tourism only, or also in terms of transport etc.).
3. It can be used for rapid assessment and strategic planning for a long period of time.

The use of a method usually does not require any special knowledge and the availability of education.

There are some restrictions and disadvantages of using this method:

1. SWOT analysis shows only the common factors. Specific measures to achieve these goals should be developed separately.

2. Such analysis gives a largely static picture, but not the vision in dynamics.

3. The results of SWOT analysis are presented as a qualitative description.

As the SWOT analysis generally contains no economic categories, it can be applied to any organization, individual or country to build strategies in various areas.

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CRITERIA OF CHOOSING TAXI SERVICES

Keywords: taxi service market, marketing strategy, criterias of choice

The amount of people using services of taxis has increased significantly in recent years. The only difference is that before this kind of movement could afford only selected, due to the fact that the cost was considerable. As for our time, absolutely everybody can sweep on a taxi, as prices on a taxi became fully acceptable. We can only solve one problem, the problem of choice.

Taxi service "3303" appeared on the taxi market of Dnepropetrovsk city in September 2015. Throughout the period of service, the service planned to attract more customers than they have at the moment. To resolve this issue was conducted a survey among customers taxis, whose purpose was to find out on what people pay attention when they choosing a taxi. 50 people were interviewed and we have the following results:

- 40% of customers pay attention to the price of the service;
- for 25% of the people is important speed delivery of the car;
- 18% give preference to the cleanness of machine and tidiness of driver
- for 10% is important courtesy and punctuality of controllers;
- 7% of the prestige car.

According to the survey, taxi service "3303" came to the following conclusions:

1. To revise its pricing policy, as well as ensure that the taximeter in the car, which will ensure that the customer pays your route according to the parameters of the counter, without any markups from the side of driver;
2. If the vehicle has not arrived within 15 minutes, you should notify the customer and provide a discount for the delay of the car;
3. Taxi service "3303" should pay attention to the responsibility and bad habits of the driver in employment;
4. Pay attention to courtesy and stress resistance of controllers in employment;
5. In the presence of the fleet should be vehicles of medium and high-end class.

Also taxi service campaign "3303" will focus on acceptable price and speed of delivery of the vehicle.

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TERRITORIAL MARKETING AS MEANS OF INCREASE OF EFFECTIVE MANAGEMENT OF DEVELOPMENT OF REGIONAL SOCIO- ECONOMIC SYSTEMS

Keywords: region, management, socio-economic system, territorial marketing, development, construction industry.

In the light of the events occurring in Ukraine questions of decentralization and increase of independence of certain regions for more effective management by them even more often are brought up. In this regard it is worth paying special attention to such means of intensive increase of regional socio-economic development as territorial marketing.

We will begin with that consider the concept "region" from the different points of view including such as territorial and geographical, territorial and economic, social and other. According to A. Dobrynin [1], "the region – territorially specialized part of a national economy of the country which is characterized by unity and integrity of reproduction process". A. Marshalov and A. Novoselov [2] claim that "the region is not only a subsystem of a social and economic complex of the country, but also its rather independent part with the finished cycle of reproduction, special forms of manifestation of stages of reproduction and specific features of course of social and economic processes". The analysis of various options grants the right to call "region" the regional socio-economic system.

Such process as "territorial marketing" belongs to management of the region. According to A. Pankrukhin [3], "territorial marketing is a marketing in interests of the territory, her internal subjects, and also external subjects in which attention the territory is interested". Also often as concept territorial marketing is understood, performance of such functions by authorities as rendering of services, improvements

of vital conditions and management of the territory that increases the level of appeal of the territory and interest of inhabitants in it. The base of territorial marketing is presented in figure 1.

In our opinion, harmonization of satisfaction of requirements as locals and economic entities, and potential tourists is the cornerstone of effective territorial marketing. The first need convenient and reliable infrastructure for everyday life, and the last are attracted naturally by architecture, grace and comfortable service to rest. Both it is mainly reached due to development of construction branch.

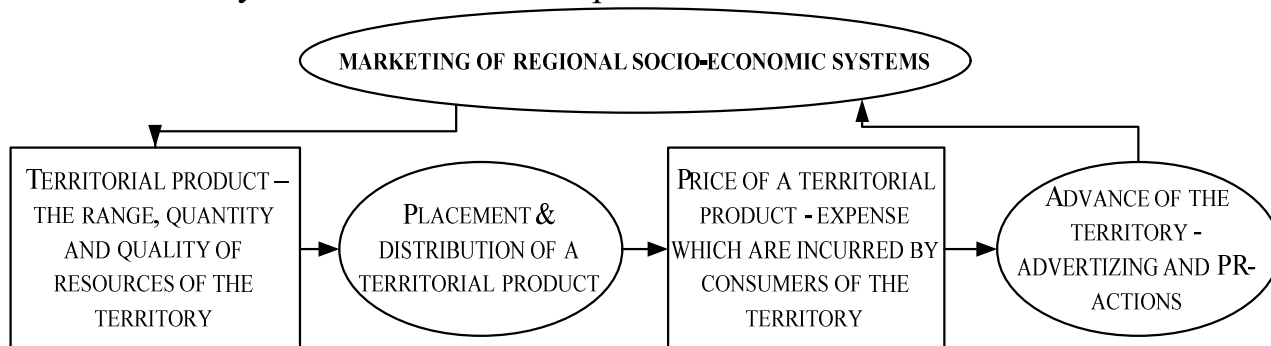


Fig. 1. Basis of marketing of regional socio-economic systems

At the moment construction very demanded sphere of life. In it not the small role is played by the organization of system of marketing which is capable to solve such problems as determination of construction volumes, their direction, etc.

In each developed country the contribution to development of construction makes not less than 20% of GNP. Construction production in the world (new construction materials, technologies, buildings) develops prompt rates.

Therefore, in the context of development of territorial marketing for improvement of welfare of the population of our country, comfort of vital conditions and increase of appeal of regions realization of such actions is expedient: merge of civil engineering firms in larger economic associations for decrease in risks and increase of focus of activity; primary use of domestic raw materials for construction of buildings and constructions; an equilibration of housing prices (construction materials) with the level of the income of the population; involvement of foreign consultants (architects, technologists) and development of own personnel potential for intensive intellectualization of the capital of civil engineering firms, introductions of new technologies and know-how. It will allow to increase the level of appeal of regions in the opinion of investors and potential tourists and to provide the population of regions with workplaces and the high income.

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RESEARCH OF EXPORT POTENTIAL OF UKRAINE

Keywords: potential, export potential, export, goods, services, foreign trade.

At the present stage of the world economy's, export potential is an important characteristic of the economic power of any country. The authors differently interpret the term "export potential", we are impressed by the opinion of Kirichenko A. M., who determines export potential as a socio-economic category of market economy, which reflects the opportunities of the industry (enterprises) to maintain or increase exports in the long run, using a combination of national and external factors, provide an opportunity to compete effectively in the global market [1].

To determine the export potential of Ukraine identified key export positions on goods and services in Ukraine on the basis of statistical data [2]. An analytical review of markets and the use by Ukraine of quotas, which gave EU. Investigated the risks and benefits of a free trade zone with the EU.

From this we can conclude that the export potential of Ukraine is not fully used. There are a large number of goods and services which, at the moment, are not exported, what should be attributed to the negative phenomena. This situation is due to many causes and requires a detailed study. Those goods and services, the export of which is characterized by a positive trend should be considered basic and of priority – those that create a high level of added value within the country and have the finished cycle of production in Ukraine, or have an innovative staining (among services that computerization).

Summarizing the analysis, we can formulate the following conclusions:

- note the substantial reduction of export potential of Ukraine as a result of socio-economic crisis as for goods and services, which is a negative trend in the development of the national economy;

- dynamics of key components of export products, mainly raw materials industries: ferrous metals (share in total exports 27-23,9%), cereals (5,7-12,1%), ores, slag, ash (5,3-6,4%), mineral fuel (of 8.3 to 3.7%). The negativity of this time is manifested through: the minimum amount of value added created in the economy of Ukraine; the lack of creation of new jobs due to the lack of processing of raw materials into finished products (the production chain is broken); restriction of growth of processing branches of economy; a shortfall in taxes and fees due to reduced production chain; exhaustion of limited resources (ores, mineral fuels).

- dynamics of key components of exports of services is mixed: positive increasing trend have only services in the field of telecommunications and computerization; transport and business services have a negative tendency to decrease. Services has a great opportunity to maneuverability, and neutralized the negative trends in this area. Services in the field of telecommunications and computerization, to be the key industry which should be promising, as it is based on

human capital and is a leader in the knowledge economy.

- the overall decrease of exports of goods and services reflected in the structure. Socio-economic crisis and worsening relations with Russia caused the reorientation of exports to other countries.

- giving Ukraine a quota for duty-free exports to the EU did not become a factor in the growth of sales on the European markets due to: unwillingness of domestic producers to the requirements and standards of the EU; the small amounts of quotas that do not offset the cost of shifting production to new product standards; ignorance of rules and procedures, as well as the complexity of doing business with European partners.

- the introduction of the FTZ with the EU from 1 January 2016 entail threats and provides opportunities for domestic manufacturers.

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DEVELOPMENT HIERARCHICAL MODEL OF METHODS ACCOUNT RECEIVABLE MANAGEMENT OF ENTERPRISES FREIGHT MOTOR TRANSPORT

Keywords: hierarchical model, methods of account receivable management, method Saati.

Studies of scientific sources confirm that the formation mechanism of accounts receivable management is impossible without solving the problem of choosing the most appropriate and effective methods of management. In this connection, there is the need for a formalized methodological basis for comparison of the alternatives studied, which allows a single scale "weigh" their advantages and disadvantages and to construct a formalized rules for choosing the best option. Given the advances in theoretical questions of methodology receivables management, in an article the aim is to develop a system of assessment and analytical procedures for the hierarchical representation of receivables management companies of trucks. Based on the results of a survey of experts in this field, as well as based on the properties of a system of accounts receivable management companies of trucks, articulated the following criteria, namely: speed; effectiveness; cost. The first level is represented by the research problem – prioritization techniques and tools receivables management. On the second – the criteria to be met by the methods and tools of management of accounts receivable. At the third level – the methods and tools of management of accounts receivable, according to the classification.

Based on the hierarchical representation of the problem in a matrix for comparison of the relative importance of the criteria at the second level with respect to general purpose ground level. She filled in on the basis of expert judgment. The experts were of 10 leading economists trucking companies. The judgments expressed by the degree of preference criteria set out in the left column of the matrix, with respect to the criteria specified in the relevant column of the matrix. The results of expert assessments of the element according to the first level of the hierarchical model of the elements of the second level and further calculation of the vector of this dependence. Based on the calculations, we can conclude that the impact of the methods of collection of receivables, according to experts, is the most important criterion, whose share is 41.34%. This is due to the fact that the purpose of management of receivables is the outcome of management decisions and actions. The meaning of the control becomes lost, unless the results of such controls. In this case, the company bears the cost, but does not reach the expected results at the same time. Second place goes to the criterion value (36.22%). This is obvious because it is necessary to compare the results with management costs, because the high cost of using the methods of management of receivables may exceed/equal to the results, in which case the sense of losing control expediency. The last criterion is significantly different from previous ones. Thus, the speed of management of accounts receivable is usually a prerequisite. Since the level of accounts receivable affects a significant number of factors, in this case, we are talking about inflation. For this reason, the criterion of speed management receivables plays a significant role and, according to experts, it is 22.44%.

Pair comparisons for the third level of the hierarchy shows the comparative advantages of the method of the criteria for the second level. Expert estimate of the degree of dependence of the elements of the second level of the hierarchical model of the elements of the third level and further calculations, the corresponding vectors such dependence, namely, the appropriate method of receivables management criteria of speed, efficiency and cost suggest that the criterion of speed, the highest share among the methods and receivables management tools take up refinancing instruments (48.8%). Second place account for alternative methods of accounts receivable management (28%). Methods impact on the debtor by the criterion of speed in third place and their share is 16.8%. A small proportion of the criterion rate method does debt collection in court (6.4%). On the criterion of efficiency, the highest share among the management of accounts receivable occupy refinancing instruments (31.45%). Second place falls on the methods of influence on debtors (29.91%). Alternative methods for the management of receivables on the criterion of efficiency in third place, and their share is 29.85%. Also, a small fraction of the performance criteria necessary on methods of debt collection in court (8.79%). On the criterion of value, the largest share among the management of accounts receivable occupy methods of influence on debtors (46.88%). Second place account for alternative methods of management of receivables (37.95%). Tools refinancing cost criterion in third place and their share is 8.59%. Also, a small fraction of the cost falls on the criterion of the methods of recovery of receivables in court (6.58%). As a result of the synthesis of local priorities developed a hierarchical model of

management of accounts receivable trucking companies. Application of the method of Saati hierarchical representation methods and tools receivables management companies of trucks allowed to draw the following conclusions. Methods impact on the debtor in receivables management in enterprises trucks preference, which accounts for 33.11%. Alternative methods of receivables management in second place (32.37%), refinancing instruments in third place (27.07%) and in fourth place for the smallest share – 7.45% are methods of debt collection in court.

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INDUSTRIAL ESPIONAGE AND BENCHMARKING IN THE BANK MARKETING

Keywords: industrial espionage, benchmarking, bank competitors.

Industrial (economic) espionage - a kind of unfair competition with which the illegal acquisition, use, disclosure of information constituting commercial, official or other secret protected by law in order to obtain benefits for a business or material gains [1].

Similar activities are carried out in the banking sector, in order to obtain confidential information about the bank-competitor or illegal borrowing innovative idea relating to banking policy, strategy, marketing, banking services and products [2].

Experience shows that information espionage faced by each bank, although not all of them promptly learn that his long-term development, business plans or personal data of its customers fall to third parties.

In the arsenal of methods of industrial espionage in the banking sector the most widely used:

- stealing banking schemes, drawings and know-how;
- listen to the conversations of top managers of the bank and other affiliated persons and their tampering;
- an invitation to the work of employees of competing banks, possessing confidential information [3].

In this regard, interest is a method of obtaining relevant information as benchmarking.

Benchmarking - is the art of finding and identifying what others are doing the best, followed by the study, improvement and application of the methods of work of others [4].

Today, benchmarking - a necessary component of the success of any organization, especially the bank, given that now in Ukraine's banking sector is in a state of reorganization and tough competition.

The concepts of industrial espionage and benchmarking, are on opposite sides of the law and have a clear line that banks competitors often go to achieve their goals.

Industrial espionage is a serious threat for the banks as lenders have certain resources and assets, the leak could result in a loss of competitive advantage, or directly to an outflow of clients, loss of reputation, reduction in profitability and ultimately to the revocation of the license [1].

There are ways to deal with banks in industrial espionage: use and improvement of DLP-systems; approach and IPC-in protection against leakage; moral and material incentives for bank employees so that they do not have a desire to sell confidential information to your employer; control of potential data leakage channels.

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THE RELATIVE POSITION OF BRANDS ON THE MARKET OF VEGETABLE OIL

Keywords: vegetable oil market, trademark position, competition.

On a yearly basis in Ukraine they make the research aimed at the trademarks comparative status study based on consumers' behavior. The basis of the study is spontaneous trademark popularity rating called BrainSticker (the first three trademarks hit rate which were spontaneously named by the respondents) and shopping preferences index called Salability Index (the group of respondents which purchase the specified trademark most frequently). Aside from that, they calculate Trade Mark Potential index (ratio of the consumers which know the trademark but do not buy its products to those who both know and buy them). The Trade Mark Potential describes the area for companies' trading growth which could be realized by making changes to the goods specifications. Also it describes the level of distribution, informative contents of the advertising campaign etc.

“Oleina” trademark (“BUNGE CIS” LLC) is an undeniable leader both in advantages and popularity.

The group of the leaders comprises of mostly the average priced trademarks. Together with “Oleina” there are “Chumak”, “Stozhar” and “Schedryi Dar”. The price for the goods in June 2014 was around 24 hryvnas per litre. Together with them two more trademarks are included into the group – “Sonyachna Dolyna” which price

in June was lower than 20 gryvnas per litre but later raised up to average price group, the second one is “Slavia”.

Market leaders variables dynamics

Thus, “Oleina” trademark apparently is a market leader – its popularity and trading advantages ratios have equal dynamics. Together with this, Trade Mark Potential index is almost on the same level. The peak of the BrainSticker ratio and the product sales index can be seen in February 2014. We can make a conclusion that in the end of 2013 – beginning of 2014 the trademark owner, BUNGE company, conducted very successful advertising campaign. This campaign provided the trademark with almost equal trading and popularity raise. Besides, despite of the brand popularity rating decrease down to August 2013 level in June 2014, the trademark trading advantage rating did not fall down to the level of the last year. In other words, the advertising campaign had subsequent effect.

“Chumak” trademark is number two on the market. In general, it has negative dynamics of BrainSticker and Salability Index, whilst we can observe significant break between the figures in February 2014 when the BrainSticker level raised up and the Salability Index fell down. It could indicate backdown of the actively advertised “Oleina” which possibly had been conducting many promos in the retail trade, as well as loss of distribution lines, for instance, stop co-working with some distributor. Together with this we shall indicate that the brand Trade Mark Potential in February raised exactly due to the difference in BrainSticker and Salability Index dynamics, but in the end started decreasing.

“Schedryi Dar” trademark also has negative dynamics in popularity and trading advantages ratios, but potential of the trademark for the given period of time has risen. In general, it means that the trading advantages ratio is falling faster than the popularity ratio. Possibly, such situation can be described by distribution level loss or buying activity. Anyway, the trademark owners should think over extensive advertising campaign to support the trademark laying emphasis on retail promotion.

“Slavia” trademark’s BrainSticker and Salability Index have alike dynamics, one with non-significant decrease in April and increase in June. Together with this the Trade Mark potential level on the average for the period was the most significant among the market leaders which is explained of course by the high price level. The April decrease of the ratio and the corresponding significant Trade Mark Potential growth possibly can be explained by either temporal distribution failure or price increase. We are looking forward to see the trademark ratios during the next research in November 2014 after the recent price jump cut. In general, the ratios dynamics is positive and the brand management should be described as good.

“Stozhar” trademark has the similar BrainSticker and Salability Index dynamics – in February it has the both ratios increase, which followed by the decrease. At the same time, the popularity index had been falling significantly faster that trading one. The Trade Mark Potential also had been falling down from February to June. It could mean that consumers had lost the interest towards the trademark.

All the variables of “Sonyachna Dolyna” trademark has relatively equal dynamics, the fluctuations are under the sample error. It is notable that in august 2014 the price has significantly raised and has almost overtaken the market leaders except

“Slavia” brand. Meanwhile, taking into account the popularity and trading ratios, there were no reasons for such significant price changes. It is interesting to follow the trademark variables dynamics during the next research. Meanwhile, it make sense for the owner to support the sales with some advertising campaign.

Trademark efficiency

We can define if the trademark’s position is efficient on the market by optimal relation of popularity and trading indexes. “Oleina” trademark is not represented here because its presence automatically moves all other trademarks into the “saving” category. The “Oleina” itself falls into the efficient category.

As it was stated above due to more rapid trading advantage index decrease comparing to popularity index decrease “Schedryi Dar” trademark falls into the “spender” category. In this case it means that the trademark does not use its popularity efficiently.

“Slavia” trademark stands between “saving” and “spender” categories which is acceptable for its price level. Whilst it stands pretty close to the efficient category the same time.

It is of particular interest to note that “Stozhar” trademark was in the “superefficient” category in the beginning of the year meaning the ratio between trading advantages and popularity indexes was minor. In this case the trademark falled into the “miser” category.

We shall highlight one more time that stated here conclusions are based on partial data. For more precise analysis we need to add some insights into distribution, prices and advertising activity.

Summing up the situation on the seed oil trading market we shall state that the recent price increase has significantly enhanced trademarks position on the market – consumers are adopting to new prices. Dealer networks might face issues with signing new contracts for their Private Levels and could widen their matrix with cheap goods. At the same time with such prices level, the difference in 2-4 gryvnas might not bother some of the consumers.

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LEVEL OF DRUG SATISFACTION: EVALUATION OF THE POPULATION OF UKRAINE

Keywords: personalized medicine, Ukraine, the side effects of medications, adverse drug reactions.

The problem of adverse drug reactions and side effects is relevant in Ukraine and throughout the world. For example, in the United States annually it is registered more than 2 million adverse drug reactions. For this reason, each year more than 100 000 people die. Adverse drug reactions in some countries occupy the 4-5 place among all causes of death. One way to reduce the frequency of adverse reactions and improve the efficiency of drug therapy is the use of individual approaches to

treatment – personalized medicine.

The purpose of this paper is to assess the level of drugs satisfaction by Ukrainian population. In this regard, we conducted a survey of students of universities and faculties of pharmaceutical, medical and biological profile. In the study of the absence frequency of the desired reaction to a drug it was shown that the same percentage of males and females (11.9%) often do not get the desired response to the drug. The findings are statistically significant ($\chi^2 = 143.9$, $v = 16$, $r \leq 0,001$).

In a study of side effects causes that occur in the treatment of the answers were distributed as follows. Almost a third of respondents do not read the package insert to the drug (31.56% males and 29.94% females). However, the side effects are caused by genetic peculiarities are considered by 122 males (27.11%) and 658 females (29.27%). Side effects may be caused by too much co-administered therapeutics according to 53 males (11.78%) and 232 females (10.32%). The cause of the side effects is considered adulterated drugs by 28 males (6.22%) and 154 females (6.85%).

The introduction personalized medicine into clinical practice can be considered as a part of the modernization of the health care system in Ukraine.

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TIME TO CHANGE CONSCIOUSNESS

Keywords: holistic marketing, social trends and events, constructive marketing.

The concept of holistic marketing, which has been actively implemented in recent years, means that every company should be responsible for their actions in front of all clients and partners. Within this framework, appeared the notion of corporate social responsibility, which implies a satisfactory legal, ethical and socially responsible behavior of the company.

It has long been established and proved that marketing activity is reflected in the well-being of society. One can track the causal chain from the marketing activities of companies to certain social trends and events.

At a high level of values promotion channels, humanity finds itself in some web of information flows, among which to choose the most favorable is a rather difficult task.

Today, there are a lot of rumors and allegations that a person under the influence of the media and advertising campaigns turns into a "zombie". Under the influence of comprehensive information streams, consciousness and outlook of the person is formed, he gets guidelines for certain actions and priorities in life from the same environment.

Talking about social responsibility, we must understand that marketing, as a zombification, significantly effects on human behavior. It sets life "settings" in the

subconscious of the individual which subsequently automatically and unconsciously are realized. Therefore, a person forms patterns of behavior that arose not from his own interests and opinions, and of the reasons imposed by the external environment.

But the tragedy of this situation is not that a person is exposed to zombification, but that this zombification is destructive. It is easy to manipulate people, inspire them negative thoughts, "seat next" on junk food, attract the destructive lifestyle, adopt bad habits, accustom to the irrational resource usage, provoke the racial and national conflicts, cultivate the gender discrimination, etc. Therefore, humanity has been degrading, and eventually it will destroy itself and the planet.

Based on the fact that the zombification cannot be avoided, it is necessary to think about how to use it for good purposes. The fact is that a person can be impressed on anything. That is why there is a chance to bring humanity to a new level of development. If we want to live on a normal, clean planet, breathe fresh air and continue enjoying life, it is time to think about what values should be promoted to program a society for success and prosperity.

It is time to talk about constructive zombiing and constructive marketing. We must promote the values that will benefit humanity. In the sphere of production it is the development and use of alternative forms of energy, the use of non-toxic and recyclable materials, resource conservation, and waste recycling. In the area of goods and services it is the promotion of natural products, good nutrition, a healthy and active lifestyle, live communication, etc.

It is time to change the human consciousness. We need to abandon the unthinking consumption and remember that life is not on the TV screens and computers, and not on the pages of social networking. It is outside the window. If we do not wake up, do not change our attitude, we will not have this life.

In this context, marketing has tremendous power. It can be used to target a society to effective actions and establish a positive development policy. By means of marketing it is possible to change the level of social consciousness and the level of life quality.

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PROBLEM OF MARKETING SUPPORT OF SCIENTIFIC AND TECHNICAL DEVELOPMENTS

Keywords: marketing for education, scientific potential, market of scientific developments.

In today's world of education and science arose as a tool to become permanent progressive development and improve people's lives. Education and science are subjects of public life, sho ensure a bright future state. In modern schools than ever lay responsibility for the world that is in constant development. That is why the issue of quality of higher education is the key.

Ukraine has embarked on a high-tech areas for further development. Bet on human capital, which provides innovative development of the country concerned by the interaction of higher education, science, business and government is crucial.

The Law of Ukraine "On education" creates new challenges for higher education institutions of the country. This reform of the university, which must have the tools of organizational and financial autonomy. Universities have become a modern educational and scientific and cultural centers, turning objects on the subjects of social life. For this law provides for fundamentally different approaches to higher education. The university must raise awareness: only high academic culture teachers provide a high quality education.

The formation of market economy in Ukraine necessitates new methods of production management and marketing of consumer products which will provide more advanced methods of industrial and commercial activities, the implementation of a qualitatively new level. One such modern methods of marketing management is a concept that is based on a systems approach and provides the needs of the market, the acceleration of commodity circulation and increase the profitability of production and trade.

Marketing should be seen as a methodology of market activity that determines the strategy and tactics of enterprises in the kon-kurentsiyi. The key objective of trade enterprises at the present stage is customer orientation. However, in modern conditions of deep economic crisis Ukraine, hyperinflation, a substantial marketing budget deficit implementation in industrial and commercial enterprises facing problems.

Since the collapse of the Soviet Union in the Ukrainian market of scientific developments had a powerful scientific potential. For example, in 1990, scientific and technical activities engaged 313.1 thousand. People. In the early 2000s these years it was the second country in Europe after Russia. Although in recent years the number of scientific experts decreased to 92.4 thousand. People, especially as of 2009 this indicator Ukraine remains one of the leaders of countries in Europe. The number of scientific developments in Ukraine by 23% over the number of developments in Germany, which is considered the most progressive countries in Europe. As of 2013 the number of scientific research developed in the research laboratories of leading national universities exceeded 1,500 units, corresponding to the third place in Europe and 12th world

But why Ukrainian development remain unnoticed? The problem is that Ukraine can not, or no experience in their developments introduced to the global market. It is primarily the inadequacy of scientific methods and staffing process output scientific and technical developments on the market and their commercialization. The problem is typical for the domestic market, where there is no active demand for Ukrainian development.

- The main reasons for the lack of sustainable demand for products and technology research and development in the domestic market are the following:

- Low confidence in the domestic developments so-called syndrome "not here"
- STD are not directed at real economic need or not adapted to the needs of "weak" economy

- Lack of dialogue between the developer and the customer
- Low financial capability of many industrial enterprises
- Lack of information and marketing support STR market

For better marketing of domestic STR need to understand some concepts.

- Modern marketing should be based on a fast, flexible planning innovations in the center of which should always be the consumer.

- New products can create new markets and existing markets to help oust competitors. If priorities often indulged minimize the risk to market with a new product, today the priorities are shifting toward accelerating market entry, the desire to become a pioneer in it, which usually has a larger market share.

- Loss of late to market can significantly exceed the costs of inefficiency new products.

In general, these errors range gives the impression of such activity that aims only to get the highest profit margins, regardless of the level of satisfaction and continuing interest in the goods of the whole population.

Therefore, all forces should go to the elimination of errors, eg by use or implementation methods of doing marketing policy of enterprises of foreign developed countries, the accession of new young professionals in the field of creativity and fresh ideas, in-depth study of the population, promoting research, strengthening control of all activities and all, as they say, go "up to date".

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APPROACHES TO EVALUATION OF THE SALES POINTS POTENTIAL ON THE INDUSTRIAL ENTERPRISES

Keywords: distribution policy, industrial enterprise, sale point, competitive.

The relevance of this work is determined by the necessity of developing a new industrial enterprise distribution policy that would meet the demands which arise during the operation of the enterprise.

Currently, Russian industrial enterprises spend a small amount of resources for planning and marketing policy. Therefore, the study of marketing policy is a topical problem for enterprises operating in the Russian market and beyond. Ineffective distribution systems, reluctance to use foreign experience and to implement new methods in production lead to an increase the amount of resources spent and reduce profits.

On the one hand, to gain a competitive advantage, companies are forced to find

ways to optimize or create a new distribution policy. On the other hand companies can involve specialized firm which can create a suitable sales network.

According to the classification of Philip Kotler, marketing strategy can be divided into five categories. It depends on the method of sales:

1. opportunist;
2. abstract;
3. offensive;
4. corruption;
5. Expert.

The most advanced strategy is rightly considered an expert; in fact this strategy is the most customer-oriented and focused on long-term trade relationships with customers and partners. And in addition to this strategy, we propose a methodology for evaluating the region potential, on the example of the machine-building enterprises JSC "KamAZ".

This methodology consists of fourteen steps:

1. First of all we have to establish how many of sales points is in the region. Thus we find $N_{\text{крит}}$.

2. We divide all our stores on possible formats. It can be branded shops, dealerships, and exhibitions. This step implies a different sales volume for each format.

3. Then we reveal the maximum permissible number of retail outlets. Thus the plan is checked in coverage area.

4. After that the average sales volume for each type of retail outlets is set. If the company has experience of working in the region, the figures can be obtained from statistics.

5. We compile a list of the factors that affect the amount of sales. This list should be applied to each of the evaluated shops.

6. Since the internal factors were taken into consideration, it is necessary to consider the environmental factors. These factors do not depend on the stores.

7. Based on the established criteria, we determine the minimum and maximum sales volume (V_{min} , V_{max}). As already mentioned, the level of sales for retail outlets of different formats is different.

8. We calculate K_{baz} , this ratio shows how to reduce the planned number of sales in stores, if not used ratios, allowing to increase the number of sales.

9. We find the K_{summ} , this value should be equal to the sum of all influencing sales ratios for each format retail outlets.

10. After that we have to divide K_{summ} into components, i.e., the sum of the influencing factors and K_{baz} .

11. We find $K_{\text{vn.summ}}$ - this quantity allows you to see how much you can increase sales, if each of raising factors responsible for the environment, will be operational. It is believed that $K_{\text{vn.summ}}$ - is directly proportional to increases or decreases the amount of sales in each of the retail outlets in the region, while K_{summ} takes into account the potential of a single shop.

12. Divide $K_{\text{vn.summ}}$ into its components, i.e., the sum of all the factors influencing from outside.

13. Calculate the potential for each store in the selected region.

14. Now calculate the potential of the whole region, for the sum of the potentials of all the shops in the area and multiply the ratio of external factors.

Applying this method to the machine-building enterprises of JSC "KamAZ" we can see the potential of each region. Thus, summing up all the indicators, we see that the potential of the Ural Federal District is 814 million. rubles.

This method allows you to calculate the potential for each store in the region. This method is not suitable for distribution networks in which too many sales outlets, or they vary a lot, which prevents bring them to a common format. However, in the case of a small number of retail outlets, or if the distribution system operates through "showrooms", this technique works and provides accurate results.

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SALES FORCES: TASKS AND ORGANIZATION

Keywords: sales, marketing, decisions, research, risk, management, investment, opportunity, analysis, information, marketing strategies, tactics.

The role of sales forces is hard to overestimate. Sales forces are concerned with some or all of the six basic steps of the sales process. The closing of the sale may be the most important contribution to the process which most sales personnel make, but some may not be in a position to take orders. The five other steps involve a salesperson, however, in many activities. Amongst these are the following:

(a) Sales manager may provide merchandising services to speed up the stock turnaround (vital in retailing).

(b) The salesperson may act mainly as a specialist adviser, eg. on the installation of telecommunication systems.

(c) Salespeople may provide after-sales service and advice etc.

2. Selling and status. The range of products and services offered and the range of customer categories upon which salespeople might call are both enormous. Aircraft have to be sold to governments; milk has to be sold to housewives. Some products are bought repeatedly; others very infrequently.

3. Sales force decisions. A company must decide why it is employing a sales force, what role the sales force is to perform in the marketing mix. This basic decision will affect other decisions:

(a) What is to be the size of the sales force?

(b) How should the sales force be organised; e.g. by products, by geographical territories, by customer categories?

(c) What is to be the comparative importance of the various activities of the sales force, e.g. actual selling, providing technical service, display?

4. Sales force size. The size of the sales force will depend mainly on the following factors:

(a) The resources available to the company and consideration of returns in relation to alternative forms of investment at particular times under particular conditions. A company may decide it can meet its objectives by other means, e.g. investment in advertising, and therefore may rely entirely on mail-order selling.

(b) The value of potential orders. The expense of operation must be measured against the returns. The key factor is profitability. In some cases a company may be selling a particular piece of capital equipment at a price which covers easily the cost of direct sales representation.

8. Allocation by customer types. Product specialization selling may lead to duplication of calling on the same customers, whereas a specialized knowledge of different kinds of customers, their organization, attitudes and product applications, may be just as important as a specialized knowledge of the product.

9. Handling large outlets. The significance of large outlets in relation to total market size has given rise to the practice in some companies of creating a sales force to handle key accounts.

10. Mixed selling systems. A combination of the above four basic types of structure is increasingly found in large organization offering diversified products to wide-ranging markets.

11. Selection. Good selection presupposes a knowledge of the requirements of the particular job. It is, therefore, desirable that jobs should be analyzed and at least that a detailed job description is drawn up. Job analysis is desirable not only for selection but also for training, performance evaluation and motivation.

Good selection also demands interviewing skill and knowledge of personality, intelligence and aptitude tests which may guide judgment.

12. Manpower planning. Selling is an activity which, in general is associated - particularly in the early years of employment - with high turnover rates. Some sales managers would even argue that a reasonable rate of turnover is desirable on the grounds that injections of new personnel bring in new enthusiasm or new ideas. It is also sometimes asserted that turnover is inevitable, since promotion opportunities are often inadequate within sales organizations. It should be remembered that turnover is expensive in terms of the time and money spent on advertising, interviewing and retraining. It can also have damaging effects on general morale. In recent years turnover in some sales forces has reached a level which has disturbed even the most cynically minded sales managers, and it is clear that more consideration must be given to overall manpower policies and career planning.

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MARKET OF THE TRADE EQUIPMENT IN UKRAINE

Keywords: trade equipment, competitiveness, retail.

For any store a trade equipment - is its face, which certainly should match the

style and level of the store. The range of equipment that is offered today at the market is quite wide and varied.

After the crisis in 2012 the development of market of the trade equipment received a significant boost and demonstrated tendencies to the increase. At that time (by 2014) the increase of the market ranged from 10 to 22 %% per year. These indicators were stable since retail stores were formed and strengthened in Ukraine. The market of the trade equipment dinamically developed on that reason, that in that time new shops were actively opened and needed an equipment. Also, even a shop already exists some time, in course of time needs to modify or update the trade equipment which comes into disrepair, more modern and technological.

At this time, in a difficult period in politics, economy and society in Ukraine, the crisis has affected this market too. It negatively affected sales and general development of the trade equipment`s market.

The domestic market of trade equipment is attractive to many companies because the market is characterized by an intensive competition between enterprises that already exist at the market. Therefore, businesses that set themselves short- and long-term aims for success in this market, it is necessary to analyze the market and have a very strong competitive advantage.

But at this market also there are also quite negative factors that can become an obstacle for the achievement of success by enterprises. In particular, very significant negative factor was the loss of material and raw materials, loss of suppliers, customers and partners, which were in the Donetsk, Luhansk and Crimea.

Also significant factor, not enough positive effects on the situation on the domestic market is a competition from foreign companies. Their trade equipment often outstrips domestic indicators such as adaptability, innovation, ergonomics, ecology and others.

By 2014 terms in doing business on the field of trade got better, there was a rapid increase of amount of supermarkets, hypermarkets and big shopping centers that certainly stimulated the development of trade equipment market. Now, crisis moment for a country, the number of new stores sharply reduced and in connection with it, the volumes of purchases grew short. The new places of trade are opened rarely, there is a lack of funds to upgrade equipment at already existent shops and supermarkets.

The nature of the competition is determined that products from different manufacturers is quite homogeneous. In connection with it, one of the most important factors of competitiveness there are a price and speed of order fulfillment.

There are the largest producers of trade equipment in Ukraine:

Table 1

Company	Market share
Modern	35%
Torpal	20%
AllurePlus	15%
Other companies	30%

According to the data of State Statistics Committee of Ukraine the work-load of enterprises in industry is 80-90% of the maximum.

Based on the foregoing, we can say that the investigated market may have tendencies to the increase of volumes of realization and hard competition, but not at this time. Only after establishing political, economic and social situation in the country there is possible further development of industry.

Also it should be noted that those indexes of development, that can be regulated directly by the producers, are the technical condition of industrial equipment, its technology, the price of products, availability of regular suppliers of raw materials, degree of integration enterprises and others.

Thus, the ability to successfully compete in the short and the long term depends on the competitiveness of enterprises, development of retail market and external indicators on which the company can not influence.

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PROBLEMS OF INTERACTION OF THE UKRAINIAN MINING MACHINERY COMPANIES IN THE SUPPLY AND DISTRIBUTION CHANNELS

Keywords: mining engineering, supply and distribution channels, component parts, interaction of the enterprises, minimization of distribution costs.

The relationship of companies in the supply and distribution channels stipulate that between them there is a certain specific interdependence and interaction during a certain time. This interaction is a complex combined process which includes not only the physical movement of goods, but also a social, business, information exchange [1]. Management of such processes requires the development of mechanisms for their coordination in order to achieve the ultimate goals of each company and reduce uncertainty in the initial conditions of purchase of products for their own production, as well as the demand for the output products.

In studies mainly foreign and a number of domestic scientists, theoretical and methodical aspects of distribution logistics, strategic planning models of interaction of commodity distribution structures with manufacturing enterprises which may be used in the practice of domestic enterprises are considered [2,3,4,5]. However, poorly studied in this context is industry-specific, including the machine-building enterprises. The problem of the enterprises that produce the component parts and expendables is the least lit.

Component parts are an obligatory constituent of the final product therefore relationship between the consumer and the producer of components provides a strong technical interdependence. The need of the fullest satisfaction of consumers needs in the components with the necessary characteristics required the formation of supply and distribution channel strategy, taking into account the mutual benefit of each of

the participants of this channel. Mutual benefit is the competitive advantage of each of the participants in the distribution channel, reducing the degree of uncertainty about the conditions for the purchase of components for its own production systems and to reduce sales costs by improving management processes. It causes certain features of interaction in the supply and distribution channels.

An example of such features is interaction of mining machinery companies in distribution and supply channels. The activity of mining machinery companies closely related to the condition of the machine-building industry and the mining industry, as they form demand for their products. All enterprises interact in the normal course of its business. The character and economic productivity of interaction are influenced significantly by current state and tendencies of development of these branches. Maintenance components and spare parts is connected as with specifics of mining machinery, and the mining industry and their requirements to the drilling tool. Variety of components and spare parts depends on the type of extractive industry (rock fracture, type of drilling) and the type of drilling equipment used by the consumer. Therefore, to determine the development strategy of domestic enterprises of mining machinery, specializing on the production of components it is necessary to analyze the current situation and development prospects of these sectors as part of the industrial complex of Ukraine.

The mining industry of Ukraine is rather branched and represents set of such subsectors as production of bituminous and brown coal, production of crude oil and natural gas, production of metal ores, production of other minerals and quarrying, production of a stone, sand and clay, etc. The development of mining industry has its own distinctive features from the development of the industry industry in general. Each subsector has its own trends, which are linked to certain environmental factors and determine the dynamics of changes in demand for drilling equipment and components for it. The changes taking place in each of the sub-sectors of the mining industry impact on relationships with related industries in supply and distribution channels, as well as lead to a change in the traditional production chains "mining machinery - mining work." The annual volume of the drilling sub-sectors are changing and, therefore, mining machinery enterprises that supply products to enterprises in these industries, it is necessary to take into account changes occurring in each period and forecast demand for its products according to changes in the external environment of consumers. Over the past 4 years the production of machinery and equipment for mining and construction industry has a negative trend [6]. There has been a rapid decline in production since 2012. It should be noted that the rate of decline in output of mining machinery occur faster than the rates of mining industry.

As for component and spare parts for mining machines, export exceeds import and makes 4.82% and 1.29% of total exports and import of machine-building production respectively [6]. That is the enterprises which specialize on release of the components for machines, simple mechanisms and repair can provide carrying out repair work of both the domestic, and import equipment, and also production of component and spare parts to them. For this purpose they have competitive advantages – on average the prices of import components higher than on domestic

analogues at comparable quality. Moreover, there are objective difficulties in the supply of parts for imported equipment, first of all - consumables, and control over their use (service). Today, one of the steps in the development of mining machinery could be the organization of assembly plants of foreign companies.

The tendency of growth of a share of a foreign drilling equipment in the general park of drilling machines in Ukraine that leads to change of the structure of the mining equipment and components used by them takes place.

The problem of mining machinery companies in supply and distribution channels of products, such as spare parts for drilling equipment, is to find such forms of marketing cooperation between them, which provide priority domestic products in a changing market of mining equipment.

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SUCCESSFUL MARKETING

Keywords: successful marketing, company, product, price, place and promotion.

Marketing as an economic category has a very capacious content. It is the promotion and sale of goods, services and ideas. Marketing is also an activity designed to meet needs.

What is a successful marketing? It is a separate philosophy of building a business aimed at satisfying the commercial supply and demand.

There are three components that constitute successful marketing:

1. Quality of service is working on their professional skills and each time your

services become more effective.

2. The number of service means that without depending on the client you will continue working with him. Of course, to serve a large number of buyers, experience is needed that comes with age.

3. The spirit of service is the most important component of successful marketing. It means the mood in which services are provided. When a man does his work with pleasure, the performance becomes better.

Therefore, successful marketing is the need for harmony, which always leads to success.

In order to make a company successful, marketing does a lot of work. All marketing is based on four pillars. One pillar is a product, the second one is the price, the third is the place, and the fourth one is promotion. They are called 4Ps (product, price, place, promotion).

Experienced marketers can turn any product into something popular and necessary.

In conclusion, marketing is the main component of any company. It is the engine of success for any company. Through marketing any organisation is becoming popular and recognizable.

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WHAT IS THE STIKEEZ-BOOM?

Keywords: target audience, promotion, loyalty, brand awareness

In September 2014 Ukrainians had a new craze – everyone started collecting small rubber monsters being launched by a network of supermarkets “Silpo”.

Everyone could take part in that stock buying any goods in the supermarket and paying 75 UAN for them, a seller would offer a small package with a rubber monster. A simpler way is when buying promotional goods in "Silpo", an additional figure is given.

The action has caused an unprecedented boom. According to "Silpo", it was attended by 75% more buyers than in similar "children's" promotions of the supermarket chain. Having sold about 20 million monster-toys, the action finished before the official end in mid-October.

The autumn marketing campaign with gifts for children in "Silpo" began in March 2014. By the beginning of school, "children's" promotions are "tied" consciously. "When children interact with each other, they have more interest," says Dmitriy Tsygankov, "Silpo" marketing director.

Rubber funny monsters were proposed by a Dutch agency Brand Loyalty, they carried out a similar promotion in supermarkets Lidl in Germany, Spain and Hungary. Foreign creativity had to be adapted to the Ukrainian realities.

One of the components of the success of “Meet Stikeez” is an instant reward. But the main component of success of the action is the the right target audience. Typically, the target audience in marketing is the people who decide, i.e. adults, but it is the “aiming” at children, who take their parents only to "Silpo". Because people want to collect figures, they go to the store again and again. In this case, children are not only attracted by their family in the network "Silpo", but also supported.

As a consequence, there was an increase in an average check and sales network for the period of the promotional campaign. But even this is not important. Besides additional revenue, marketers use important metrics such as brand awareness, "Silpo" (awareness of its potential users) and brand loyalty, which is expressed by constant re-purchases, which have grown significantly.

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THE COMPETITIVE ENVIRONMENT OF THE ENTERPRISE

Keywords: competitive, enterprise resides, business entities, manipulations regarding, enterprise activity.

The competitive environment of the enterprise resides in business entities of the competition (competitors) and their manipulations regarding their own interests, thereby forming certain conditions for the enterprise activity.

The competitive environment lies in the result and terms of cooperation between large numbers of market entities, that determines appropriate level of economic competition and possible influence of individual economic agents on general market situation. It's important that competitive environment is formed not only by the market entities, whose cooperation causes rivalry, but, first of all, by the relations between them.

The emergence of new competitors in the market leads to the redistribution or reduction in the size of market shares of the enterprises in the industry that results in the aggravation of competition and, as a consequence, price reduction and decrease in economic efficiency. The seriousness of this threat depends on two factors: level of the “entry barrier” (a set of economic, technical and organizational conditions to create new production), and reaction of the current enterprises to the emergence of new competitors.

If a potential applicant is able to overcome the entry barriers to the market, there

will still remain the problem of response to its appearance from all the existing enterprises in the market. When the barriers are high enough and the new company can expect a decisive response from existing competitors, the probability of entry is rather small.

One of the most important characteristics of the activeness of the competitive environment of the enterprise is the intensity of competition, in other words the degree of competitors' counteraction in the struggle for consumers and new market niches.

The intensity of competition is manifested by the effective use of all the existing means of competition, in particular, lower prices, improved quality of the goods, higher level of customer service, the release of new products, etc.

The competition in the industry is considered to be *intensive* if the competing companies reduce the average profits in the industry, *acceptable*, if the majority of enterprises get quite reasonable profits, and *weak*, if most of the companies in the industry can get above-average return by investing only in production.

Every kind of competitive environment has a different effect on the enterprise activity: in the case of perfect competition, the enterprise will maximize profits by producing a certain amount of products wherein gross income will exceed gross expenses. Losses will be minimized through the production.

In pure monopoly the enterprise will maximize its profits by equalizing marginal revenue and marginal costs. If the costs are the same, the most profitable solution for the enterprise is to limit overall production, thereby increasing profits through price discrimination. However, in any case, monopoly increases inequality in income. Under conditions of monopoly the company can earn high profits or suffer losses in the short term.

Under oligopoly conditions the enterprise is in the correlative relations with the competitors, so it appears to be under enormous influence of them. In the case of intensive advertising goods or creating a new product model we can observe corresponding manipulations. In this situation, the company knows that some decisions of the competitors depend on their own behavior, and therefore, they must take this fact into consideration.

Competitive enterprise has a number of advantages over the other companies of this profile to obtain credit, involve investments, select suppliers and skilled workforce. The higher the stability of the enterprise is the more it becomes independent of unexpected changes in the business environment and, therefore, there is a lower risk of being on the edge of bankruptcy.

FEATURES INSTANT COFFEE MARKET IN STICK

Keywords: competitive, enterprise resides, business entities, manipulations regarding, enterprise activity.

Coffee market in Ukraine - one of the fastest growing and developing. According to the State Statistics Service of Ukraine for the period from 2000, the average growth rate was about 21%, which is approximately an order of magnitude higher than the corresponding European average, while the volume of the coffee market in Ukraine in 2014 amounted to 270 million dollars. This situation leads to the conclusion that, that coffee for Ukrainians is gradually moving into the category of essential goods.

According to the survey, more than half (63%) of Ukrainians aged 16 and older are consuming coffee. Instant coffee drink - 38%, ground and beans - 33%, coffee blends (3 in 1) - 26%, coffee drinks - 4%.

Coffee sticks differ in composition: coffee with sugar ("2 in 1") or coffee with sugar and cream ("3 in 1"), or both, plus the flavor of liquor, walnut, almond and so on. F. Produce tics are usually based kofeemulgata or agglomerate.

Market shares of the major players in coffee blends from one year to grow. This trend is due, primarily, the increase in the segment of coffee sticks, as well as activities carried out by traders. So, over the past few years submarket coffee sticks supplemented by strong and ambitious players, who directed major budgets to increase its share.

The undisputed leader here is a Singapore-based Future Enterprise PTE Ltd. trademarks MacCoffee, Sesame. It accounts for about 40% of the market. Company Kraft Foods with TM Jacobs takes 17%. Nestle S.A. - Nescafe 12%, the Company "Ecoproject 2000" with the trademark "Petrovskaya Sloboda" - 6% of the market

Surrounding the development of Ukrainian coffee market can be characterized as follows:

- continue to increase coffee consumption, which will increase the share of coffee in total consumption of hot drinks;
- the most active market will develop instant coffee, especially coffee sticks where there will be new brands on the market;
- market leaders (Nestle, Jacobs, Tchibo) will continue to invest heavily in advertising, ahead of this indicator all the other participants. Also expanded product line production of these companies.

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EQUATIONS WITH THREE UNKNOWNNS: MARKETING FOR THE NEW GENERATION OF BUYERS X, Y, Z

Keywords: generation, marketing development, values.

There are many business theories that give explanation of the consumer behavior. Recently interest in the theory of generations is revived because the classic marketing has not time to react to changes in business. Therefore, the underlying values of generations can be an important reference point for marketing. American scientists Neil Howe and William Strauss in 1991 have created the theory of generations. They had studied notion of "generation" and noticed that the generation gap is not caused by difference in age, they happen due to different values. If it were otherwise, the people achieving a certain age would acquire the values characteristic, such as their parents. However, this does not happen, the children do not become the same as their fathers and mothers. Scientists have identified six generations, but we will focus on four main and consider their "profile".

Baby Boomers (1943-1963). Their values were formed until 1973. There were some events that influenced them: The Khrushchev "thaw", space exploration, the "cold war", the first cosmetic surgery, uniform standards in schools and assurance of health care. Values: optimism, interest in personal growth and reward, at the same time, teamwork and team spirit, the cult of youth. For this generation, as a consumer, is a very important question: "How does this product or service can improve my status?"

Generation X or unknown generation (1963-1983). Values were formed up to 1993.

Events generated values: the continuation of the "cold war", the restructuring of the Soviet political and economic system or "perestroika", AIDS, drugs, the war in Afghanistan. Values: readiness for change, global awareness, technical competence, individualism, the desire to learn throughout life, informality views; search for the emotion, pragmatism, gender equality. As a consumer, they looking for the answer to the question "What in this product or service is exactly for me?", "surprise me, and I'll buy it in you", a unique person must get a unique product.

Generation Y or Millennially (1983-2003). Their values are forming nowadays. Events: fall of the USSR, terrorist attacks and military conflicts, the development of digital technology, mobile phones and the Internet, brands. Values: civic duty, morality, responsibility, innocence and ability to obey. Relationship to product: it is important to try the product; they want to make a buying decision easily, playing and entertaining.

Generation Z (2003-2023). Their values are forming now. Events: the global financial and economic crisis, the development of Web 2.0 and mobile technologies, globalization, postmodernism. The values have not defined yet.

In many countries, Generation Y is the most numerous of all the foregoing; it has the highest purchasing power, which is growing. This means that it "calls the tune." This generation goes to the top of influence being an example in using of technology to people who are older and who are younger.

In 2010, the agency Saatchi & Saatchi has implemented a unique project in more than 30 cities around the world. Experts did not use any questionnaires; they tried to infiltrate in the study environment of. They concluded that this generation has entered into active life and it creates the trends of social development today.

the agency has made the following conclusions on the generation Millennially: nothing is impossible; horizontal development; result and reward today; optimistic and self-confident; they have no heroes; attachment to social networks; a huge awareness; they do not reflect, act immediately; freed from the ideology of patriotism; the new value of marriage; their fate is in their hands; Generation trendsetter.

In today's world should use innovative marketing tools and approaches considering features of the new generation of buyers. It is necessary to invent new to the new generations.

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THE REORGANIZATION OF THE LOGISTICS ENTERPRISE

Keywords: logistic, logistic system

Any logistic system of the enterprise is unique, but, as the experience of many experts, problems and errors are the same everywhere. Therefore, it is important to keep track of the current state of the logistics enterprise, detect errors in it and in time transform the current system into the future.

The cause of most errors is the lack of qualified personnel and the wrong organizational and functional structure. In this paper we will consider the second option.

The emergence of a new logistics structure of the new enterprise is influenced by experts in the field and their previous experience. Another embodiment of a new structure of the old enterprise based on the old structure, and it happens in the case of a substantial reorganization.

In this case, the main cause of the problems in such a structure is the unavailability of, or responsible persons controlling this system, to take into account new factors identified.

The solution this problem is the need for constant monitoring of the entire system, the identification of new conditions and adapts the existing system, based on the new realities. The enterprise must have a responsible person, who conducting

ongoing analysis of the system, and a number of specialists who will be able to choose the best solution.

Then again, an analysis based on the system not from newly discovered conditions and direct analysis of the whole, a new system for optimization. If the result is satisfactory, then we make a second analysis of the system with respect to newly diagnosed system parameters.

Thus, the newly established system is the most optimal and maximum satisfy a set of internal and external parameters of the system.

Proper and timely restructuring of the logistics structure of the enterprise can lead to significant releases of financial and human resources.

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TRENDS IN THE GLOBAL COAL MARKET

Keywords: coal, demand, production, perspective

Coal mining industry is one of the most important branches of economy. Coal now accounts for over 30% of global energy consumption and it is most affordable and sustainable source of energy in the world.

Over the last 10 years in the coal sector, there were considerable structural changes. The geography of consumption and demand of coal has displaced towards the Asian-Pacific region. The coal sector has endured a stage of intensive development to which change the recession stage came. Thus, in 2014 world coal production accounted 3.9 bill. toe. changes in relation to 2013 are – 0.7% according to the statistics of BP.

The price of steam coal on the world market in October 2015 was a record-breaking low only 53 dollars per ton. In 2011, the price was 150 dollars per one ton. The steam coal price decreases on 26% in comparison with 2014. The main cause of market decline is an excessive proposition on the fond of demand decrease. The main coal producers (Australia, South Africa, and Columbia) increase production, in turn, interest from key importing countries declines. Thus, for the last five years the coal consumption in EU has reduced by 15% and in the USA by 17%. According to analytical forecast, this tendency will remain on the next few years. The large American coal-mining company Patriot Coal and James River recently announced about their business failure. The large coal mining company Arch Coal, that takes second place in the world coal production, has great expenses. The cause is a reversion of energy producing company from thermal power stations operating on coal and focus on the renewable source of energy due to harsh environmental

standards in developed countries.

Thereafter structural adjustments on the world coal market have occurred due to shale revolution in the USA. Since 2010, an unexpectedly rapid growth of shale gas production has collapsed domestic prices on natural gas. In the result, cheap gas turned in serious coal competitor on the domestic market. Therefore, American coal began to move on export changing delivery configurations on the market. Eventually, expansion of the American export struck on many coal producers in the USA.

Currently, China consumes half of the world coal production, because 70% of electricity generates on the thermal power station. Such production volumes lead the country to environmental disaster. Smog in Chinese cities forces many city inhabitants not to go outside without respirators.

Catastrophic consequences in coal mine operations force governance to cut demand of these materials. In 2014, China coal production has decreased in comparison with previous years by 2.9%. In addition, electricity generation from the thermal power plant has decreased for the first time since 1974 (decline is 7.4%), while electricity generation from alternative sources (solar, hydro, wind and nuclear) has grown by 20%. The cause of these changes is new energy strategy in country whereunder China has stop the growth of greenhouse gas emissions. It is expected, in the nearest years the largest Chinese companies will reduce coal production by 10%. Besides, around 2000 small coal-mining companies will be close because the most of them are unprofitable.

In some other countries of Southeast Asia and the Middle East, coal demand will grow, in particular, Korea, Japan, Turkey, and India. It is associated with the predicted economic growth in these countries. Coal has the greatest perspectives in India. According to forecasts of World Energy Agency, this country will take the second place in the world coal consumption by 2025.

In the near future, the curves of China and India coal consumption will be opposite. While China will decline coal dependence due to environmental problems, India will be converse. The Coal India Company plan to investigate more than 20 bill. dollars in coal mining operations in India to reach coal production up to 1 bill. ton. It means that India will open 70 – 100 new coal mines. Therefore, in the next years there will be the boom in coal production there.

The International Energy Agency has composed three forecast of coal industry for the next some decades:

- Coal demand will grow and to 2035 will increase by 70%;
- Coal demand will sharply decrease to 2020 due to harsh environmental requirements most of developed countries;
- The peak of coal consumption will be in 2020 then demand will constantly decrease.

In our opinion, the most probable is the last forecast. Environmental problems associated with coal production and the gas price decrease will become for the most countries significant argument to the order of consumption decrease of this resource. The forecast consumption growth in India and other Asian countries cannot compensate coal consumption decrease in EU, China, and the USA.

6 TIME-SAVING TOOLS USEFUL FOR ENTREPRENEUR

Keywords: strategic marketing, marketing techniques, social media.

If you have your own small business, you will be constantly engage with a variety of tasks – the creation of your product or services, the disposal of finance, staff motivation, and ensuring the coordinated operation of the entire company as a whole.

How find time to create marketing strategy and promote in such busy schedule? Marketing always takes a lot of time and attention, that's why it often appears at the end of the list of mandatory tasks. The truth is that marketing need to devote time. It is necessary to consider this time as efforts that'll pay off. Here are seven marketing techniques will help saving time:

1. Try to automate some tasks in the to-do list

Certainly, it cannot automate everything, but it should put on flow at least the items that take a lot of time without requiring constant personal intervention. For example, subscribe by e-mail.

E-mail is still an effective method to remind about yourself to existing and potential customers. Whether it's newsletter, announcement of special offers or free content, regular delivery of information about yourself in someone else's inbox has the desired effect. You can easily customize the newsletter so that it is delivered to each new or potential client registers to obtain information from you.

2. Find a few hours to work in social media

Customers expect to track your activity in social media, but it doesn't mean that they should be dealt with for days.

Select an hour once a week or two weeks to plan out what you'll be placing the posts during this time. Prepare media files and write drafts of texts. And during this time, come sometimes to your page and respond to comments.

3. Join a professional community and regularly attend events related to your business

There is nothing more effective marketing "face-to- face". It takes time, which you could spend in the office or workshop. But it is still the most effective way to find new customers and increase its popularity. If you turn the event into schedule, it will become a useful part of your regular schedule.

4. Seek opportunities for partnership

Not necessarily do it all yourself. Partnership is a co-working with another company for the purpose of promotion, distribution or product development and additional sales.

A strong partner will be the one who has already working in your target market and can give you an advantage in entering, or the one, whose product is complementary to yours.

5. Add in the online catalog

If your potential customers are looking for companies like yours, they must have to find it you all chances. Spend a few minutes on indicated the location, operation hours, add photos and other information about your company, wherever possible.

6. Ask for help

If you do not have time to implement these marketing techniques and their continued implementation, hire someone who can help you. Whatever you do, do not forget about the marketing priorities. A little time spent today will pay off many times in the future.

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HOW TO WRITE A REALLY SELLING TEXT USING SIX SIMPLE GUIDELINES

Keywords: promotion, advertising, key words.

Marketing has become an integral part of all spheres of human life in the 21st century. Statistics says that the average person gets about 3 million of advertising messages per day, consciously or not.

So, how to properly inform a potential customer, and force him to act?

More and more companies are resorting to marketing in social media with the high development of internet and technology, there are a limitless number of other consumer communication tools.

The main purpose of marketing communication isn't communicating only, it is feedback: what attract attention of consumer and how he operates after receiving messages.

It's necessary to resort to copywriting – writing properly and explainer texts. Most companies lose sight of this key point in communication with consumer.

Here are a few “golden” rules of copywriting:

1. The key competence

The text should contain brief and well-defined formulation of your differentiates as company, product, service. It's necessary to convert general properties of goods in specific benefits for buyer.

2. Well-defined understanding about target audience

Text cannot be made "in general", it should be addressed to someone specific. It is necessary to concretize target audience, explore its type and characteristics, features. If target audience will be very large, narrow it by grouping of consumers, and then refer to one person from each group.

For example, sites of a couple of companies were analyzed and revealed that:

1. Concierge Group wrote next advertorial (for companies):

“Concierge Group is an opportunity for the company to improve so-called life and work balance. It's not a secret that the staff of the big companies practically

doesn't have time for private life. And what to say about the life organization! Payment of accounts, search of necessary information on the Internet, accomplishment of small orders outside office and many other things all these strongly complicate their life and often distracts their attention from work.

That's why many companies solved this problem in the following way: their employees under certain conditions can address the concierge company, charging them the accomplishment of all above-mentioned.

But the most important in our work is patience and readiness to help 24 hours. Either it is a request to find the plane urgently or simply to specify a weather forecast. No gratitude is expected. Service with a smile is provided."

Analysis by Advego revealed that semantic kernel:

Table 1

Word	Quantity	Frequency, %
company	4	2.74
life	4	2.74
work	3	2.05
accomplishment	2	1.37
all	2	1.37
concierge	2	1.37
for	2	1.37
many	2	1.37
that	2	1.37
this	2	1.37

It is partly conforms to the copywriting rules and is unsuitable to their potential clients.

2. Concierge Group wrote next advertorial (for banks):

"More and more banks supplement the service baskets with the concierge service which became an integral part of life of any inhabitant of the megalopolis. Instead of following the way of American Express and creating bulky departments for servicing for VIP clients, they choose a simple and available method: outsourcing lifestyle services.

Competently constituted agreement protects banks working with us, from any information leakage. In case of failure of carrying out of confidentiality terms we undertake to pay a large sum of money though there were never precedents before.

Servicing of one client through call center 24 hours in case of any number of addresses costs from 2 dollars per month. For especially important clients we can allocate the personal assistant at our own expense."

Advego`s analysis revealed that semantic kernel of this text:

Table 2

Word	Quantity	Frequency, %
any	3	2.44
client	3	2.44
for	3	2.44
service	3	2.44
bank	2	1.63
case	2	1.63
more	2	1.63
servicing	2	1.63

It is congruence with target audience and was written conforming to rules of copywriting.

This is reflected in the work of the company: service for banks more popular than service for companies in structure their business.

3. Learn how to overcome objections

Text must overcome five main objections:

- 1) I have no time for it.
- 2) I have no money for it.
- 3) This isn't good enough for me.
- 4) I don't believe you.
- 5) I needn't it.

4. Intrigue and urge to

Headline must attract attention, force everyone to listen to/view/read the treatment. Use strong emotions and verbs in the active voice.

Make it so that person would like to continue contact: ask questions, leave unfinished proposal, and structure text. If you want consumer don't pass off this appeal, try to intrigue and "hook" the addressee.

5. Motivate action.

The difference between a copywriter by art writer is text written by a copywriter must sell. There is required impetus to action: it is necessary to stimulate the recipient to feedback. This role can performed all types of motives to action: the phone number "hotline", limiting the period of validity, the buttons on the website as "Call", "Contact us", "Buy Now" etc.

6. Test and conduct experiments

Sometimes, only one word may deter consumers, because it was matched unsuccessful or inaccurately. Write and rewrite, measure the effects of the use of certain words – it is the only way to achieve a really memorable and selling text.

SPORT AS A WAY OF BRAND PROMOTION

Keywords: marketing, sport, promotion, marketing tools, naming, commercial name of arena, football, contract, audience, airlines.

Sports sponsorship is an efficient promotion tool for company or brand and its products in key markets. That is why companies are involved in sponsorship programs, investing a significant part of the marketing budget.

Let's try to evaluate the efficiency of one of the most interesting branches of sponsorship - branding and naming of sports facilities, which are in recent decades has become an important element of the existence of sports clubs in North America, Europe and Asia. It applies both to existing working arenas and to a still under construction facilities. That allows the client to compensate partially necessary expenses even before commissioning. So, how does it work? A private company buys the rights to the owners of the stadium name to a contractual term, pays the money to yield a commercial name of the arena. The original advertising format most of the year is in focus of the audience, it's replicates in the print media and broadcast on TV.

Who sold the name first? The history of naming takes beginning from America. Debut documented selling of name made NFL team, "New England Patriots" in 1971. Stadium in Foxboro was named after the beer big brand Schaefer, who paid very modest by today's standards 150 thousand dollars per decade. In the 21st century, the issue price has increased dozens of times, and in 2010 the team has extended cooperation with the manufacturer of accessories for shaving and body care, Gillette, until 2031. Financial terms of the deal were not disclosed, but the "Patriots" receive at least 12 million per year as in the previous contract.

The most successful transaction this kind made the current champion of England - "Manchester City". In 2011 representatives of the club reported that the club arena in the long-term 10-year partnership with Etihad Airlines will be renamed "Etihad Stadium". The cost of the contract is 400 million pounds.

In Ukraine, despite held European Football Championship in 2012, there is no one fact for naming of stadiums. Beer group Carlsberg, which was considered as a potential buyer of the rights to the name of the arena in Lviv, eventually abandoned the idea because of the fact that the owners of a football stadium could not generate the expected events net held at the stadium.

Naming is a great way to supplement the budget of football clubs and as a way to attract money for the stadiums reconstruction. Ukraine has a potential in naming and should adopt this practice.

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MARKET TRENDS IN THE UKRAINIAN PRIVATE HEALTHCARE SYSTEM DEVELOPMENT

Keywords: private healthcare, market trends, medicine, medical services, economic development.

Nowadays there are more than 2 thousand hospitals and more than 10 thousand outpatient clinics in Ukraine. The cost of health care in Ukraine is 3.4% of GDP against 10.7% in the developed countries, it indicates the potential of the medical services market. Although socialized medicine in Ukraine is about 85-90% of the total health care services, the industry gets a low level of financing, moreover it has a high level of depreciation of fixed assets. The low competitiveness of the public health sector, the shortage of funds for modernization and creation of new medical establishments in Ukraine contributes to the development of private medical services segment. According to the "MedExpert" company, the market of private medical services in Ukraine amounted to 8.13 billion hrivnas at the end of 2014.

According to this information, we can highlight the following trends in private healthcare system development in Ukraine:

1. The Ukrainian market of private medicine has a significant growth potential. Despite the market dominance of state medical institutions, every year we observe the increasing number of consumers who are willing to pay more for medical services if their level of quality increases and if better service is provided.

2. Main players in the private medical services market are concentrated in the largest and most creditworthy cities (Kyiv, Dnepropetrovsk, Kharkov, Odessa). At the same time, the development of the market is slowed down by the low purchasing power of the population in the regions and the lack of health insurance system.

3. As Ukrainian medical services have a low price in comparison with Europe and the US, the country can actively develop medical tourism in dentistry, gynecology and reproductive technologies, orthopedics, ophthalmology.

4. Ukraine is developing an active cooperation with other countries in the medical field. At the moment, there is a great number of signed international agreements about the exchange of experience and scientific developments between our scientists and the foreign experts, there is a lot of trainings for Ukrainian specialists in Ukraine and in foreign clinics.

In conclusion, we can expect that Ukraine's course towards European integration will cause a number of reforms in the health sector which will become a successful step to the further development of the private healthcare market in Ukraine and will

attract foreign investors in the Ukrainian medical market.

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POSSIBILITY OF A "BLACK FRIDAY" TOOL IN UKRAINE

Keywords: marketing, tools, black Friday, retailers, purchase, Ukraine, discounts, sales, Christmastide, competitors, website.

The special "days of triumphs" called Black Friday have been added to the traditional American holidays - Independence Day and Day of Thanksgiving - to meet consumers enjoying the lavish spending as well as sellers and marketers who never miss an opportunity to make extra money.

The phrase "Black Friday" became known in Ukraine a few years ago. Nowadays more and more companies declare about the intentions to significantly reduce the prices on goods. However, Ukrainian companies should be wary of using this tool in the home market.

Black Friday appeared in America as a day of discounts in the last day of November, in a day after the Thanksgiving holiday. Now, in America, almost all retailers can not miss participating in Black Friday due to the huge profits. Despite its effect, many sellers regret about creation of Black Friday. The problems faced by retailers in the year related to the lack of crowd-control, namely the problems with the functioning of the website due to an increased number of visits and lack of goods. Also Black Friday negatively influences the purchase in the first week of November, and in the weeks after the campaign. The main part of the purchases at this time is on the period of the action, while at the beginning of November, people prefer to wait for the shares and did not make purchases. After the campaign, buyers do not have the money to purchase goods. Therefore, many sellers prefer to delay the carrying out of Black Friday for a few days to get more profit. The research on the impact of Black Friday shows that the 2014 event lasted from 26 November to 1 December.

Black Friday changed the calendar Christmas sales for retailers. The company John Lewis confirmed this last year. Peak sales of the company were at the end of November, although earlier it was the Christmas holidays. Christmastides for most companies is the main sales period. People are starting to buy earlier, it has a bad effect on the planning of sales for December, so there is uncertainty and unpredictability that scares sellers.

Nevertheless, the majority of sellers are willing to correct the mistakes of last year, so planning of Black Friday is the key for many companies and lies in

predicting consumer interest. Companies hire additional staff to ensure the work of stores and sites, and the trouble-free delivery of goods.

The global problem of Black Friday is that retailers have raised a generation of customers waiting for discounts. Companies are trying to cash in during the campaign to attract price-sensitive customers instead of loyal customers. The risks lie in the fact that the existing loyal customers can be tempted by discount competitors and will never come back.

Black Friday is gaining popularity in the world, so we can expect the development of this holiday in Ukraine in coming years. As Black Friday is a new phenomenon for Ukraine, domestic companies do not know about the problems that are associated with this holiday. Therefore, they should consider joining a competition for profit, or to stay away.

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ADVERTISEMENT FEATURES OF PRODUCTS FOR CHILDREN AND TEENAGERS

Keywords: advertisement, children, teenagers, clips, motive.

Advertisement of products for children and teenagers is a very important part of the advertising market. To create a successful advertising product it is needed to take in consideration a number of particular features to which the advertisement is addressed:

- children don't have the feeling of irritation because of similar constantly repeating clips. They can watch the same advert over and over again with unflagging concern;
- children spend money easier than adults because they don't know its value;
- due to being under child's pressure an adult can spend a big amount of money;
- children perceive only short amount of information and it's associated with children's psyche features. Babies are restless and their mind switches from one object to another very fast. Thus, long and tedious discourse about something valuable will not attract them;
- babies react only on bright objects;
- children like recognizable characters; for example, using characters from

cartoon or children's movies infallibly works in advertising;

- children like to memorize short poems so prose text, even if it's very informative, should be replaced by a cheerful quatrain.

For every age bracket of children there are specific features that must be taken in consideration during the creation of an advertising product:

1. First age bracket is from the birth to 3-4 year-olds:

All product advertisement for this age bracket is addressed to parents. In such adverts there are soft colour palette, pleasant music that symbolize tender feelings that parents have to their child. The emotional component of all adverts must be the feeling of unconditional love, happiness, and positive attitude towards the world that is demonstrated by the happy parents.

Mandatory advert heroes for this age bracket are babies and their mothers. The advertisement of children's products of this age must be feminine. The sentimental plots are the most popular for this type of advertisements because it suits to the image of motherhood world. When a woman becomes a mother she absorbs all the information related to child's care and health. She aims to make everything right. The image of thoughtful and caring mother is the role model for young mothers that persuades them to buy the product for their beloved children.

2. Second age bracket is from 4 to 7 year-olds:

Children in such age can watch repeated clips without weakening their attention and without the feeling of irritation. Children are attracted to the motion on the screen and the bright image. The flow of the notional information is unconsciously perceived. Thus, clips that are addressed to children must have such features as flamboyance, joviality and dynamism.

Advertisement for this age bracket must be addressed both to children and parents. The task of such advert is to persuade in necessity of purchasing both children and their parents. Children should notice the advert and show it to parents who will find out the information about the product and make a decision about purchasing. To be liked by children is the task of the image and to affect on adults is the task of text that has to convince adults that the product is safe and beneficial for child's health and mental development.

3. Third age bracket is from 7 to 10 year-olds:

The main reason of child's product choice is the motive of prestige. It's necessary to be like everyone else, to eat, drink, wear everything like the children from their circle of friends. The world of technology becomes important; everyone needs to use mobile phones and know how to play computer games. Girls aspire to become grown-ups by being interested in adverts and products of cosmetic companies. In adverts there should be a funny plot, good music and cool or extraordinary characters like Harry Potter or Batman.

In this age children have their own money and spend them often obeying the advert. Also they influence on parents' choice of purchase.

4. Fourth age bracket is teenagers from 11 to 16 year old:

The most important task of peers of this age bracket is to be as good as others. The most valuable social characteristics are fame and popularity. Children aspire to imitate those who have already succeeded by turning them into idols. They want to be

like everybody else and also to stand out and be better than others. It is everyone's wish so it turns into competition called "who is the coolest". The main reason of purchase in this age is the motive of prestige. Brand means a lot in life for this age bracket. This is one of the ways of self-determination, coolness and status.

Thus, it can be claimed that by taking into consideration features of the target audience and its particular traits in process of creating an advert will contribute to company's successful action at the selected market and goal's achievement.

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SEARCH ENGINE OPTIMISATION (SEO)

Keywords: SEO, search engine optimization, marketing, advantages, online, communications, branding, PR, keywords.

The users are not interested in specific sites, they are interested in only the information they need. It is important that it does not matter where this information will be. In this particular means of promotion there are a lot of nuances. The most important and most fundamental nuance is that the search engine does not depend on you in any way.

Therefore, the search engines decide which site will be on the first page, and some on the second, and so on. The essence of SEO-Optimization lies in the fact that it is possible "to prompt the search engine", which will be on the first page in search results. Competition is one of the main problems of promotion. There are a number of topics where the competition is so much that has to contend with a huge number of "enemy" sites.

The advantages of SEO include:

1. Quite a long-lasting effect. In other words, it's strong and powerful way to promote. In the initial stages you need to invest your money or effort or hire a copywriter to write your SEO-articles. Then, the result of this will be a long time, and most importantly, quality. It is important to understand that you need a good SEO-copywriter, not an amateur. With quality performance, the effect will be very long.

2. Huge coverage of your target audience. Search engines have a huge audience of users. Number of users who come to your site as a result of the successful promotion will be enormous. There is no way to be able to compete with SEO performance.

Negative sides of SEO are:

1. Quite long. It is understood that SEO promotion is a slow process. If you're lucky, the effect occurs in about one and a half or two months, perhaps even a year.

2. Nobody can guarantee the result.

3. Expensive. Service quality SEO-copywriters are a decent amount of money. Interestingly, the customers are willing to transfer their money each month on

accounts of various companies engaged in the promotion, taking into account what might be possible, through the half-year will be a good result.

4. Sanctions imposed by the different search engines. You may be banned or lower your position in providing the information.

Search engine marketing is only one online digital means of communication. For well-known brands, we usually see from web analytics that more than half of the visitors come to the site, not through the search engines, but directly by typing in the Web address or after the bookmark. The volume of direct visitors shows the power of branding, PR and offline messages in visiting traffic motion.

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USING INSTAGRAM FOR BUSINESS

Keywords: instagram, business, profit, tips, hashtags, trust, collaborate, improve.

Instagram is an online mobile photo-, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and more. Today, in November 2015, there are approximately 400 million monthly active users. And more than 75 million use Instagram daily. It has quickly gone from a trendy iOS-only app, to a massive social network with any platform and web presence. And the main thing is that it hasn't shown any sign of slowing down. Hope you will consider using Instagram to improve your business.

The main problem is how to make your business Instagram account profitable. After all it's the main objective here. I made a research and made some tips for those who want to start a business Instagram account.

1. Use Hashtags. I know what you're thinking—not hashtags again! And while it's true that hashtag abuse is a serious problem, hashtags play an important role in Instagram engagement. Max Woolf (a Software QA Engineer) analysed over 120,000 Instagram photos to determine whether a correlation exists between hashtags and likes. He found that the more hashtags an Instagram photo has, the more likes it gets. Why? Because hashtags give photos a larger reach.

2. Build Trust. Intrigue your subscribers. Encourage your Instagram community with free professional advices and recommendations. Create a resonance with some fun related posts. Post some photos of how your product is done or of your team who also works on the product. Show how everything is done. Brainstorm ways

you can offer value to your Instagram followers. Post a photo of people who buy your product.

3. **Connect and Collaborate.** What better way to build brand awareness than to have an influencer promote your product? Like other social platforms, Instagram has communities related to pretty much any industry. For example, Instagram has a large number of makeup experts that, as a group, garner tens of millions of fans. Makeup company Sigma used that community to their advantage by contacting influential members and sending them samples in the hopes of a product review. How does giving away free products to influencers help Sigma? Consider this example. If a makeup expert posts a picture of a dazzling new look and notes that they used Sigma products, you're more likely to buy Sigma products if you want to replicate the look. Plus, knowing that an expert recommends the product influences perception—it must be good if the pros use it!

Experiment with a different number of posts each day, at different times of day and then measure your results. Keep testing and tailoring and over time you'll find the perfect formula for you. As a business, the possibilities for thriving on Instagram are endless. With dedication, patience and creativity, this social channel will increase your brand awareness and introduce you to new leads and customers.

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SOCIAL AUDIENCE AS A FOCUS GROUP

Keywords: Voting, feedback, social network, customer options, focus group.

Voting - an obvious and very simple way to find out the opinion of the consumers about a particular product/service. In fact, this tool can solve not only this problem but several others, including:

Understanding the needs of the audience. This information helps build a reasonable strategy for the further development of business,

Renewal of the community in a social network. Discussions show the audience that you can communicate, share their opinions, which will really be heard.

Increased activity of the audience. Regular and interesting voting encourage subscribers often show interest in the communities, and even share them with your friends and subscribers.

Survey participants take part in the polls because they are fun, people are pleased that their opinions are interested, they feel that they can change the world

Often, social media is the domain of marketing or customer service departments. But while social is an essential tool for these purposes, the data and insights gleaned from social networking can have a big impact on businesses' actual product or service. Asking for and listening to customer feedback, which can be used to inform product decisions. In doing so, not only gain useful feedback, but customers also feel listening to their concerns.

When it comes to collecting customer options, social media has some advantages and some disadvantages over a more traditional focus group environment. Social media is fast, allowing to collect immediate feedback on anything information, and, depending on social following, the number of responses is likely to beat out a traditional focus group or survey.

Some marketers believe that online surveys increase audience reach, helps establish customers feedback. But US scientists believe that the research and surveys on social networks are often not taken into account their relationship with a certain type of user. For example, the average age of users of the service is 27 years, Instagram, Facebook – 40. Moreover, users of social networks can belong to the same age group, but come from very different walks of life. Again, some resources are more attractive to women, some - for men. In addition, a person can answer questions virtual profiles provocatively, not taken seriously: some responsibility for the accuracy of the results of research it can't be held. Therefore, according to US experts, social surveys conducted on online platforms can not give an objective assessment, but often harmful, misleading.

I believe that today social networks are so popular and don't use them such as focus groups wouldn't be reasonable. You can always find a way, to correctly identify the audience and ask informed questions. And social networks only help marketers understand the consumer better.

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CREATIVE PECULIARITIES OF MODERN MARKETING

Keywords: marketing, developing marketing, marketing activities, creative abilities, creative personality, creativity, creative personality.

The term “marketing” (from English word “market”) appeared in USA economic literature at the beginning of 20th century. For American farmers the term “market getting” meant possession of market share (competition for market share). Later from this phrase a word “marketing” was formed [1].

Currently marketing is recognized as a management activity, which studies all types of activities connected with the direction of flow of goods and services from a producer to an end user through a distribution system (under certain specific conditions).

Modern marketing owing to its technological, informational and creative peculiarities greatly influences the process of social construction of reality. This fact was emphasized by L. Berger and T. Luckmann in their scientific paper [2]. In their opinion, peculiar position of marketing activity is that for the sake of its efficient functioning it should trace and consider all essential changes in humans life and

respond promptly to them.

Development of marketing activities, peculiarities and conditions of marketing usage in different countries, regions, branches, companies, organizations, enterprises and plants resulted in appearance and development of its different types. The following main types of marketing are distinguished: conversional marketing, stimulative marketing, remarketing, syncromarketing, developing (creative) marketing, support marketing, demarketing, opposite marketing.

The following marketing tools are used: development of products that meet new available needs; transition to a new high quality level of needs satisfaction; use of advertising, creation of goods' specific image intended for specific consumer groups and the search of new spheres of goods consumption [7].

Effective implementation of developing marketing is possible due to application of personal and psychological traits by a marketing specialist or a manager who performs the marketing function at the enterprise. In this regard, creative abilities as such are not present. Intellectual giftedness is a necessary but not a sufficient condition for creative activity of the person. Motivation, values, personal traits play key role in determination of creative behavior [3; 4; 5]. Main characteristics of creative personality are as follows: cognitive abilities, problem sensitivity, independence in uncertain and complex situations.

Creativity is a demonstration of its individuality to the consumers. Creative personality type is commonly found in all innovators [6]. Creativity is revealed in the process of subject-subject interaction and is always addressed to another person.

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SOCIAL MEDIA MARKETING (SMM) OR HOW TO INCREASE BRAND AWARENESS

Keywords: social media marketing, brand awareness, promotion.

*«We lived on farms, then we lived in cities,
and now we're going to live on the internet!»
Sean Parker*

Every day Internet increases the activity of communication in their open spaces by dragging the blanket formation of relationships, not only in society but also in the professional environment. Many companies and famous brands faced with the task of promoting their products and services. Today they use the method of "dialogue with the customer." "What is the essence and effectiveness of the "dialogue with the customer"?" - You ask. This is a social media marketing, which opens new horizons for business.

SMM - is the using of social platforms as a channel to promote its brand and business solutions to other problems. The main focus of SMM is an itself social platform and strategy, an important component of the promotion.

Promotion in social media means that every interaction with a customer is an address. Communication with the customer becomes more important to your business. This type of marketing is working with subscribers to corporate accounts, in broadening the base of followers, etc.

The basic idea is to create content with the highest viral potential. That is, SMM-promotion of social networks involves the generation of interesting and useful materials that users will spread on their own, raising awareness about the brand, its image and the number of readers an account.

The operating principle social media marketing is presented at Fig.1.

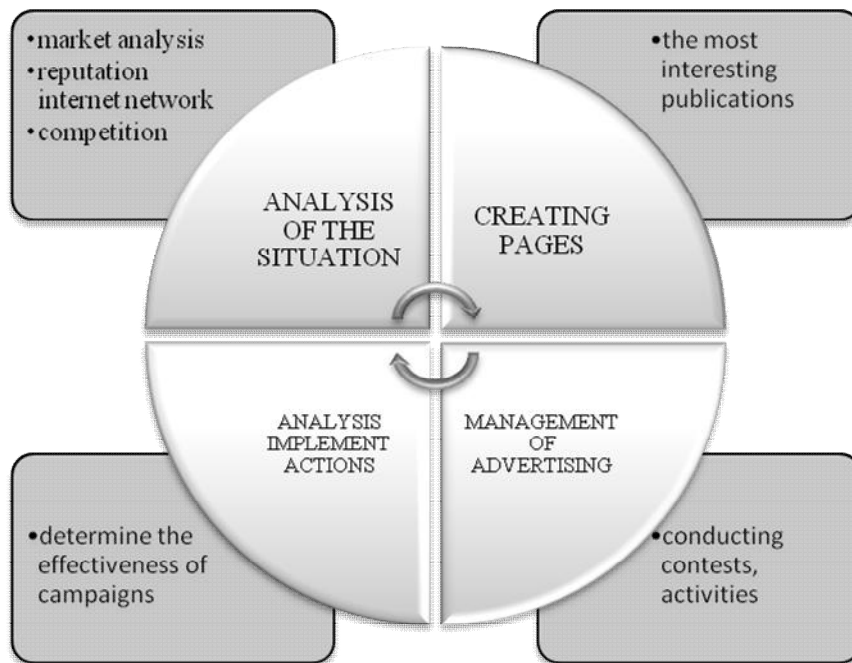


Fig. 1. Operating principle social media marketing

Following this process, we get the following result that will satisfy the need for a successful business: raising awareness of the target audience to the brand, the channel of communication with the target audience, to attract targeted traffic, increase sales, reputation Management Company, a positive brand image.

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SELF-MARKETING IN SOCIAL NETWORKS

Keywords: self-marketing, social network, employers, posts

The job market has grown over the years and become more competing. An increasing amount of specialist are competing for a job, and every year millions of first year students and senior students enter the labor force to compete against more experienced workers.

With so much competition for jobs, it is necessary for anyone looking for work to do all they can stand out. A polished resume and stunning cover letter are no longer enough to get a job. Today's workers must use all Internet facilities and marketing techniques to frame their skills and experiences in the best possible ways.

Self-marketing helps individuals improve their image and reputation to advance their careers. It gives candidates more opportunities to effectively demonstrate their values, skills, experiences, and vision to potential employers. Successful self-marketing helps employees differentiate themselves from the hundreds of other

applicants who may be competing for the same job.

There are many ways that job seekers can use to differentiate themselves and social networks are one of them. Social media allow self-marketers to build profiles where they can show off examples of their work, highlight their experiences, industry related posts and network with employers.

Recent studies have shown that 52 percent of employers always search for social media posts during hiring. Fifty five percent of employers have reconsidered hires based on social activity, and 61 percent of which result in negative after-effects for the potential employee.

The top social sites searched by employers are VK at 92 percent, Facebook at 66 percent, and Linked in at 52 percent.

There are several types of posts that will cast you in a negative way, but there are some that could help your case. Eighty three percent of employers consider illegal drug references to be negative, 70 percent consider sexual posts to be negative, and 66 percent will be disappointed by poor spelling and grammar.

Sixty five percent of employers view volunteering and charity posts as positive while most other behaviors are viewed neutrally. Use of alcohol appears as negatively as it does neutrally, and 69 percent of recruiters do not care about your political allegiance. Most of the employers are interested in this information no less than on professional experience and evidence of specific skills.

Every action and every click in social media have an effect. Posting is often so easy that users are willing to post just about anything without considering consequences. Social media shaming can lead to reputation management failure. In any case, it is just the way you need to worry about.

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PLANNING OF STRATEGIC DEVELOPMENT LLC «SLOBOZHANSKIY MILOVAR» ON THE BASIS OF SWOT-ANALISIS

Keywords: SWOT-analysis, strategic decisions, business environment, strategic priorities, competitiveness of products

SWOT-analysis is important for the strategic planning, as its method - effective, accessible, the cheapest means of assessment and management of problem situations in office.

SWOT-analysis of LLC «Slobozhanskiy Milovar»

Potential internal strong sides of enterprises	Potential internal weakness of enterprises
<ul style="list-style-type: none"> • Wide range of products • The company is constantly updating the range of products, so the most products are at the stage of growth or maturity life cycle of products • Production quality meets the standards Ukraine - UkrSEPRO, Russia - PCT Moldova - SM, Belarus - STB, ISO 9001: 2000, ISO 9001: 2008 tested to conformity System BRC (British Retail Consortium) • Production has comparative competitive advantages by price • Production is differentiated with criteria of consumer tastes, age and cash abilities of buyers • The company is constantly introducing new technologies, developing their own formulations, has a production and research laboratories certified to technological expertise in certification • The company is located in industrial and warehouse complex with area of 1.5 hectares • Deliveries of products are differentiated both within the country and abroad • Products are sold through dealers in every region and straight to major national commercial network • Enterprise workforce provided in full. Employees undergo to continuous training and certification • Enterprise is committed to excellence in everything it does, strives to be an innovator in each of the areas of its operations, ensuring the highest quality of organization 	<ul style="list-style-type: none"> • Production has insufficient competitiveness on qualitative parameters • Profitability of production is 12% • Enterprise is import depended (imports bleaches, enzymes, lanolines, starch, synthetic fatty acids, pigments, foaming agents, surfactants) • Production capacity are used only at 71% • Additional costs for cleaning and waste discharge to drain and ponds that has damage to surrounding environment • The company has no long-term strategy of recycling industrial waste
Potential possibilities of environment	Potential threats to the environment
<ul style="list-style-type: none"> • Market growth of detergents by 2014 about 1% • The possibility of diversification of products and markets • Application of the strategy of price leadership Innovation in the production of detergents 	<ul style="list-style-type: none"> • The unstable political situation and foreign policy of Ukraine • Frequent and unforeseen in legislation • The trend of falling GDP and welfare Prediction drop in GDP for 2015 -12% • The inflation rate for 2014 - 24.87% • The growth of the dollar from 8.32 to 15.80 by 2014 (90%) • The fall of the solvency of the population • Continuous population decline in Ukraine • The presence of a large number of competitors producing detergents • The threat of goods - substitutes

It allows you to organize the problematic situation; to understand better the structure of resources that should resist improving the functioning and development in the future, monitor the overall state of the business environment; allocate and use

new potential opportunities faster than competitors; choose the best path of development and avoid hazards; make informed decisions regarding business development. Correct and timely strategic decisions are taken today a key role in the success of the organization. They make a decisive impact on the competitiveness of products and the company as a whole. The main goal of the SWOT-analysis is to obtain reliable data on the company's opportunities and threats in the market promotion of goods and services.

Therefore, to achieve this objective before the SWOT-analysis of LLC «Slobozhanskiy Milovar» are taken next tasks: to identify marketing opportunities that match the resources of the company; determining marketing threats and development activities to neutralizing its impact; to identify company strong sides and matching them with market opportunities; to determine the weaknesses of the company and development of strategic directions to overcome them; to identify the competitive advantages of the company and formation of its strategic priorities.

LLC «Slobozhanskiy Milovar» has a completely closed production cycle - from developing their own recipes of detergents to finished production. The introduction of modern production processes, use of the equipment of world leaders in the field of household chemicals and using high quality imported raw materials to give the opportunities to produce quality products from the most low price to the most expensive price segment. SWOT-analysis of LLC «Slobozhanskiy Milovar» is shown in the table. Features of the environment with a view to innovation in detergent give the company a reason to get rid of weakness about the lack of long-term strategy of recycling industrial waste and implement conglomerate strategy - extracting of glycerin from under the soap alkaline and its subsequent sale to pharmaceutical companies.

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ANALYSIS OF CONSUMER PREFERENCES OF MILK PRODUCTS

Keywords: SWOT-analysis, strategic decisions, business environment, strategic priorities, competitiveness of products

In the conditions of market economy when often the offer exceeds demand, value of process of formation of consumer preferences which has to have complex character considerably increases and be based on a certain analysis.

Milk and species group of dairy products traditionally are present practically at each consumer basket. Frequency of their consumption fluctuates depending on the size of expenditure of households for food. The most popular production among Ukrainians: milk, sour cream, kefir, fermented baked milk, cottage cheese, yogurts.

Owing to the developed habits in catering services and relative price availability milk is included into a daily diet of the vast majority of Ukrainians. According to the analysis, 82% of Ukrainians consume milk regularly, though with a different

frequency.

Tradition of consumption, organoleptic properties and unique composition of milk provide its popularity at all categories of the population. This product equally willingly is consumed by representatives of all age groups. And the place of residence and level of the income introduce the amendments, only in indicators of frequency of purchases and a type of milk in structure of sales.

Every day consume – 15%, 2-6 times a week – 26%, once a week – 19%, 2-3 times a month – 12%, once a month and less often – 11%, don't consume – 18%.

As production of a high fat content is swept away, as an independent dish is consumed rather seldom. Especially it enjoys popularity at the men leading active lifestyle and at youth of student's age. The most part of consumers includes sour cream in a diet as traditional ingredient or an additive to a main course. Based on data of the analysis, it is possible to tell that in a rating of popularity it is swept away, takes a place of honor on the frequency of consumption by the population. At 88% of respondents this product on a table is present regularly, and 50% are the share of weekly consumption.

Every day consume – 8%, 2-3 times a week – 25%, once a week – 25%, 2-3 times a month – 18%, once a month and less often – 12%, don't consume – 12%.

For urban population kefir – the most consumed fermented milk product also owing to traditions. Analog of kefir for villagers – the sour milk or curdled milk prepared in house conditions. The main motivation of consumption of kefir are formulations which can be brought under one general phrase: "It is useful for health". The vast majority of consumers regardless of an age category and level of prosperity is guided by this criterion.

Every day consume – 7%, 2-6 times a week – 21%, once a week – 21%, 2-3 times a month – 17%, once a month and less often – 14%, don't consume – 20%.

From all considered fermented milk products the lowest frequency of daily consumption is the share of fermented baked milk – 2% of respondents. And it is more popular with people of advanced age. 39% didn't consume fermented baked milk during the considered period.

Every day consume – 2%, 2-6 times a week – 10%, once a week – 16%, 2-3 times a month – 15%, once a month and less often – 18%, don't consume – 39%.

Rather stable indicators of frequency of consumption are kept by cottage cheese. The main of the consumer of cottage cheese – women. Cottage cheese for the use in food as an independent dish and for preparation on its basis of various products of home cuisine is equally popular. Many city dwellers buy cottage cheese in the open markets.

Every day consume – 5%, 2-6 times a week – 15%, once a week – 24%, 2-3 times a month – 19%, once a month and less often – 19%, don't consume – 18%.

In comparison with the main production of species sour-milk group, Ukrainians entered yogurts into the diet recently. In house farms it isn't made and no strong traditions of consumption has. Therefore growth of quantity and frequency of sales is provided at the expense of urban population.

Every day consume – 5%, 4-6 times a week – 8%, 2-3 times a week – 28%, once a week – 22%, 2-3 times a month – 20%, once a month and less often – 15%.

Summarizing the data of the analysis on the frequency of consumption of milk and main types of group of dairy products, it is possible to note that in general the frequency of consumption keeps relative stability even against increase in prices.

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TRAVEL AGENCY "BREEZE TRAVEL UKRAINE"

Keywords: travel, tourism manager, holidays abroad, market.

Travel today has become one of the main elements of the civilized world. Modern people, seeking to develop, make new friends, get to know other cultures, to get new impressions of the country apply for the selection of tour travel agencies. Next is the principle of fair competition, as the travel agency is positioning itself in the market, which offers services, prices, service.

The main part of quality work in the tourism sector is a manager, with his knowledge and skills, psychological, personal and professional opportunities. The labor market increasingly requires professionals with specific technologies and software products, know the basics of promotion of tourist services, communicative and psychological characteristics of communication with customers.

The purpose of the tourist company "BREEZE TRAVEL UKRAINE" is to increase profits. To achieve the goal you have to be unique, to offer something that is not offered by many other travel agencies. Marketers company decided to introduce a new service - studying abroad, tours for school children in Ukraine and selection of individual tour (the manager develops the route, based on the desires of the client, selected countries, cities, flights, hotels, etc.). But before you enter the new service, it developed a questionnaire for a clear understanding of consumer desires. The survey was conducted during the month, at the travel agency. During this time it turns out to interview up to 100 visitors.

Results of the survey:

- 60% of visitors are interested in the new service;
- 10% are not interested in the service;
- 30% are interested in the service, but do not have children of this age.

Conclusions:

- Start a new service into operation.
- Advertise on the site, to link to an email address.

- Visit webinars to improve the skills of managers.

After the introduction of new services, existing customers have become more active because they care about their children and want them to show the country; also attracted the attention of new customers who are interested in the selection of individual tours according to their desires.

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APPLICATION OF SELF-MARKETING TOOLS IN THE LABOUR MARKET

Keywords: self-marketing, labour market, marketing, image, recruitment.

There is a very high-levelled competition in the present day world labour market. This is associated with the development of capitalistic relations, with concurrence increasing between different institutes of labour force training and also with structural changes and shifts of the labour market itself. The specialists note that individuals can use by themselves the tools of management and marketing theory. These approaches (after some adaptation) can help in achievement of objectives. In this article we will examine the different marketing technologies for individual's image creation in the labour market.

The present day labour market is very saturated. In the conditions of high education availability and of its standardisation, it's more difficult for individuals to be different. At the same time, companies try to optimize their activity (thanks to efficient work of HR department whose task is to find the best candidates for the purpose of maintenance of the optimal staff size).

There are a great number of marketing definitions. One of the most popular is: the marketing is a study, prediction, and creation of consumer's needs to organize the resources ignored to satisfy them. [1] Self-marketing is the application of marketing for one's own career building. In case of self-marketing application individuals should analyse their internal environment: skills and capacities. Then they analyse the external environment and they study the state of the labour market. It's reasonable to start with SWOT analysis application (study of strengths, weaknesses, opportunities and threats for self-development of individual). In this stage it is very important to keep the evaluation objectivity of current situation. In self-marketing SWOT analysis is more exposed to subjectivity as a human by his nature tries to either give too much to his capacity or underestimate it. Also in case of self-marketing tools we can note the present marketing tools (the adapted using of 5 forces of Michael Porter, using the life cycles of project or ideas, using of different strategies like activity diversification or concentration) and tools that are distinctive only for self-marketing (CV, portfolio using, recognition increasing by using gravatar – one image placed on different web-resources for self-identification, hashtags).

The individual's status in the labour market has particular importance. In the

present day labour market there are 2 groups of competitors:

- Individuals who search for a permanent job in a company, who want to build their career there, who want to be a part of companies' staff;
- Freelancers who offer their time and skills to accomplishment of different tasks without any permanent employment.

The importance of the second group is determined by following dynamics [2]:

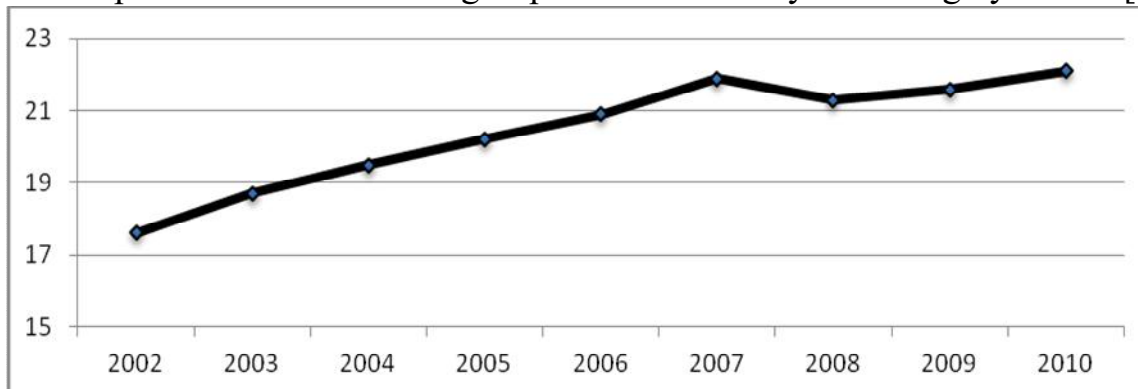


Fig. 1 Number of freelancers in the world, millions

As we can see in the picture 1, dynamics of number of freelancers is positive. This makes changes in labour market structure and creates new opportunities for both employers and candidates.

According to the group affiliation of the individuals there are different goals that are determined while self-marketing tools are used. For example, for candidates of the first group it is very important to show capacities of teamwork, respect of corporate values, be loyal. Freelancers in turn have to show their skills, especially in accomplishment of different tasks. They should know how to do their work with respect to deadlines. The difference between these goals determine different ways of self-marketing tools application.

Use of self-marketing method is the most actual on the different web-resources. Most of employers make selection of candidates especially on specialized web-platforms and websites. These web-resources have different forms: e-recruitment websites, freelance searching website, social networks, websites of professional network's creation, etc. Based on their marketing analysis candidates should create a favourable and realistic image thanks to correctly composed CV, self-description, photography and other services provided.

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ENSURING ENTERPRISE ECONOMIC SECURITY AS A WAY OF SUSTAINABLE DEVELOPMENT

Keywords: economic security, an enterprise

In general economic security of enterprise can be described as its ability to offer resistance to the total influence of environment's threats with the use of corporate resources in order to achieve its strategic goal as a result of activities on the basis of making management decisions, which are adequate to the given conditions. Achieving enterprise goals is determined by top managers' abilities to make the best use of existing corporate resources and forecast negative impacts of environmental factors. So environment changes should be monitored carefully for making decisions, which are the most adequate to the existing condition. Environmental factors are divided into internal and external ones according to their origin area. The external factors' influences are not directly caused by an enterprise activities, thus enterprise should adapt to their impact. The internal factors are created by enterprise activities.

Thus, enterprise economic security is its ability to respond to the general influence of environment's threats with the use of corporate resources on the basis of acceptance of management decisions, which are adequate to the given conditions.

Most common threats of enterprise economic security are:

- ✓ customer data is compromised and it makes the headlines;
- ✓ enterprise's brand and reputation are negatively affected by a security breach, resulting in a loss of investor and consumer confidence and loyalty;
- ✓ sensitive intellectual property (such as trade secrets and new product information) is stolen by a competitor or made public;
- ✓ organization is found to be non-compliant with regulations (national, state, local) as they relate to the protection of information and information security;
- ✓ enterprise's network goes down because of a security breach and it's impossible to detect a security breach.

Increasingly, an organization's ability to take advantage of new opportunities often depends on its ability to provide open, accessible, available, and secure network connectivity and services. Having a reputation for safeguarding information and the environment within which it resides enhances an organization's ability to preserve and increase market share.

Establishing and maintaining confidence in an organization's security and privacy posture increase the likelihood that customers will refer others to the products and services offered by the organization. In addition, being viewed as an ethical organization with a culture of doing the right things and doing things right (including

security) has tangible value in the international marketplace, as does being able to reliably demonstrate compliance and duty of care with respect to applicable regulations and laws.

Enterprise risks include financial (including credit), legal and compliance, operational, market, strategic, information, technology, personnel, and reputation. Enterprise security risks that derive from these may include those that damage stakeholder trust and confidence, affect customer retention and growth, violate customer and partner identity and privacy, disrupt the ability to offer and fulfil business transactions, adversely affect health and cause loss of life, and adversely affect the operations of national critical infrastructures.

Enterprises might consider how investment in security can enable an organization to act on new opportunities to better achieve business objectives that may include:

- ✓ enabling new types of products and services;
- ✓ communicating with customers in a reliable, cost-effective, and timely manner;
- ✓ causing transactions to occur with greater integrity and privacy, thus ensuring business throughput, customer satisfaction, and customer confidence, which can all help create and sustain customer loyalty;
- ✓ enabling new types of customer/supplier engagement; interacting in a more timely and reliable way with the organization's supply chain;
- ✓ providing more secure access by internal and external staff to enterprise applications.

Clearly an organization cannot protect and prevent everything. Interaction with key stakeholders is essential to determine the organization's ability to tolerate risk and appetite to tolerate the impact if the risk is realized. In effect, security as a component of risk management involves a process of determining what could go wrong, the likelihood of such an event occurring, the impact if it did, and actions to mitigate or minimize both the likelihood and the impact to an acceptable level with an acceptable range of variation.

The answers to these questions 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. In the absence of answers to these questions (and a process for periodically reviewing and updating them), an organization may find it difficult to define and deploy an effective security strategy and thus unable to effectively govern for enterprise security.

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ADVERTISING MARKETING OPERATIONS

Keywords: marketing, advertising, product.

XXI century - the century of information and telecommunications. Who is to know about anything at any time and in any place, which is used by advertisers, performing tasks set by the customer. The main purpose of advertising is to encourage consumers to purchase goods or services to the client company.

Before you begin the process of advertising your product or service should explore market, i.e. who will be focused on advertising. For segmentation choose one of the four principles - the geographic, demographic, psychographic, behavioral. These principles are used and each separately and in any combination with others to determine as accurately as possible, which meet the needs of a particular used product, respectively, namely what advertising means to influence the consumer.

Depending on the advertisement can highlight the life cycles of products (services). In total there are five stages of the product life cycle: market launch, sales growth, maturity, saturation, decline. Excretion of goods on the market require the use of deceptive advertising information, because at this stage of the fate of the goods on the market. This phase of the product life is usually supported by very strong pressure from advertising, to ensure product reputation in the market.

During the stage of growth and development of promotional goods more pressure is weakening, but not much. During this period, using comparative advertising persuasive. Its mission - to reinforce in the minds of consumers the main advantages of the product.

When the product has taken its place in the market, there comes the third stage - the stage of maturity. During this period, as well as the next, so-called period of saturation, it is necessary to maintain the position of the goods, as far as possible to try to expand it by attracting new customers. Depending on the nature of competition and the market position of the advertiser, as well as to preserve the prestige of the brand used by reminding ad-supported.

With the threat of recession in demand for goods advertising, usually stops (but in some cases with the help of advertising rites trying to keep product on the market, to prolong his life).

Summing up, we can say that advertising plays an important role in the life of the enterprise, as the fate of all activities at all stages of production depends on the right strategy of advertising of goods on the correctness and accuracy of the selected segment of the market which is oriented production. Because of properly chosen marketing strategy advertising company may suffer huge losses, which is why there is a need to modify the product and launch a new marketing program that subsequently affect the price of a new product or even have to remove the product or service from production.

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CROSS-CULTURAL VARIATIONS IN CONSUMER BEHAVIOR

Keywords: culture, needs and patterns of behavior, cultural shifts, target market, image of society, concept of culture. (cross-cultural variations; consumer behaviour; marketing strategy)

Culture has a major impact on the needs and behavior. Human behavior is largely dependent on education. Growing up in a society, the child perceives the core values, models of perception, needs and patterns of behavior - in the family and various social institutions.

What is a Cross-cultural variations in consumer behavior? This ability to identify cultural shifts, to see what new products consumers around the world want to buy.

Before planning the marketing program, the marketer should be well acquainted with:

1.- the fact that consumers think in different countries about specific products and how they use these products.

2. -the definition of national cultural barriers in the target market.

3.- the understanding that culture can be defined as the established way of life characteristic of society. In turn, the concept of culture includes:

- the social structure of society
- religion
- customs and rituals
- values and attitudes towards the national and international life
- education and literacy
- the political system
- aesthetic system and language

Each country has its own traditions, rules of conduct and taboos.

Therefore, if you do not take into account the peculiarities of each country's culture, the marketing policy will not give the desired result and may lead to an unfortunate mistake.

Marketers are acting on an international level, we need to understand the culture of the countries with which they work, and modify their marketing strategies.

In conclusion, we have learned that culture is the complex whole which includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society.

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USE OF OPPORTUNITIES OF THE LARGEST INTERNET-SEARCH ENGINES FOR CARRYING OUT MARKET RESEARCHES IN CONSTRUCTION BRANCH

Keywords: market researches, search inquiry, search engines, statistics, enterprise, construction branch, increase of competitiveness.

Today *marketing* in any branch including in construction, becomes an important element of *increase of competitiveness* of the enterprises. As a result of implementation of effective market researches such actual problems as determination of volumes and the directions in construction, involvement of investors and potential clients by creation of a favorable image of the enterprise aimed at satisfaction of actual requirements of the market of construction services are solved. Respectively competitive it is possible to consider those enterprises which create the most effective system of marketing.

Today the *industry of marketing* is inconceivable without high-growth *New-media*, which include such transmission media of the selling information as the *Internet*. So, *Web-marketing* includes a set of various tools and the technician of work with clients today. Some of them are presented in fig. 1.



Fig. 1 Modern receptions and technology of Web-marketing

The most important development stage of the marketing program for the enterprises of construction branch is segmentation of the market – definition of a niche, perspective for itself in the market of construction services. The analysis of demand in the market helps the construction enterprises to define further marketing tactics: more risky – uniform, or reducing enterprise risk - differentiated.

According to the report of the World economic forum "*The Global Competitiveness Report 2015-1016*", one of the making indicators having high value in determination of the general Technological readiness level of Ukraine is *Individuals using Internet* which makes 43,4% of all residents of the country. It can testify that the considerable part of potential clients of construction branch can consist of constant users of a global network, for whom the fastest and cheap way of search of any goods or services in the sphere of construction, is the Internet. We decided to check this hypothesis by the analysis of statistics of search queries (SQ) in such largest search engines of the Internet as *Yandex* and *Google*. The search inquiry (SI) is a keyword or their phrase, which the user enters for search in the field of a search engine. The quantity of SQ is defined by number of input of the corresponding mere verbiage. In the analysis we chose quantity of SQ according to the key phrases characterizing desire of potential clients to find or order services in the sphere of construction. We analyzed quantity of SQ for the last month (14.10.2015-14.11.2015), on two regions (Kiev and the Kiev Region, Kharkov and the Kharkov Region) and across Ukraine in general (see table 1).

Table 1

The analysis of search queries by types of construction works on regions, SQ

SI by types of construction works	Google AdWords			Yandex Wordstat		
	Ukraine	Kiev and Kiev Region	Kharkov and Kharkov Region	Ukraine	Kiev and Kiev Region	Kharkov and Kharkov Region
“To buy the apartment”	6600	3600	320	270816	77088	24504
“To build the house”	1300	590	70	17396	4037	1424
“Construction works”	590	260	30	23464	5383	2594

“Projects of houses”	18100	8100	880	32459	8775	2811
“Apartment renovation”	12100	5400	590	30791	8169	3345
“Interior design”	8100	4400	480	12333	3734	1281
In total SI	46790	22350	2370	387259	107186	35959
Average quantity of SI in a search engine	3973			29467		

As a result of the conducted research, we managed to confirm existence of a huge number of addresses to the Internet concerning search of various goods or services made by construction branch. From this the conclusion follows: first, for prevention of loss of potential clients in construction branch the enterprises need to include the direction of Web-marketing in the marketing strategy, using a number of the technician and the receptions shown in figure 1; secondly, the enterprises need to carry out the monthly analysis of a potential demand in the region for this or that construction production with use of opportunities of Yandex and Google search engines for definition of uniform or diversified marketing tactics for satisfaction of the most actual consumers’ needs at present of time.

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MARKETING ENSURING OF INTELLECTUAL PROPERTY COMPETITIVENESS

Keywords: marketing, intellectual property, mechanism, ensuring, development of the enterprise.

Today use of new technologies becomes the main prerequisite for achievement of high level of competitiveness and intellectualization of the capital of the enterprises, and also innovative development of economy in general. Unfortunately, our domestic enterprises need full or partial technological re-equipment, but because of limitation of financial resources feel an acute shortage of open access to advanced technologies and scientific and technical development.

Generally growth of the knowledge-intensive branches of production creating a high value added is carried out by licensing or development of own scientific and technical potential. Both first, and other direction needs *high-quality marketing ensuring*. The *mechanism of marketing of the enterprise’s intellectual property* developed by authors is presented in figure 1.

From positions of the enterprise V. Mukhopad [1, p. 224] defines *marketing of intellectual property* as "system of the organization and management of economic activity which on the basis of complex studying of the market and real inquiries of buyers is most focused on development, legal protection and use of own objects of intellectual property, and also acquired at other owners for satisfaction of requirements and inquiries of consumers through the market competition". Thus implementation of market researches in the market of intellectual property is

impossible without analysis of the extensive list of documents and information which is listed in details in the works by A. Pukhalskaya [2, p. 70].

Specifics of market researches at commercial use of intellectual property are shown in distinction of approaches to creation and sale of its objects in comparison with traditional goods [3, page 72]. It is necessary to emphasize that some objects of intellectual property, such as trademarks, service marks or names of domains, in itself are instruments of marketing. The intellectual property, in case of its effective use, is the important tool for creation of image of the enterprise. Intellectual property rights in combination with advertizing and other instruments of marketing are important for an individualization, diversifications of production of the enterprise and its advance in the market.

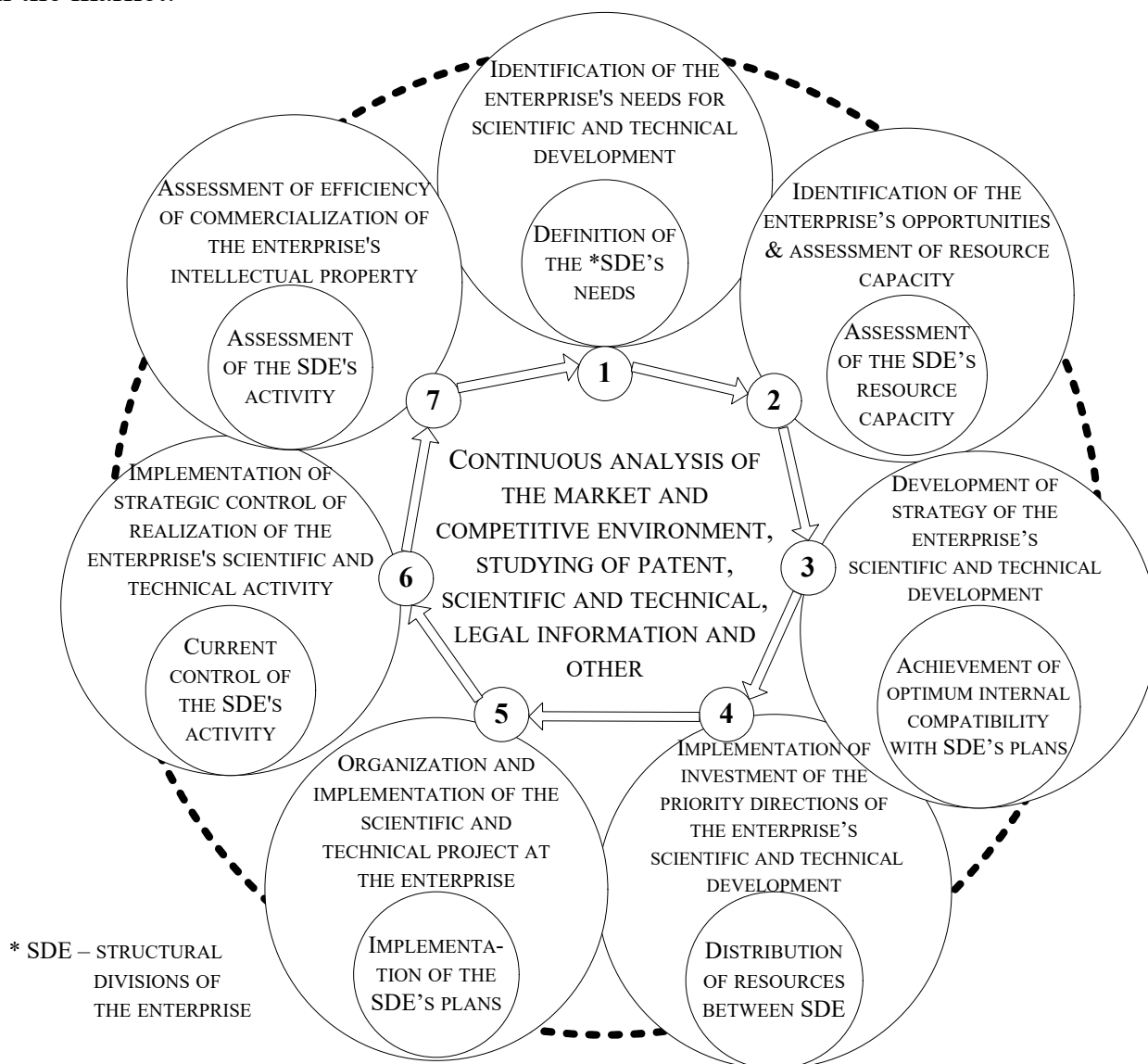


Fig. 1 - Mechanism of marketing of the enterprise's intellectual property

The offered mechanism of marketing of intellectual property can become one of factors of increase of competitiveness of the enterprises due to effective ensuring scientific and technical requirements proceeding from the existing conditions in the market, and also the purposes and opportunities of the enterprises and their structural

divisions.

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INVESTMENT MARKETING AS A FACTOR OF DEVELOPMENT OF CONSTRUCTION INDUSTRY IN UKRAINE

Keywords: marketing, investment, crisis, enterprise, construction industry.

Construction was, is and will be the main indicator of economic development of any country in the world, and Ukraine - is no exception. Construction creates a lot of workplaces. It consumes the products of many industries. With the development of the construction industry increased production of building materials and related equipment, developing transport, energy, machine building industry, metallurgy, metal- and woodworking, glass production and so on.

But currently building industry decline in Ukraine. According to the State Statistics Service of Ukraine [1] the total volume of construction works, that were performed in our country began to decline steadily from 2012 and in January-September 2015 was 34.9 billion UAH, which is less than in 2012 about 45 % (see fig. 1).

The similar situation is observed and by separate types of construction works. Rates of decrease in amounts of works in the building of uninhabited constructions considerably exceed similar indicators in the building of engineering constructions. Small growth of amounts of completed work is observed only in the building of inhabited constructions.

Increased volumes in January-September 2015 in comparison with the corresponding period of 2014 enterprises only of four regions: Volyn (for 37%), Mykolaiv (for 10,4%), Lviv (for 6,9%) and Zakarpattia (for 0,9%). Volumes in January-September, 2015 in comparison with the corresponding period 2014 at the enterprises of 21 regions, among them most of all decreased: in Lugansk (for 76,7%), Donetsk (for 67,4%), Rivne (for 46,9%), Chernigiv (40,3%), Zhitomir (for 35,3%) and Odessa (for 34,6%) [2].

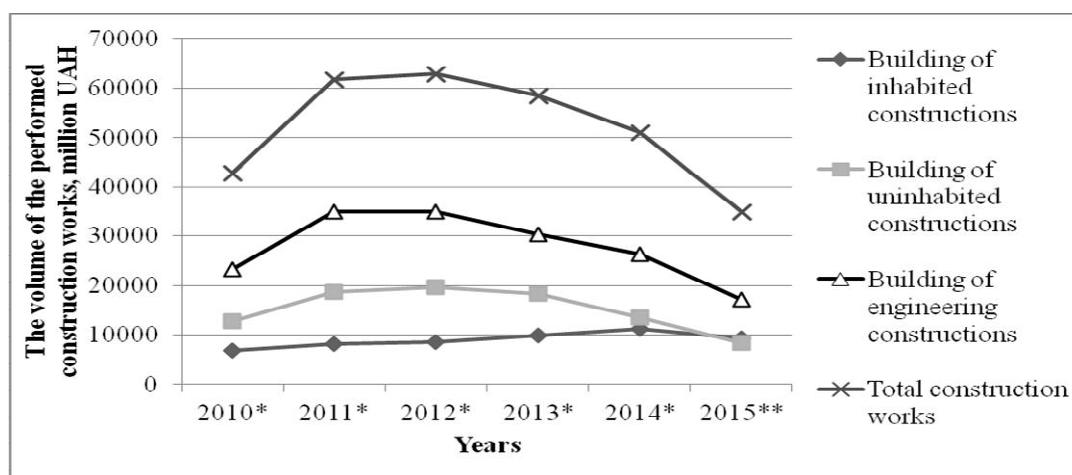


Fig. 1 - Dynamics of the volume of construction works in Ukraine (total range and by type of construction works)

Note: * - Excluding temporarily occupied territory of the Autonomous Republic of Crimea, Sevastopol and the zone of the antiterrorist operation;

** - Data for January-September 2015.

As we see the decrease of citizens' purchasing power against the background of a long economic crisis and the military-political conflicts in our country very negatively affects a construction branch. That is why construction, as fundamental basis of economy, now especially needs the support as from the State, and private investors. In this regard the question of development of investment marketing at the enterprises of construction branch is actual for today.

Investment marketing – the phenomenon, rather new to the Ukrainian market. It serves for providing heads of the companies with solid, reliable, full and timely business and marketing data about the market, structure and dynamics of demand, preferences of corporate and private investors in the domestic and foreign market [3].

So, considering a current state of construction branch in Ukraine, it is possible to note that formation of effective investment and marketing strategy has to become a priority of development of the enterprises. Thus investment marketing has to carry out a role not of pre-sale express capitalization of business here, but a role of instrument of increase investment appeal of the enterprise in the market that will form a positive image of the enterprise for potential partners, investors, contractors and will allow to increase its ability to attraction of additional financial resources, signing of good bargains.

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SOCIAL NETWORKS AS AN INSTRUMENT OF ADVANCEMENT OF COMPANY

Keywords: social networks, marketing, efficiency of marketing, efficiency advertisement activity, internet.

It is Simple not to find now man that has the internet, but he knows nothing about social networks. And, that majority it is preferred to get and divided by information exactly by means of social networks.

At one time marketing helped to carry social networks to the consumers, now social networks successfully present marketing to them. It is not quite important you are a businessman or simply consumer into marketing you will run.

For businessmen social networks can be a platform for sales, you can not have a corporate web-site, but with lightness to get clients from the page in social networks.

Advancement through global social networks knowingly became one of most widespread in our time.

Frequently many companies and web-sites use most widespread social networks: Vkontakte (more than 20 million users from Ukraine, more than 200 million all), Facebook (more than 2 million users from Ukraine, more than 1 milliard all), Twitter (more than 600 thousand users from Ukraine, more than 500 million all).

The first two grounds have a very comfortable and large functional for creation of business-pages and groups.

In an order to talk about efficiency of marketing and advertisement activity it is necessary to understand in social medias, that we imply under efficiency of advertisement and marketing in general, not only in social medias, not only in the internet. Efficiency of any activity is this relation of the effect, arrived at as a result of activity to the amount of the resources expended on the achievement of this effect. Efficiency is a size relative and for a the same process can be different, depending on that, what aim of activity.

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SEXUAL IMPLIED SENSE IN ADVERTISING

Keywords: sexism, discrimination, provocative advertisement, aggressive sexuality in advertising, consumer reaction.

Today the theme of sexual implication in an advertisement and sexism are causes sharp discussions. In Ukraine there are many examples of the misuse of the

sexual stimuli in advertising: exploitation of character of bare human nature, exaggeration of the importance of sexual function of a body. How much it helps to sell, if advertisers so often use it?

Researches show that men and women react on a sexually provocative advertisement [1]. However it was found out that women easier convinced (To give in to belief) of romantic commercial films than sexual - they like commercials, that do an accent on commitment, devotion and partnership. And men, that not surprisingly, react on sexual hints and women in a bikini, especially when an advertisement or rollers is flavored with a good portion of humor "below the belt". During researches it was found that when it comes to persuading (to convince) us to buy, sexy advertisement can often have the opposite effect: distract, irritate, cause negative emotions, be unethical.

Positive or negative reaction buyer will largely depend on the compliance with the advertised product. Psychologists consider that the sexual stimuli of advertisement will strengthen positive perception of brand only in case that there is necessary accordance between the category of products and method of realization of advertisement [2]. If a sexual attractiveness in an advertisement is used exceptionally, to attract attention, or underlines exploitation of woman or masculine body, or humiliates and even offends their social roles, then attitude toward a brand, with the large stake of (with high) probability, will appear negative. There are several groups of products, where the use of sexuality is logical and reasonable, first of all, the clothes, especially underwear, swimwear, cosmetics, perfumes, body care.

Numerous researches confirm that the use of sex appeal attracts attention in an advertisement, long saved in memory and increases interest in a commodity (the product) as compared to his competitor not using this factor, It stimulates a purchase [3]. Direct dependence is set between the positive emotions, caused by the sexual aspect of advertisement, and positive, (friendly brand valuation.) benevolent estimation of brand.

Not forbidden to use a non-aggressive sexuality, if it really exposes a commodity and does not have influence on physiological necessities. Understanding of borders is important, when a sexual implication goes out outside the difficult managed norms and rules.

Any company is important to realize that to attract attention a bare body or sexual stage can any amateur (layman) in an advertisement, however only veritable professional, using creativity, logical thinking, knowledge and experience is able to create ideological, deep (profound), but at the same time attractive and memorable advertising.

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MARKETING WARS: TELEVISION VS SMARTPHONE

Keywords: social network, device, Internet.

Smartphones occupy a significant time in the life of modern person, in comparison with TV. Representative researches conducted by the company Milward Brown showed that USA residents spend about 147 minutes a day for watching TV, and about 151 minutes for using their smartphones. It is noted, that 41% of viewers use a mobile phone, while they are watching TV [1].

The generation of 21 century can't live a day without their smartphones and connected with it: Facebook, Twitter, Instagram and a lot of other social networks; selfie, likes and numbers of followers.

Today, world of media and marketing has changed a lot. It had gone through the emergence of new channels, new devices, new formats and creating of innovative opportunity. According to analysts, TV-landscape will survive bigger changes. It is promised that already in 2016 the arrival of virtual reality with the flow of stimulating services would lead to the death of the old model of distribution and launch a new era of television [2].

Summing up the confrontation of smartphones and TV, it is difficult to determine a winner and a loser. Both of these phenomena have their advantages and disadvantages.

Smartphone's practical side develops more than TV's. For example, you don't have to be tied to a particular place and time to obtain necessary information. It always can be found in the Internet. However, the Internet is a stumbling block of any smartphone. Your device is useless without free Wi-Fi or 3G Internet.

Another criterion for comparison may be advertising. According to reports, TV advertising continues to attract more attention and it is preferred by large companies. Marketing budgets for television advertising is still higher than mobility. But situation can change in smartphone's favor very soon.

We believe that the winners of this confrontation will be products of those

companies, which are characterized by the flexibility of thinking and aimed at improving of consumer's life. The losers will be those who cling to the past paradigm and adapting too slow.

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MARKETING OF THE PERSONNEL AT THE ENTERPRISE: HOW TO ATTRACT AND HOLD VALUABLE STAFF

Keywords: marketing activity, marketing of the personnel, labor demand, self-advertisement of the enterprise in labor market, strategy of motivation of the personnel.

According to Public service of statistics of Ukraine [1] load of the registered unemployed on 10 free workplaces (vacancies) on various professional groups in January-September, 2015 makes 99 people. Under such circumstances it is possible to assume that employers don't lack labor today. But it doesn't mean at all that the enterprises don't need to do anything to attract and hold valuable workers.

Today marketing of the personnel which cornerstone the marketing philosophy is gained relevance. On the one hand object of research of this direction is the satisfaction of qualitative and quantitative needs of the organization for the personnel, and on the other hand - the person as the potential worker.

Different authors differently treat this concept. For example, A. Zheleznov [2] claims that it is the type of administrative activity directed on satisfaction of qualitative and quantitative needs for the personnel of the organization one of which main functions, diagnostics of professional suitability and rotation, provide procedure of an assessment of work, business and personal qualities of employees. A. Brass [3] determines this concept as practical activities (function) of services of human resource management by expeditious ensuring needs for the personnel on the basis of the valid information on a condition of the personnel of the enterprise and labor market. The considered definitions of this concept are united with that authors treat it as the type of administrative activity aimed at providing needs of the organization for

the personnel. But, in our opinion, A. Zheleznov as in it the attention both is focused on the person, and on needs of the enterprise for the personnel, namely on an optimum combination of a skill level and number of workers most precisely opened this concept.

One of ways of personnel marketing is self-advertisement. That is the enterprise has to create such conditions that workers advertized it (told about it to acquaintances, praised highly working conditions, etc.). Therefore the motivation of the personnel at the enterprise is of great importance. For this purpose it is necessary to know priorities of workers in respect of material security, social privileges, working conditions and opportunities of professional and career development. And though the salary remains to one of the main motivations for workers, it isn't the only factor. The company has to provide certain privileges (on treatment, food and journey), to install social programs at the enterprise.

The material motivation is very important, but except it plays also large role non-material as salary increase will cease to yield result sooner or later. And unjustified salary increase makes the demotivating impact on the worker. Therefore we offer the following actions: competitions between workers; incentive business trips; assessment of colleagues; help in family affairs. It is also possible to resort to such measures of daily inspiration of employees: to award them additional days off, to release a bit earlier from work; once a month to bring in office something tasty: pie, pizza, candies; once a week to hold meetings with workers with which usually there is no opportunity to communicate. It is also necessary to improve constantly working conditions of employees, to install the modern equipment, to help with a housing question, to organize cultural actions. For a solution of the problem of deduction of workers at the enterprise it is necessary to pay special attention to increase of their qualification. For this purpose it is necessary to provide trainings for improvement of administrative skills, to send to courses on professional development. All these, above-mentioned, measures will help not only to attract workers to your enterprise, but also for a long time to hold them.

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MARKET RESEARCH ON THE INTERNET

Keywords: research on the internet; collecting, processing and analyzing marketing information.

Marketing research is a function that links the organization with customers (the market) through the information. The information is used to identify and determine the opportunities and challenges of marketing: the development, refinement, evaluation and monitoring of performance of marketing activities; improve understanding of marketing as a process.

The definition of market research points to the continuity of the process of collection, information analysis. Companies under modern conditions should collect, analyze marketing information in order to make informed marketing decisions. Market research can have different goals. For example, the company may be interested to analyze its current product strategy and to identify the potential for the market launch of a new product [1].

Today, the Internet is a convenient medium for the optimization of the various stages of marketing research - accumulation of data collected by different methods, processing, analysis and reporting, as it provides access to information to all interested parties and sharing anytime, regardless of their geographical location. Only the online respondents may be combined, researchers and consumers of information [2].

Table 1

Methods of collecting information on the Internet [3]

Source of information:	Respondent knows that he is being questioned;	Respondent does not know what he is being questioned;
Respondent:	Questionnaires off-line; questionnaires on-line; testing;	Individual sites;
Researcher:	Focus groups on-line; interview;	Chats cookies;
Registrar:	Various reports: reports newsgroups; mailing lists;	Archives correspondence by e-mail;

Table 2

The benefits of market research conducted by Internet [3]

The benefits of market research conducted by Internet				
Techni-cal and economi-cal;	Management and control;	Social;	Communication;	Technology;
Saving resour-ces;	The strict logic of the survey	Depth research;	The relevance of the results;	Using the multimedia and hyperlink;
The large sample size;	Control of the completed questionnaires	Attainability respondents;	The high level of confidence;	Subsequent communication with respondents;
Speed survey;		Focus on group;	The breadth of research topics;	Automatic collection of additional information;
Rapid response capabilities;				Automatic locking and data processing;

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SOURCES OF ENERGY: TRADITIONAL VS ALTERNATIVE

Keywords: sustainable marketing, renewable energy, traditional sources of energy.

Energy-saving is a burning issue worldwide. That is why the aim of the research is to examine power stations commonly used for producing energy, analyze a variety of sources of energy used nowadays both traditional and alternative.

A power station also often referred to as a generating station, power plant, powerhouse or generating plant etc. is an industrial facility for generating electric power. The main components of any power station are one or more generators and a rotating machine, where the rotating machine converts mechanical power into electrical power by creating relative motion between a magnetic field and a conductor that converts mechanical power into electrical power by creating relative motion between a magnetic field and a conductor. The energy source turns the generators.

Power stations can be classified on the basis of energy sources used, among which are fossils, renewable and nuclear fuel(s). The data show that the majority of power stations in the world burn fossil fuels such as coal, oil, and natural gas to generate electricity that is rather harmful and can affect atmosphere. They are known as coal-, lignite- or gas- fired power plants, (geo) thermal power stations etc. The most common fossil power stations are thermal power stations, where mechanical power is produced by a heat engine that transforms thermal energy, often from combustion of a fuel, into rotational energy. They produce steam, that's why they are also called steam power stations.

Nuclear power stations which use nuclear fuel(s) have become popular since 1960-s and have expanded all over the world. Though they are less hazardous due to the minimum emissions in atmosphere, there is a range of safety problems to be solved such as waste burying and reprocessing, preventing uranium spillage etc. Public and local communities treat these stations with suspicion especially after Chernobyl and Japan.

So, there is a strong need in use of nature friendly renewable sources such as solar, wind, wave and water run-off. The power plants, using renewable as an energy source gain more and more popularity.

To save costs for energy sources new kinds of power stations are developed.

Among them are pump-storage plants, biomass-fired plants. Osmosis and marine water are also considered as alternative energy sources to be used in energy industry.

From my perspective, in future alternative sources may eliminate traditional fuels. However, it is much to be done on the deep research of their potential use, evaluation of their productivity and costs of the energy produced.

Thermal power stations

The most common power stations are thermal power stations, where mechanical power is produced by a heat engine that transforms thermal energy, often from combustion of a fuel, into rotational energy. They produce steam, that's why they are also called steam power stations. According to the second law of thermodynamics not all thermal energy can be transformed into mechanical power. Therefore, there is always heat loss discharged to the environment.

The efficiency of a steam turbine is limited by the maximum steam temperature produced. For the same steam conditions, coal, nuclear and gas power plants all have the same theoretical efficiency.

Power stations can be classified on the basis of heat sources they use:

- 1) Fossil fuel power stations
- 2) Nuclear power plants
- 3) Geothermal power plants
- 4) Biomass fueled power plants
- 5) Plants using waste heat
- 6) Solar thermal electric plants
- 7) Windmills

Where 5 last ones use alternative sources of energy.

Power from renewable energy: hydroelectricity; pumped storage; solar; wind; marine; osmosis; biomass.

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MARKETING STRATEGY AND MANAGEMENT OF COMPETITIVENESS OF INDUSTRIAL ENTERPRISES

Keywords: marketing strategy, competitiveness, industrial enterprises, professional marketers, external economic factors, process of management of competitiveness, analysis of the enterprise activity, innovative technologies.

In modern conditions of development of market-oriented economy for the normal functioning of almost any enterprises needs a good marketing strategy. Marketing is an integral part of the success of the industrial enterprise activity, irrespective of its specialization. To date, the development of the correct marketing strategy of a company, oriented on long-term perspectives, is a reliable basis for the preservation of its position in difficult economic conditions, as well as in a difficult

competitive environment, so this subject is very relevant for the study [1].

In the current economic conditions in a number of domestic industrial enterprises there is a problem of formation of effective marketing strategy development, as well as the problem of low competitiveness. In this regard, this article will be devoted to the topic of building effective marketing strategies and enhancing the competitiveness of industrial enterprises in Russia.

In scientific literature the majority of researchers define a marketing strategy as overall successful economic activity of the enterprise that is designed to maximize sales of manufactured goods in the market [2]. Formation of the marketing strategy of the enterprise must come from final results of production taking into account the needs of the market, the current manufacturing process, style and methods of management, as well as the level of organizational culture of the company [2].

Industrial activity is the basis of economic potential of the country. Merely a competitive industry can ensure the competitiveness of the economy as a whole. Taking into consideration the complicated economic relationship in the world market, there are some difficulties of conducting economic activity in industrial enterprises of Russia. In terms of prohibitions and sanctions imposed by the EU and the USA, in conditions of instability of the national currency and the appreciation of the Euro and the dollar in the first place it is industrial sector which has experiencing difficulties. In this situation much more difficult to generate competent marketing strategy that would take into account the long-term development of the enterprise. In the conditions of crisis it is also important to use and develop anti-crisis strategy of marketing that would help more effectively to deal with unstable phenomena in the economy. Equally important is the maintenance of the falling competitiveness of these enterprises for establishing relative economic stability.

Many researchers agreed that the marketing strategy is the overall plan of marketing activities by which a company will achieve its marketing objectives. Marketing strategy should be developed by professional marketers, be clear and precise, taking into account all the peculiarities of the activity of the enterprise, its mission, as well as external factors of the economy, invariably affecting the company.

To maintain economic stability and further development of existing industrial enterprises it is necessary to properly manage their competitiveness [1]. In scientific literature the concept of "management of competitiveness of enterprises" has the following economic meaning – an activity aimed at the formation of a number of management decisions, which, in turn, should be aimed at opposition to all kinds of external influences to achieve leadership in line with its strategic goals. There are various scientific approaches to management of competitiveness of industrial enterprises: a systematic, innovative, complex, global, optimization, marketing and others. Each approach aims to provide the most effective increase the level of competitiveness, which often is based, primarily, on improving the quality of product [3].

Each approach includes analysis of the company and its competitors and identifies specific ways to enhance competitiveness. According to statistics, the low competitiveness of domestic enterprises is primarily due to the lag in level and rate of productivity growth, since the concentration of production and investment has been

in sectors with medium and low technological way, using low-skilled labor. This is especially noticeable in the comparison of the Russian and foreign companies that have similar turnover, including developing countries.

There are the basic criteria for increasing competitiveness of industrial enterprises:

- 1) improving the quality of products in accordance with consumer needs;
- 2) the resource savings to consumers by raising product quality, service quality and other factors;
- 3) resource saving by upgrading production facilities, improve the management system;
- 4) attracting qualified staff and building the proper motivational policies for the enterprise;
- 5) attraction of investments for development of the enterprise.

The process of management competitiveness is also inextricably linked with innovative activity at the enterprises. Low dynamics of technological innovations in the industry, and, consequently, reducing the competitiveness of manufactured products leads to the low profitability of enterprises. In this regard, the most effective way of increasing competitiveness along with the improvement of the administrative apparatus is to update potential power and logistical infrastructure of the industrial complex on the basis of innovative technologies and constructive solutions [3].

Thus, the formation of competent marketing strategy and the management of competitiveness are the main methods for the stabilization and development of the Russian industrial sector. Ways to improve the competitiveness of enterprises is very individual and must come from the analysis of the enterprise activity, taking into account numerous external economic factors. Competitive industrial enterprises will be able to develop and be more flexible to the influence of factors of the world economy and to promote economic development of the country as a whole.

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THE INTERNATIONAL MARKETING INSTRUMENTS FOR UKRAINIAN COMPANIES' ACCESS TO EU MARKET

Keywords: international marketing, EU market, consumer, competitiveness.

Over the past two years Ukraine has pursued a strong and irreversible pro-European course. Autonomous preferences that create possibility for Ukrainian goods to be freely imported into EU market entered into force in April, 2014. However the competitiveness of Ukrainian goods on the EU market remains low.

The most important problem is safety and quality assurance and certification the production after European pattern. The first step to promote Ukrainian goods on EU market is certification of product according to the HACCP (Hazard Analysis and Critical Control Point) standards. And then and then the company can start looking for partners, develop marketing and logistics activities. Marketing instruments play an important role in Ukrainian enterprises' access to EU market. The tastes and habits of the European consumer differ from domestic ones, and differentiation and adaptation of Ukrainian goods can play a key role in promotion.

Research project "Autonomous trade preferences of the EU: a look of exporters" was conducted by Institute of economic researches and political consultations (IER) and based on a survey of more than 10000 enterprises-exporters. Research has shown the following results. Thus 5302 enterprises that have previously not been present on the EU market, started export activity to the EU after the autonomous preferences coming into force until the end of 2014. At the same time, 2299 companies, that have exported products to the EU before, have stopped doing it. It can be assumed that these were companies from the East of Ukraine, who have lost the ability to export their production to EU because of military conflict. However the number of new players in the European market completely offsets this loss, including export volumes. Thus, attempts to explain Ukrainian export drop down to the EU with only one military factor are wrong. In the meantime 55% of those companies that have had export to the EU before, sharply reduced it.

The main reason for decreasing Ukraine-EU export is general economic instability in Ukraine. Enterprises lose their share in the European market because can't adapt to new conditions.

About 20% of enterprises are just not informed on the opportunities to access the EU market. Weak awareness of businesses became an important problem for develop Ukrainian export to EU. The business associations often don't inform the companies-members on opportunities for access foreign markets.

The need to use English language is a problem for businesses of all Ukrainian regions. However there is a difference between regions connected with that EU documents translated into all EU countries languages. As a rule, people from western regions of Ukraine well understand Polish, Romanian or Slovak. It opens huge opportunities for local businesses.

Another problem is connected with complexity of finding trade partners in the EU. Experts note that such difficulties are connected with impossibility for Ukrainian companies to guarantee long-term deliveries. The European distribution networks haven't enough interest in working with situational suppliers. Possibility of long-term cooperation is much more appreciated for them.

Thus formation of favorable international marketing environment for domestic companies requires macroeconomic stabilization in Ukraine and improvement the

doing business conditions. The problems connected with export Ukraine-EU may be largely resolved by implementing the appropriate marketing instruments into business activity. The reorientation to European consumer values is an important task for domestic business. The competitiveness of Ukrainian goods can be achieved by compliance with European standards. Conducting regular international market research allows adapt the marketing mix to the needs of foreign customers. Socio-cultural component of international marketing requires in-depth study of English and languages of EU member states by Ukrainian people. It is necessary to make correct positioning Ukrainian goods in the EU market, as well always being in the center of events and trends.

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SOCIAL NETWORKS AS A TOOL OF MODERN MARKETING

Keywords: social networks, online promotion, partisan marketing.

At the present time among Internet users so-called social networks have gained great popularity. People spend a huge amount of time communicating with each other, exchanging photos, videos and other materials. Social networks bring people together, allowing them to cross time and territorial barriers, to be in maximum contact with friends, relatives and acquaintances, without going away from one's computer monitor in his office or bedroom.

Many features of social networks are a great advantage for different types of advertising, as for selecting these networks as an advertising platform.

So, we are talking about communities that are built by some parameters. Whether it's a general interest to the purebred dogs breeding or the love to the "Nirvana" band music. It doesn't matter. However, we can identify some of the more popular categories that will help us to understand more explicitly what is happening and how to use best the all possible marketing opportunities.

General Social networking. These include the largest Russian network "VKontakte". Here people are not joined by common interests or any activity. Social networks were created primarily for communicative purposes, i.e. to communicate

with friends, relatives, acquaintances and colleagues. Thus, other people can easily learn, how are things of a particular friend, sometimes without possibility to find this out in "real life" due to the lack of time or for any other reason. The same is with the social network "Schoolmates", where users are able to find people with whom they had studied before. Such social networks as "Facebook" and "Bebo" are very popular in English-speaking countries.

The professional social networks. These networks are created exclusively for communication among the members of certain professions. Professional social networks allow to find employees or vice versa work, to make contact with a representative of a particular company and etc. "LinkedIn" and also "XING" are the social networks that are very popular abroad.

Social networks by interest. Someone is gathered by music, someone by love for nature or someone's favorite TV series. Common interests or love for a particular activity give rise to the formation of certain social networks, where users can communicate with like-minded people. "Last.fm" and "MySpace" are the social networks that have great popularity abroad.

There are also other types of social networks, but it's difficult to distinguish due to the not so big popularity. Let's better consider the various types of advertising that can be effectively used on the numerous platforms of the social networks.

Banner and contextual advertising. Taking into account the specifics of the product or service advertised, the banner and contextual advertising is better to placing in such networks where the target audience is better presented. So the first thing you should always strive is to understand clearly what is your target audience and where is its location. It is also important to note that the one only banner ads in social networks is ineffective, because it remains in such places practically unnoticed. When planning an advertising campaign in social networks it is worth to rely on the complex of the advertising methods, rather than to rely on one kind of advertising.

Partisan marketing. This is a kind of marketing, where contact with a potential client is made directly, due to the communicative possibilities of social networks. People began to rely much more on the private opinion than on advertising or PR article in the magazine. It is the human factor that plays the role. Therefore, the fact that in networks such as "VKontakte" the really close contact with a potential client or a representative of the target audience can be set, is of a very big advantage for effective marketing. The fictional user profile is typically used and over time the certain image is developed and thereby, his popularity is increased: a new user acquires friends, participates in lots of groups, actively participates in interesting discussions and thus constantly extends the circle of acquaintances. In other words, the work in social networks is very creative. Tasks differ in the originality of their solutions, and the result can sometimes surpass all expectations.

Viral marketing. For example, when distributing viral clips, it is necessary to make so-called seeding. Of course, for this there are such specialized social networks like "YouTube" and "Vimeo". But seeding in other social networks, by interest or general ones, in certain groups of "VKontakte" and so on allows to increase the seeding effectively.

Applications in social networks. Someone enjoys millions of downloads. Many

companies use such opportunities to promote their products or company image. Some companies even order their own flash applications for social networks and thus attract the target audience. Advertising of this kind is very effective but requires considerable investment. At the initial stage of business not everyone can afford to spend such huge sums of money on marketing.

Conclusion. The emergence and popularization of social networks have radically changed not only communications but also the process of doing business. The work in social networks now is an important marketing communication tool of the meetings industry, the use of which affects the success and prosperity of the company on the whole.

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PROSPECTS OF DEVELOPING SOCIAL ADVERTISING IN UKRAINE

Keywords: social advertising, social marketing, advertising effectiveness, civil issues.

At its very core, social advertising has a lot in common with the commercial advertising: both of them are forms of mass communication with the main task to inform the target audience about something, change people's opinions about the subject, and motivate them to perform certain actions.

Social surveys which were conducted among citizens of Ukraine show that the large part of social advertising is not remarkable, it does not have much influence on them. This raises questions about the quality of advertising companies, their contents and ways of placement.

While commercial advertising generates principles of individual consumption, a distinctive feature of social advertising is that its key role is formation of the model of human behavior in the society. Problems often arise when perceiving social ones, which are mentioned in the advertisement. The reason of it is the relativity of people's opinions, a vivid example of which is a mixed Ukrainian public reaction to the propaganda of service in the National armed forces.

Another obstacle for quick perception is the absence of an addressee (i.e. the person to whom the message is addressed) and an addresser (the ads are often impersonal). As a result, people do not collate the advertising with their beliefs and attitudes. For instance, social advertising of Youth mobilization "Your Voice" encourages young people of Ukraine to vote in elections.

Thus, we can highlight minimum requirements that should be observed by efficient social advertising. First, it is careful formulation of the ultimate goal of the advertising campaign and involvement of advertising agencies in its creation. Second, there is a clear definition of the target audience and its share, which is covered by a specific advertising message. Third, the right communication channels must be

chosen through which information is delivered to the target audience. Fourth, there are reliable ways to measure the effectiveness of advertising campaigns. For example, the advertising company "Support the Ukrainian army" according to the Ministry of Defense of Ukraine, has collected 142 million UAH in less than six months. It is quite a convincing evidence of the effectiveness of advertising which can be measured in money equivalent.

In conclusion, it should be said that military and patriotic themes have become a new level of social advertising in Ukraine. It may mean that, in the near future, Ukrainians will see more quality and interesting advertising on other civil issues as well.

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STAFF MOTIVATION IN IT-SPHERE

Keywords: IT-sphere, motivation, staff.

To motivate employees of IT-sphere is extremely difficult what makes that problem topical. One more reason to study the staff motivation in IT-sphere – rapid development and huge economic potential of IT. Companies must constantly train their staff, improve their skills and competitiveness, but if workers are not motivated in self-development, it does not give any results.

Motivation is a conscious process of choosing a person, society or that type of behavior due to the influence of the development needs and related to their satisfaction expectations. The process of motivation is based on the functions and properties (elements) of consciousness and psyche. It includes the perception and assessment of the situation, decision making, anticipation of the results of actions and their adult adjustment. [1]

Motivation occupies a central place in the management of any company. Motivation is one of the management functions along with other functions such as planning, organization, control, decision making and others. Thus, there is motivation as a management function in the management of any company.

To provide the work motivation as a combination of motives of labor in the economic behavior of the people requires consideration of the specifics of IT-work and lifestyle of employee. The main drivers of motivation - stimulus and motives.

In IT-sphere the motivational system can be divided into four main groups: physical, spiritual, industrial - domestic, social. [2]

In market conditions the most important group is material one. It reflects the economic interest of employees to participate in the work. Also it determines the scope and size of the contribution of the employee in manufacturing a product. That gives a set of material goods required to meet the needs and ensure the material welfare of the family.

Motivation is an essential element of a commercial organization, government agency, NGO and any informal organization. Creating an effective system of motivation in the company qualitatively affect the results of the staff.

The motivation of staff makes it possible to obtain high-quality work of employees. At the same time, the higher is the status of the employee and the company, the harder is to motivate them. It is assumed the motivation has emotional and mental barriers. HR-effective task manager detects and eliminates them. Each employee should received a personal approach, depending on his individual social and psychological characteristics.

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UKRAINIAN BOILER EQUIPMENT MARKET ANALYSIS

Keywords: heating boilers market, competition, consumer behavior.

Sales of heating boilers at the domestic boiler equipment market have been growing for several years. Besides, the increase in the progress and volume of construction, the cottage construction in particular, is anticipated in the next few years. And since mainly autonomous heating systems with gas boilers are used in such type of construction, we can expect a substantial increase in the demand for boiler equipment, and respective increase in sales.

Boilers are the main means of heating supply as well as generation of steam and hot water for industrial enterprises, and private and utilities sector. Gas boilers are the most commonly used in these cases. These products are represented in a wide range at the Ukrainian market. Several dozens of domestic manufacturers are ready to supply a wide range of boiler equipment, including boiler equipment with the capacity of dozens kW and up to several MW.

Demand for boilers by industrial enterprises in Ukraine has been growing recently. Total sales of equipment for autonomous heating at the Ukrainian market amount at several hundred thousand sets annually.

Competition at the Ukrainian market is very intense. This is due to the large number of domestic manufacturers as well as the presence of the equal world leaders' products at our market.

Ukrainian market of gas boilers is becoming more and more attractive for foreign manufacturers of autonomous heating systems from year to year. Despite the domestic production quality has significantly improved recently, so far gas boilers and solid fuel boilers of Ukrainian production are inferior to the imported equipment with respect to the functions and especially quality. Moreover, consumers have become more selective in choosing products.

Customers pay more attention not only to price and functionality of a product, but also to such factors as brand recognition, advice of relatives and friends who have used some equipment of a certain brand, availability of warranty and service centres to provide replacement of consumables and spare parts timely.

According to the experts the country needs up to 30-40 thousand boilers of different capacity annually to replace obsolete and apply modern boiler equipment. Dozens of thousands of boiler houses in industrial enterprises of Ukraine require renovation. Therefore, many analysts believe that demand for heating equipment will start growing rapidly in the near future.

With regard to domestic boilers the situation is less favourable to our manufacturers due to the imported gas boilers for household sector are of significant superiority to domestic equipment in design and ease of maintenance primarily. There is a greater demand for industrial boilers than boilers for household at the domestic market. However, imported equipment is often more preferable even in this aspect.

Upsurge in purchasing power occurs in summer and early autumn. But the high level of purchases also remains in autumn and early winter, since many customers decide to replace their heating systems as cold weather falls.

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AROMAMARKETING

Keywords: promotion tools, aromamarketing, product categories.

Each company strives to sell their products as much as possible, enter the global world market, maximize profits at lower cost. Using a lot of different marketing communications. Their number constantly growing, because advertising on TV looks less and less, billboard advertising at the point of sale is taken for granted, and it is difficult to surprise the buyer stimulated him make a purchase. One of the new communication methods become - Aromamarketing. At first sight nothing special,

but if you go further, this kind of marketing is also closely associated with the subconscious. Many people love the smell of freshly baked bread at the bakery, and the aroma of coffee in a coffee shop. But if in these cases, it is the natural smell, what should you do if your product is packed, or simply do not have specific flavor?

Official birth of scent marketing in Ukraine related to the year 2004. And if 10 years ago, there was only one company providing services in this area, now there are about a dozen. There are many successful examples of the practice aromamarketing in the world: Fiat company started using wood aroma at the points of sales of cars and increased sales by 50-73%. Aromatization catalogs of Faberlic company has increased percent of sales at 54-85%. On average, aromamarketing increases sales by 15-20%. Aromamarketing In Ukraine has problems with implementation and use. For effective work you need the presence of: matching design, qualified workers, proper goods display. And of course you should always choose the right flavor for point of sale. Different product categories have their own flavors.

Table 1

Furniture stores	The aroma of green tea, coconut cocktail, coffee and cakes and the smell of freshly sawn wood.
Supermarkets	The aroma of citrus reminds you to buy apples and bananas. The smell of fresh cucumber or watermelon perfectly underlines the high quality products in the meat section. The presence of a mini-bakery - a good solution in terms of free flavoring.
Restaurants, fast-food outlets in the shopping center	The aroma of green apple is able to awaken the appetite of visitors. It is important to "lay" the invisible boundary between the area cafes and other premises shopping center.
Clothes and accessories	Smells of vanilla, lavender, basil, mint and lemon. The section of products for men - the smell of leather.
Entertainment centers, game rooms, bowling	Effective aromas, emphasizing style and design institutions, and seasonal flavors. Floral scents in the spring, "warm" smell of comfort in the winter (for example, the aroma of chocolate or vanilla flavor). Effective smells neutralization, for example cigarette smoke.
Fitness center, gym	Special mixture of adsorbents absorb unpleasant flavor provide comfort. And the aroma of menthol, fresh herbs will add vitality and make training more enjoyable.

So, Aromamarketing is a means of improving the competitiveness of businesses in addition to price, quality and popularity of the brand. The main task of aromamarketing - to improve the mood of customer and arrange him to yourself; to make sure that he was okay and directly link that feeling with the company. It also becomes an important competitive advantage of the company.

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FEATURES OF RETAIL FOOD SALES

Keywords: retail, assortment of goods, sales volume.

Trade in food products in terms of organization of the process is time-consuming business. Also, additional financial burden on the employer creates a need to maintain in the presence of a large number of goods of mass consumption and widespread use, that is those products for which the store are more often. And, as a rule, these foods are made in a variety of groups. Additional difficulties are also due to changes in the hryvnia exchange rate in the currency market, which complicates the procedure of payments to suppliers. After all, if the hryvnia depreciates, then the money invested in the purchase of goods (in USD), after the implementation will not provide the same level of circulation of products, which would entail the need for additional investment.

In order to obtain a stable income with retail outlets it is necessary to supply basic goods consumption only major vendor to be able to buy products in large quantities at once. Wholesalers in such cases can significantly reduce the price of goods, making them significantly lower, as well as offering a flexible system of discounts directly dependent on the amount of purchased products.

Thus, the problem of saturation of the market increases the need for the presence in the back of the big funds, as well as the creation of storage facilities.

Also, the sale of food depends on the seasonal changes in demand for different products in different market segments. They require a range of different and show different figures of consumption among the population.

Store of sales volume of Frame is shown in Fig. 1.

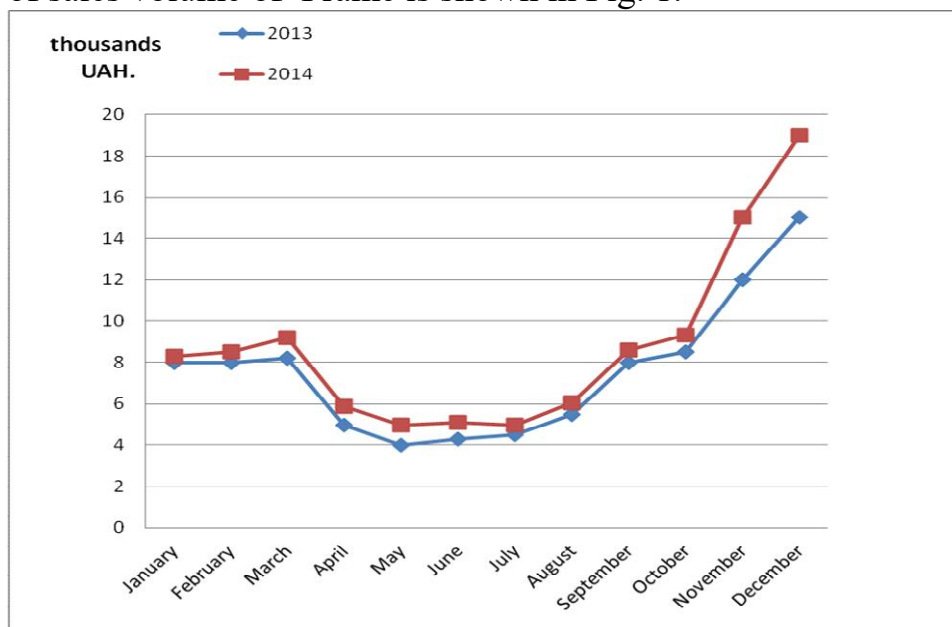


Fig. 1. Sales volume of Frame, Dnepropetrovsk , 2013-2014

Based on statistical research, we can safely say that in December - is one of the most profitable months of the year. This statement is true for trade in general, and for marketing, but the scheme is working only with careful selection range of products to meet the needs of customers. In December, the most popular products for the preparation of festive dishes, or which must be on the table during the feast, for example sales in 2013-2014.

DYNAMIC ANALYSIS OF THE DOMESTIC MARKET BUILDING MATERIALS

Keywords: market of building materials, individual segments, growth dynamics of segments.

The development of national economy determined by the dynamics of GDP, which is formed in all its areas. Construction as a field belonging to the material sphere for creating and restoring basic means all members of the economic system - legal entities and individuals; budgetary and commercial organizations, and so on. An important role is assigned to construction, it requires careful provision of all the necessary resources, human, material, energy, information. Thus, there is a need for optimal *vzayemorozvytku* related sectors and industries, which include the production of building materials, without which it is impossible to imagine the construction process. That's why topical study of the construction materials market in qualitative and quantitative perspective, which is due to trends prevailing directly in construction, and determines its quality, thanks to the latest materials, manufacturers of the industry.

Recent trends of individual segments (subrynkiv) building materials, based on the calculation of growth rates are shown in Table. 1.

Table 1

Dynamic analysis of individual segments of the construction materials market in 2011-2014

Segment	2011	2012	2013	2014	Baseline growth rate, %
Dry mixes (except concrete solutions ready for use), thousand tons	1910	1953	1759	1601	-16,18
Chain growth rate, %	-	2,25	- 9,93	- 8,98	-
Ceramic tile, million m ²	60,5	62,2	57,3	50,6	-16,36
Chain growth rate, %	-	2,81	- 7,88	- 11,69	-
Refractory Ceramic construction, million m ²	2355	2081	2154	2191	-6,96
Chain growth rate, %	-	- 11,63	3,51	1,72	-
Cement, million tons	10,6	9,8	9,9	8,6	-18,87
Chain growth rate, %	-	-7,55	1,02	- 13,13	
Lime, thousand tons	4488	4415	3892	3107	-30,77
Chain growth rate, %	-	-1,63	- 11,85	- 20,17	-

Blocks and bricks of cement, concrete or artificial stone for building, thousand tons	3332	3290	3038	3047	-8,55
Chain growth rate, %	-	-1,26	-7,66	0,30	-
Elements of the construction teams, thousand tons	5299	4891	4654	3903	-26,34
Chain growth rate, %	-	-7,70	-4,85	-16,14	
Cement concrete, ready for use, million tons	15,2	14,4	15,5	12,2	-19,74
Chain growth rate, %	-	-5,26	7,64	-21,29	-
Portland cement, aluminous cement, slag cement without clinker and cement, hydraulic similar, million tons	10,6	9,8	9,9	8,6	-18,87
Chain growth rate, %	-	-7,55	1,02	-13,13	-
Products made of asbestos cement, cement with cellulose fibers or similar fiber mixtures, thousand tons	478	396	358	202	-57,74
Chain growth rate, %	-	-17,15	-9,60	-43,58	
Slag wool, cotton wool and mineral silicate mineral similar (including mixtures) in blocks, sheets or rolls, thousand tons	137	139	155	175	27,74
Chain growth rate, %	-	1,46	11,51	12,90	-

Compiled from source [3]

As you can see from the analytical data table. 1, different segments have different growth dynamics. Nearly all segments have negative chain as well as base rate increase, indicating that the protracted crisis in this area, which only intensified. The exception is only the volume of slag and similar materials can be explained by a significant increase in demand for this type of material through thermal insulation of buildings. The largest drop market has undergone asbestos products: -57.74% lime: -30.77%, prefabricated structures: -26.34%, due to the use of these materials in the early stages of capital construction. The dynamics of dry building mixes (except concrete solutions ready for use) varied, for example, in 2012 there was an increase of 43 thousand. T. (Or 2.25%), followed by the gradual reduction of dynamics. Thus, in 2013 to 9,93% decreased production of dry mixtures and in 2014 - on 8,98%. Even despite the slight increase in dynamics in 2012, for all the period it showed a decrease of 309 thousand. T. (Or 16.18%). This decline is due primarily to a reduction in the total volume of construction decreased by 10.563 billion. UAH. or 17.1% in 2014 compared to 2011 year [3].

Increased production decline is a bad thing for the economy, so it is necessary to develop measures to reverse the current negative trends: while descending the national market to raise export activity.

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ANTI-ADVERTISING AS A METHOD OF FORMING THE IMAGE OF THE COMPANY

Keywords: anti-advertising, the image of the company, consumer market, reputation.

Creating the image of the company is an important part of its successful existence. The formation of the company image is an art that requires time-consuming and long-term work. With the help of the image the emotions of consumers can be affected and managed by manipulating their choices as this is the main value in today's market.

Company image is created in the public eye for a long time, but the reputation can be lost in an instant. Each organization has its own target audiences such as partners, customers, investors, labor collective and others. As a result, every target audience has its own interests and its vision of the company is different from others. For example, for partners financial stability of the company, its competitiveness and reliability are important, and for their own labor collective labor motivation, the creation of safe living are substantial [1].

As it is known, advertising is designed to inform people about the consumer properties of different kinds of goods and services broadly in order to create demand. Advertising is an integral part of the social and even cultural life of the people. Advertising text is not only unlimited potential impact on the minds of consumers but even the potential to shape and control public opinion, to create entire myths about brands and labels, companies and politicians. Today, however, advertising has ceased to be a motor trade, means of creating positive images of goods and services in the minds of consumers. It is not surprising that along with advertising the phenomenon of anti-advertising is widespread (especially on the Internet)

The purpose of anti-advertising is the client-base destruction, the braking of the firm's development and the reply to the incorrect behavior of the company.

Anti-advertising usually starts up in 4 cases:

1. In order to discredit a competitor;

2. As the reply to intrusive, annoying and misleading advertising, protest against low-quality products.

3. As the special anti-advertising, deliberately creating a negative attitude towards the product (eg, cigarettes).

4. As an error of advertising creators, mainly because of not knowing the consumer market.

A striking example of rigid marketing policy is the company «Starbucks». In 2009 it launched advertising against their competitors «McDonalds» and «Dunkin Donuts», which actively began to work in the coffee sector.

The creators of anti-advertising are not only the companies. Due to the proliferation of Internet technologies and increase of the level of informatization of the society, simple Internet users create anti-advertising products of large companies. They try to raise awareness of the negative aspects of the company - whether pollution or harmful effects on the human body. In 2009 the company «Pepsi» launched a new logo that immediately found its negative reflection on the network.

In 2000 due to the deteriorating quality of coffee Internet users have also developed a lot of parodies on the logo of the company «Starbucks». [2]

At the moment, the most common examples of anti-advertising are made by commercial environmental and social organizations. The most striking examples are made by the American advertisers. For example, the American anti-advertising "Physicians Committee for Responsible Medicine" in 2012 was against the fast food chain McDonald's. Location was the morgue. The doctor and weeping woman bowed above the dead, middle-aged obese man. The man gripped in his hand a half-eaten cheeseburger. The camera runs in a circle, delaying on the feet of the deceased and then we can see the information: «I was lovin' it. High cholesterol, high blood pressure, heart attacks. Tonight, make it vegetarian» [3].

Often there are cases when a company arranges itself inadvertently anti-advertising. In 2013 Ukrainian company "Nasha Ryaba" has launched series of videos on how the company takes care of the chicks. One of the largest chicken producers in Ukraine inadvertently emphasized that with these adorable chicks they produce meat. [4]

So, anti-advertising firstly, draws attention to the products of poor quality; secondly, spread incriminating data on manufacturers of competing products. In most countries this type of advertising is prohibited by law powers. Basically we can see anti-advertising in the videos of public organizations or works of Internet users, in order to draw attention to the problems of mankind.

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DECISION-MAKING IN MARKETING RESEARCH PROCESSES

Keywords: marketing, decisions, research, risk, management, investment, opportunity, analysis, information, marketing strategies, tactics

Marketing decisions are usually made under conditions of uncertainty. Uncertainty involves both risk and opportunity. The use of marketing research does not and cannot eliminate either risk or opportunity, but its intelligent use can reduce risk and indicate the degree of probability of the various possible outcomes of opportunity. Markets are increasingly dynamic and competitive; their successful exploitation calls for greater investment, and more frequent innovation. Decision-making, therefore, must be faster and less susceptible to many of the needless errors of intuitive judgment.

Thus, marketing research may be defined as the objective and systematic collection, recording, analysis, interpretation and reporting of information about: existing or potential markets, marketing strategies and tactics, and the interaction between markets, marketing methods and current or potential products or services. It can therefore play a major role in enabling the modern executive to apply a truly analytical approach to decision-making. It can also assist in the evaluation of the effect of decisions which have been taken.

As far as its origin and development are concerned, marketing research has a comparatively recent origin, the first formal marketing research organization having been established in the United States approximately in 1900...1910. From slow beginnings, in recent years, there has been a growing sophistication in methods and methodology— in the application of statistical techniques and behavioral science concepts — and the early scepticism of managements and the sometimes exaggerated claims of pseudo-researchers are rapidly disappearing. The use of marketing research in consumer markets is now reasonably widespread. The need for the objective evidence which marketing research as a decision-making tool can provide for management in producer goods or industrial markets is probably even greater than in consumer goods markets, but its value in these areas has been too little realised and research activity has consequently been more limited.

Therefore, an up-to-date knowledge of the market is essential for successful marketing. Management must ask themselves the following questions:

1. What is the size of a market for a product or service (in terms of volume and/or value)?
2. What is the past pattern of demand; what factors (economic, social, political,

technological) might affect future demand, and when?

3. What is the market structure; e.g. is it based on industry, on size or numbers of companies, on income groups, on sex, on age, on geographical distribution?

4. What are the buying habits, motivations, procedures, of domestic customers, retailers, wholesalers, professional industrial buyers?

5. What is the company's market share and how does compare with competitive shares over various time periods?

6. What are past and future trends - rate of change in population, national income, retail sales, industry output?

Marketing policy and strategy are of a paramount importance. Armed with a knowledge of the market, management can consider their overall marketing policy and tactics. They will require further information about competition, costs, and the probable results of different courses of action etc.

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YOUTH SPEAK SURVEY. RESEARCH FOR DEVELOPING OPPORTUNITIES FOR STUDENTS

Keywords: AIESEC, education, young people, employment.

Youth Speak – is a survey which powered by youth worldwide organization AIESEC. The survey is oriented on understanding the hopes and challenges envioning the journey from higher education to employment way for young people. In survey participated more than 100 countries and territories and 40000 voices in 2015 to engage stakeholders across government, business, third sector and educators in letting the voices of young people be heard. This survey provides decision makers with key insights into a global youth opinion and how organization AIESEC can bridge the gap between young people and decision makers across sectors throw exchange programs.

The objectives of the research were:

- How can AIESEC evolve higher education to become more effective at meeting the needs of students and employers?
- How can AIESEC ensure that students transition from education to employment successfully?
- How can employers best support the development of youth potential in and out of the workplace?

Promotion was driving by AIESEC entities. Also, through physical channels, organization also develop workshops and keynotes at internal conferences to stimulate engagement on youth issues and to capture youth opinions on the data. Also, by launching “YouthSpeak Day” AIESEC engaged thousands of young people on social media who took a picture of the issue they care about, saying: “I speak up for...” and tagged 5 friends to activate them on the cause.

The survey gave 42,257 responses. The majority of respondents are between the age of 18 - 25 -- an age group that will enter university or are already seeking their first formal jobs, making improve in decision-making and market shifts.

Demographics at a glance:

- 51% are members of AIESEC, and 49% are young people in the general public not associated directly with AIESEC

- 52% of respondents are born between 1997 - 1994

- 36% of respondents are born between 1993 - 1990

- Majority of respondents is business students, followed by social sciences and engineering

- 40/100 countries and territories that responded have over 100 responses

Responses showed that better education is № 1 priority of young people. Young people are disappointed in their educational experience and sure that that is the reason why we have a such economic downturn. The decision of the problem in youth opinion is that universities need to transform themselves into a place where students can not only having a lecture but also learn from doing. Yo provide them real-world experience which is relevant now.

Employment needs to be a place where personality can learn, grow, and striving to challenge. Also to develop entrepreneurial work culture. Employers will need to match their actions with their values and purpose in society. Work needs to be as a lifestyle with enabling experimentation.

This survey was awarded by United Nations secretary and proposed to participate in research of youth voice to achieve global sustainable development goals. In AIESEC Internation Congress 2015, in India, participated more that 800 AIESEC members from 125 countries. As a head of the organization in Dnipropetrovsk I was one of the 80 volunteers from hall of the world who created the template for survey Youth Speak which will help United Nations to understand what kind of ideas world youth have to achieve in 2030 and what are the issues that they are ready to act upon today to make this future brighter. The survey was launched at the 1st of October 2015.

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CHANGES IN DEMAND FOR OFFICE FURNITURE MARKET

Keywords: office furniture market, tendency, changes.

Market office furniture is growing. Thus, in 2010-2012, the share of the segment does not exceed 10%, while in 2014-2015 this figure close to 24-26%. This has contributed to the growth of the construction of office buildings in the Dnepropetrovsk region in 2015, equating to 371.9 million UAN. In the city Dnepropetrovsk pripadaet 75%.

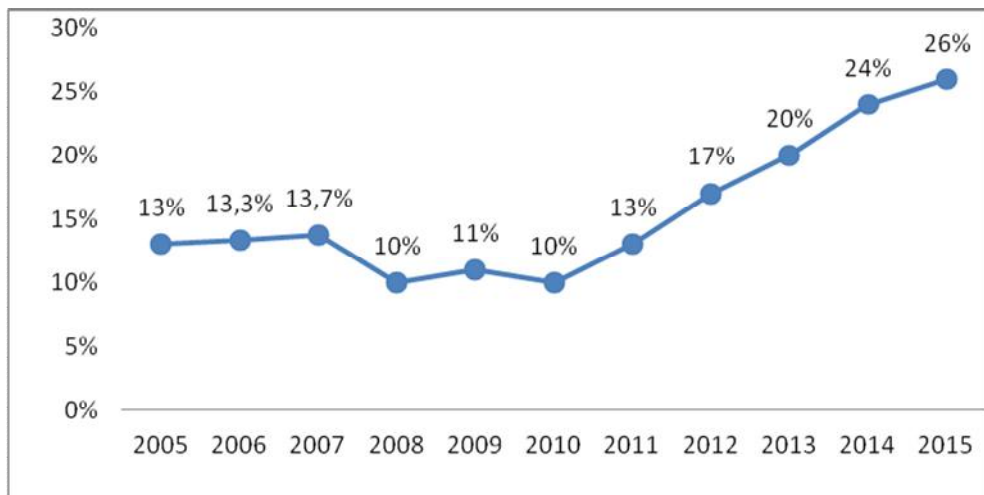


Fig. 1. Changes in the market of office furniture in the city of Dnepropetrovsk

Not looking for a protracted economic crisis in Ukraine, in the city of Dnepropetrovsk in 2014-2015 was put into operation about 110 thousand square meters office space. The share of business centers class A is 34%, B - 39% C - 27%, as well as regional market represented premises Class D, mainly on the first floors of homes. Banks were among the most active groups of tenants and buyers, as a result, the leased fee amounted to 21-28%, and large companies are engaged in the construction of office buildings for own needs.

A sale of office furniture depends on the business activity, opening new offices and the growth of companies. The main buyers of this furniture - organizations that are formed or re-equip the office "from scratch" and companies that are growing (they buy more expensive furniture). On average, companies buy office furniture 1 every 4 years. Furniture for offices, company executives prefer to buy from the producers. Often companies are corporate customers and the furniture designed for them for individual orders, taking into account the corporate identity.

While most companies do not come pre-crisis level, we can see that the uptrend in demand for office furniture has. And in Kiev and Dnepropetrovsk, demand is growing faster than in other regions. This is due to the fact that the majority of companies, Lugansk and Donetsk regions, to continue to operate the business, they were forced to leave the not stability of the region Ukraine today. Accordingly, today, in the city of Dnepropetrovsk, demand for office furniture has increased by 16-20% of the number of new organizations seeking to improve their jobs

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MARKETING IN THE MANAGEMENT OF THE WATER SUPPLY SYSTEM

Keywords: enterprise, water supply, profitability, improvement, marketing.

For the last few years in Russia the majority of enterprises, providing services of water supply and sanitation, have faced with the problem of low profitability. As the results of the previous studies show, the prices of the necessary resources are constantly increasing, despite this fact the Department for tariffs in all regions prohibits companies to raise prices for water using [1]. In this regard, many water supplying enterprises have losses. The organizations carry out the measures for increasing the profitability (the establishment of a commercial accounting, automation of pumping stations and facilities, improving the quality of the equipment, etc.). However, they don't always give the expected results.

Modern practice shows, that one of the important factors of increasing the profit of the enterprise in the field of water supply and sanitation is improving the efficiency of its marketing activities [2].

Currently cost-effective development of the company is impossible without well-functioning marketing services. Nevertheless, most of the water supplying enterprises doesn't have the optimal organization of marketing. To solve this problem the company needs such researches as: what products and what quality to sell, to determine its actual and potential customers and competitors, the demand for products, sales markets, etc. Moreover, it is important to know the internal state of the enterprise: the availability of necessary material resources, the state of labor potential, what department is the most cost-effective, what resources are spent on the production and commercial cycle, etc. Based on the above information, you can create the most efficient marketing system which will allow solving many important issues in the enterprise [3].

The aim of this work is to define the basic directions of the marketing activity, which is needed for increasing the profitability of the municipal unitary enterprise Nakhodka – Vodokanal.

Today MUE Nakhodka – Vodokanal is one of the largest engineering organizations in the city. Its main activity is to supply the population and industrial enterprises fresh water, drain out the water, to take and to clean waste water. This enterprise produces the water of the best quality as it is extracted from underground sources.

Studies show, that the MUE Nakhodka – Vodokanal, like many companies involved in water supply and sanitation, faces the problem of low profitability. Also, according to these data, the organization has poorly developed marketing activity.

To solve the problems mentioned above, first of all, it is necessary to identify the main consumers of MUE Nakhodka-Vodokanal. The results of analysis showed that the majority of customers are city residents of Nakhodka, which explains the low payback of the organization. This company needs the presence of large enterprises, as they use about 1.5 - 2 times more water than the city's population. Therefore, this organization should direct marketing activity into the searching for new large consumers of water. In addition, under these conditions there is competition in the market. Such large companies may build intake facilities themselves and use their water. Accordingly, MUE Nakhodka-Vodokanal has to focus on the study of the possibilities of its potential consumers, on providing them with more favorable terms and the most convenient options [4].

Also, one of the solutions is to improve the image of MUE Nakhodka-Vodokanal. For the instance, implement programs on sustainable development of the region: environmental protection (campaigns for cleaning beaches, cooperation with environmental organizations, the work on attraction of grants to local environmental programs and etc.); protection of the Japanese sea and the improvement of the state of the water (by thorough cleansing of wastewater); reducing harmful discharges; the creation the culture of water consumption and ecological thinking in the population (by creating a variety of children's environmental camps, social advertisements and promotions) [5].

It should be noted that marketing in the water supply must be socially oriented. In other words, it is important not to forget the needs of the population: to produce pure water without various harmful substances, to provide timely heating, to minimize breakdowns and delays in the water supply. Also it is necessary to conduct various activities for motivating its employees. For example, MUE MYII “Asha communal economy” annually organizes for its employees and their children access to the swimming pool of the sports Palace “Metallurg” [6].

Almost all enterprises of water supply in addition to the main activities are doing more business in order to gain more income. They are engaged in the bottling of drinking water, restoration of asphalt-concrete covering (after relaying pipes), produce chemical reagents for cleaning water, plastic and ferroconcrete pipes and etc. MUE Nakhodka-Vodokanal may also study market conditions and diversify production for increasing profits.

Thus, for today MUE Nakhodka – Vodokanal faces with a number of problems because of inefficient marketing activity, which helps to reduce the profits of the enterprise. To solve these problems, the organization needs to collect and process important information about the internal and external environment, to focus its resources on attracting new large customers, on increasing its competitiveness, on improving its image, on social satisfaction of its customers and employees. Also it is very necessary for this organization to diversify production according to the results of market surveys.

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ANALYSIS OF ADVERTISING METHODS AND TOOLS IN CHARGE OF DISTRIBUTION EXPANSION IN UKRAINE

Keywords: distribution, trade, advertising, advertising methods.

In Ukraine, for the moment there is a huge variety of various distributorships that serve as a great marketing and distribution channel of goods wholesale and retail. With their help many trend marks and brands have their place on the market. Correlation between distributor and producer is close enough and the team work has place to be. Only with a cohesive, well-established pattern of interaction, a company-producer can obtain the expected number of sales or with an advertising influence on potential and active customers. As a rule, a product manufacturer commits his product not to only one distribution company, but to several ones to cover a larger area. It is rarely found only one middleman, unless in the case of exclusive (when only one distributor is permitted to trade in producer's goods, or very large intermediary (e.g. EFES, acting all over Ukraine).

If we talk about the situation in which there are multiple brokers on the same product, then it is a question of pure competition and different marketing methods to increase sales, because the more sales the distributor has the better he/she is, thereby confirming his/her reputation and strength in spreading goods, and thereby enticing, as a mighty middleman, newer and newer brands, which are more popular and more reliable.

At the present moment work of the distribution companies holds an unstable position and it is corroborated by a large number of bankruptcies and by the dissolution of big companies. For example, from 2008 to 2015, had stopped function about 54 companies-intermediaries, what enabled others to increase their volumes by reducing the number of competitors.

Every year the marketing activity is gaining more and more multifold approaches of promoting the products. After analyzing a large number of intermediary firms, and after comparing different tools of such activity, we can conclude that in general, most of them are based on an elementary motivation. This method is suitable for all members of the trading process, from the chief of distribution company to the seller on the retail outlet. Do not forget that the distributor, as well as many others, is interested in his/her earnings. Therefore, concern in promoting the product and its reaching the end point (to the consumer) is the prerogative of all participants in the trading process.

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ADVERTISEMENT OF SHAMPOO – THE EVIL OF SEXISM

Keywords: sexism, advertising, feminine product, shampoo for man.

Today in Ukraine there is a tendency to use sexism in advertising and every year such advertisements are even increasing. Sexism is used in the Ukrainian advertising space so long, that it succeeded in filling not only the advertising, but also the product itself. One of such «enthusiastic sexism» products is shampoo. Shampoo – is a tool for hair care, both for women and men, who use it equally. Then why are women always advertising shampoo? Why is shampoo considered as a purely feminine product? Why shampoo for men is isolated in separate shampoo and is called "shampoo for man" and shampoo for women is just called "shampoo"?

The answer is quite obvious – it is sexism in advertising. That is why, we cannot see the shampoo with words "shampoo for women", though in terms of science, either women or men hair has the same structure and the same set of needs in vitamins and oils.

To learn about the influence of sexism on shampoo consumers, a study was conducted in Dnipropetrovsk via a survey. 100 respondents of which 50 women and 50 men, aged 18 years and over, took part in the survey. To the question: "What hair comes to your mind while talking about shampoo, male or female?", the majority of respondents did not have a specific answer, which indicates us about a little impact of sexism, but on the question: "What shampoo would you choose for yourself?", 22% of men answered that they buy only labeled "men" shampoo, 68% of men answered that they choose shampoo on other criteria, 10% said that they do not matter what shampoo to use. To the question: "Would you choose male shampoo for yourself?", 86% of women answered - never, 14% would choose it, if it is better than their current shampoo.

Of course, the study of a sample of only 100 respondents, cannot reflect the whole reality, but the study showed that sexism affects consumer's choice. That is why, sexism is needed to be stopped and prevented from the development in Ukraine.

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FEATURES OF SOCIAL SECURITY MARKETING IN THE REGION

Keywords: social and economic development, social marketing, social object, life quality.

Due to the orientation of modern Ukrainian economy to the «openness» and

integration into the world economic system, the need of social factors accelerating increases. The system of providing social services is an important element of social and economic development of regions and communities. An obligatory condition for positive direction of life quality vector in Ukraine is adjustment of social services providers. One of them under Ukraine's economy features (together with government agencies, nonprofit organizations, individual private service providers) are industrial enterprises, their network of social infrastructure objects. Social objects of large enterprises are usually presented by wide network of multidirectional institutions, less – at medium-sized enterprises, one or few objects – at small ones. But during the years after the Soviet collapse the country lost 50% of social objects that were subordinated by enterprises. More than 48% sanatoriums, 32% of children's health camps, 39% of palaces of culture are closed. The concept of social marketing considers social relations at various levels. The level of social infrastructure for central regions of Ukraine (the concept of «center – periphery») is not so important because the needs of social character meets a wide network of private institutions, but for peripheral regions the social infrastructure of local enterprises is vital (one social object meets the specific needs of almost entire population of the region). Social marketing is considered as marketing that consists in the development, implementation and monitoring of social programs aimed to improve public perception of specific social ideas, movements or practices. Ignoring the principles of social marketing leads to low quality of life, and as a result, the low level of productivity in the country.

In terms of administrative reform it is important to determine the essence of each object of the community, including social. Innovative approach takes into account the fact that any organization is an indispensable member of society that interacts with different links of socio-economic sphere of the country and is involved in the formation of social infrastructure of the region. The main terms of the social marketing effectiveness in the region is the presence of social marketing entities providing essential public services and benefits, unbiased information about existing social objects and create conditions of the accessibility of services and their acceptable level [1].

Every social institution of the enterprise is considered not only as a corporate object, but also as self-sufficient separate unit. It can be effective for the company depending on the efforts and resources directed to its development. Such object within social marketing is considered by triangle which is formed by three multidirectional components – economic efficiency of the object, its priority in the system of staff motivation and value from the standpoint of quality content services that are offered by it. Compliance with the terms of the adequacy of a particular object and their arrangement makes it possible to choose the appropriate strategy for management of these objects with their typing, followed by the formation of complex of administrative actions and tools (marketing, optimization, organization, etc.).

The use of appropriate tools of corporate social objects development, application of the existing potential of the latter, the adequacy of a comprehensive monitoring the effectiveness of such measures, debugging of bilateral partnership in the system «enterprise – local governments», etc. in the social security marketing system is a

prerequisite for improving the welfare of local communities and regions of Ukraine.

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GUERRILLA MARKETING – NOT STANDARD IDEAS THAT MAKE A PROFIT

Keywords: guerilla marketing, low-cost advertising, effective advertising strategies.

Nowadays, manufactures in any possible way try to get attention to their products and services. They try to persuade us and make us buy goods or available services because of the cruel competition in the supply market.

If large companies can afford expensive advertising campaigns, not all small and medium size businesses can do it. Regardless of the size of the company, each of them wants to get the maximum profit, while spending a minimum of cost at the same time.

One of the most effective and at the same time one of the low-cost advertising strategies is guerilla marketing. This type of marketing, in addition to its low-cost, stands out among others. It involves the establishment of direct contact with customer through a variety of techniques and methods. The essence of this marketing strategy presupposes that its activity is happening in crowded places. As a rule, it attracts a lot of attention.

Being influenced by guerrilla warfare, this type of marketing is very popular nowadays. Among the variety of types and methods of guerrilla marketing each company chooses the one that fits its style the most. This can be a street, viral, ambient or hidden marketing.

Some objectives of this type of marketing are mentioned below:

- to create a word of mouth;
- to catch most of the 5 human senses;
- to achieve the goal set by the customer.

Besides, in the guerrilla marketing, there are several types of strategies by which the organization operates. One of the strategies is based on the fact that manufacturers increase supply. In many cases it increases the demand. In some cases, companies offer their products for free. There are many examples of companies helping to organize fund-raising to other organizations, in this way creating their own good image and reputation.

The difficulty and at the same time the effectiveness of guerrilla marketing is the originality and singularity of the idea. However, there are also risks associated with guerrilla marketing. “Word of mouth” can be turned into “Chinese whispers”, so false information can damage. Advertising can make legal problems or irritated customers, especially in cases when there is too much of it or it is inappropriate.

Therefore, this kind of marketing is directed at sudden reaction of a potential customer, thereby making us talk about it. It guarantees the achievement of goals set by the company.

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PERSONNEL MARKETING AS THE FACTOR OF ENTERPRISES EFFICIENCY

Keywords: personnel marketing, analysis, development, functional subsystem, personnel policy, labor market.

The success of any enterprise is practically impossible without the effective use of labor potential of human resources. Qualified professionals, high wages, good working conditions do not always guarantee success of the enterprise. It largely depends on the head of the organization. They have to create a working environment, efficiency and effectiveness of the team's marketing staff.

Every year, the role of personnel marketing increased, this is due to the necessity of interaction between the job market, the buyers of the labor force and the labor force, as well as the need for in-house human resource management and rational use of building frames.

In a narrow sense, personnel marketing involves the allocation of specific activities of staff management service. This activity is relatively isolated from other tasks and staff work includes:

-Analysis of internal and external factors that determine the direction of marketing activities;

-Development and implementation of measures to staff marketing areas.

The external factors include: the labor market, the development of technology, particularly social needs, development of legislation, personnel policy of enterprises competition. Internal factors - it is the goals and objectives of the enterprise, its financial resources and human resources.

By itself, the personnel policy and its inherent specific features do not give an unambiguous answer to the question of the degree of development of the domestic labor market a particular organization, therefore it is necessary to consider a set of factors and circumstances that facilitate or restrict the development of this market.

These factors and circumstances include:

1) Membership of the organization to a particular sector of the economy, defining its role and place in the market.

2) Compliance with labor law requirements of a market economy, especially in matters of hiring and firing.

3) Characteristics of the organization's staff who demonstrates the adequacy of the response of employees on the forms and methods of administrative influence, which can be interpreted as the market.

In order to improve the efficiency of enterprise marketing staff should be treated as a transformation of the total labor force.

In terms of personnel marketing workplace is a product that is sold in the market. Therefore, the conceptual elements of the marketing staff can be represented as follows:

- Serves the direction of strategic and operational planning staff;
- It creates an information base to work with staff using the research methods of internal and external labor market;
- Aims to achieve an attractive employer through communication with target groups (market segments).

Marketing approach with regard to human resource management involves two main areas: marketing management staff of the organization and management of personnel marketing in the organization. Both areas are closely interlinked with each other one of the marketing process, which is called the marketing staff. Personnel marketing as a form of management activities, primarily aimed at identifying and covering the needs of the staff, and also serves as the stabilization of staff, increase its commitment to the organization and motivation in general, strengthening the organizational culture, improving the image of the organization.

The first direction is the marketing approach marketing management staff, considered as part of the strategy of human resource management, the purpose of which is the optimal use of human resources by creating the most favorable conditions that enhance the efficiency of labor, the development of each partner and employee loyalty to the company. The success of the marketing staff is not measured by the number of employees who wish to enroll in the company, and ensure the most appropriate aspiration, the best employees come to the company or to be working on it. The staff (including potential) is considered as external and internal client organization. In fact, this "sale" of the product (workstation) in your organization

The second direction of marketing management staff in the organization involves the interpretation of marketing as a tool of administrative activity aimed at

identifying and covering the needs of the organization for staff on the basis of available information on the status of the staff of the enterprise and the labor market. The main functions within the framework of this approach are: the definition of quantitative and qualitative staffing needs; calculation of the cost of acquisition and further use of staff; choice of ways to meet the staffing needs.

Personnel marketing in his interpretation of the complex is the "functional subsystem of the overall staff management system" in the organization. This subsystem includes "the development of human resources policy, strategy development and HR management, analysis of human resource capacity, the analysis of the labor market, the organization of staff planning and staff controlling, planning and forecasting staffing needs, the organization of advertising and promotion relationship with external data sources and organization staff holding audit stuff, the formation of a favorable image of the employer " Thus, the marketing approach in relation to human resource management is related to the transformation of the purchasing power of consumers (potential or actual employees of the organization) in the effective demand for a particular product workplace.

Thus, the use of personnel marketing will help find a linking between the market conditions, opportunities for the company and the interests of each employee. It will allow to make tracking changes in vocational structure of the frame, to identify trends in the development of the workforce in the labor market and in a timely manner to determine the qualitative and quantitative requirements to it.

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DEVELOPMENT OF METHODOLOGICAL PRINCIPLES FOR CHOICE OF USE OF COAL SPOIL TIPS

Keywords: the coal spoil tips, investments, types of investors, principles directions of using, analytic hierarchy process.

Spoil tip maintenance costs are presently loss-making not only for mining enterprises that have these spoil-banks on their balance sheets, but also for the state, especially in case of mine closure or privatization by a private investor. With time, the spoil-bank maintenance costs increase due to environmental problems.

Analysis of the various directions of using coal spoil tips in terms of the effectiveness of their involvement in various spheres of activity of the regions and the national economy as a whole, allows us to formulate a number of methodological principles of choice the direction of coal spoil tip's using piles to generate

environmental, economic and social programs and strategies, based on development opportunities heaps, that is:

1. The principle of directivity of using for accumulated and planned for the future accumulation of waste coal is determined by a potential possessed by the coal-mining waste is to create one of various kinds' commodity products, as well as the ability to deliver them to remote consumers. At the same time, the use of coal-mining except the economic directivity waste can be environmental and social orientation at realization of the existing potential in them;

2. The principle of the priority choice of the using directions. Following this principle, it is possible to identify the most preferred uses of coal-mining waste. All other directions of using them can be considered the main concomitant direction;

3. The principle of complex of destinations will consider the possibility of a combination of several areas: combination of the main priority with other lower priority;

4. The principle of adaptability and rationality consists in that the choice of priority business should be regularly adapted to changing national and territorial circumstances. For example, the state of supply and demand for certain types of raw materials produced from spoil tips' rocks, both at regional and national level

5. The principle of variability of using (this principle influence the target participants of the investment project for the exploitation of coal waste heaps. Since the use of rock heaps can be a goal for the maximum possible profit, or solving environmental problems in the region;

6. The principle of consistency and controllability involves of using rock heaps as the system evolving over time dynamic conditions and relations. The use of waste coal production for revising by the characteristics of the system over time should take into account the following parameters:

- physico-chemical characteristics of the rocks;
- changes in the relief and development of transport infrastructure;
- condition of the market demand for use values, which can be obtained from waste coal in the markets of different levels
- the status of the development of scientific and technical progress in the field of technology, mechanization and organization of processes use of coal-mining waste.

The proposed principles influence decisions about the choice of the type of investors who will be granted permission to develop the rocks coal spoil tips. In Ukraine, four types of investors are distinguished while developing mineral deposits:

1. the state (community), whose main interest is the solution of environmental and social problems in the region.

2. current spoil-bank owner having man-made deposit and spending certain amounts of money on its maintenance. Besides, with time the development of spoil-banks will allow to minimize reclamation costs, solution of environmental issues provided that a part of planned investments are already put in the spoil-bank (rails, electric supply etc.).

3. Ukrainian investor, whose basic interests is investments minimization and profit maximization using the technologies available in Ukraine, unlike foreign

investors, is ready to employ local people.

4. foreign investor has interests that are similar to Ukrainian investors. At the same time, a foreign investor has technologies of extracting minerals that can be regarded as toxic impurities by Ukrainian investors. In this case, in contrast to social factor, environmental factor is the priority of foreign investor, as international companies, for instance, in reality brings their qualified personnel with them.

The rest of the investors are not considered because subsoil use permit is licensed only for one legal entity that can further sign a concession agreement, production-sharing agreement or lease this subsurface site.

While choosing the investor type, their main goals (interests) should be taken into account: environmental, social, the volume of investment and the amount of profit. To take into consideration all their influences on different investors, analytic hierarchy process designed by T. Saaty can be used.

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APPLYING GAMIFICATION TO PROCESS OF EDUCATION AS THE WAY OF IMPROVING EDUCATIONAL INSTITUTION COMPETITIVENESS

Keywords: gamification, educational process, educational institution competitiveness, game techniques, game elements.

Choosing an educational institution becomes a more complicated problem for school leavers year by year. In the context of comparative inalterability of educational institutions ratings, attraction of new students becomes the prevailing problem for most universities and institutions.

In such a situation to the fore comes the ability of educational institutions to apply out-of-the-box solutions to the process of education, to introduce long-term multi-stage programs where the common goal is attracting school leavers and, therefore, improving institutions' competitiveness. One of the possible solutions could be applying gamification to process of education both at the level of specific chairs and the whole institution as well.

According to Kevin Werbach, associate professor of Legal Studies and Business Ethics at The Wharton School, University of Pennsylvania, gamification is defined as use of game design techniques and game elements in non-game contexts. [1] Non-game context can be divided into three categories – internal, external, and behavior-changing situations. Thereby, gamification can be internal (aimed at improving performance and stimulating of innovative activities), external (aimed at customers and potential clients involvement) and behavior-changing (aimed at changing existing

habits or creating new ones). In the context of educational process internal and external types of gamification are of major interest.

In order to explain how applying gamification can impact the competitiveness of an educational institution, it is advisable to turn to business point of view and study the effectiveness of game mechanics use in this sphere.

Some companies apply gamification as their corporate strategy, using this approach to strengthen business basic principles or to restart it. In these cases different companies have much in common:

- consumerization;
- creating new position – chief involvement officer;
- viewing involvement as the most valuable resource;
- creating center of excellence and innovations.

Moreover, application of game elements is possible not only in modern and innovative companies, but in government institutions as well. British Department of Work and Pensions could serve as a great example. Implementation of the “Idea Street” game, proposed and developed by James Gardner, resulted into expenses decrease of 10 million pounds following the realization of 60 ideas during 18 months. The gameplay of “Idea Street” is made as a stock exchange where ideas serve as assets. DWP employees “buy” and “sell” best ideas’ shares that impact their prices. The best ideas are reviewed and realized.

So, from business point of view, gamification proves to be an effective approach resulting into performance improve and staff involvement increase, innovative solutions creating and resources saving which eventually impacts the competitiveness of the company. Returning to the education point of view, the following benefits from gamification use are possible:

- students involvement increase;
- possibility of educational process diversification depending on students knowledge and interest;
- possibility of students self-fulfillment at the early stages of education;
- aiming at school leavers attraction in the long term.

Thus, applying gamification to the educational process is a prospective tool of improving institution competitiveness. On the one hand, applying game elements impacts the demand of an institution among students and school leavers, which is one of the most important indexes for universities ratings. On the other hand, gamification itself can serve as an example of innovative activity which is also able to improve institution position among others.

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ANALYSIS OF OFFICE EQUIPMENT MAINTENANCE MARKET BY SMALL BUSINESS IN A COUNTRY TOWN

Keywords: small business, office equipment maintenance market, service, tendency.

The research on office equipment maintenance market in a country town has been carried out in this paper. This research was based on the fact that small business executive management of office equipment maintenance had to make a decision as for viability or unviability of rendering this kind of services in a country town.

Polling was chosen as tool of marketing research.

Firstly, the research showed that offices and businesses in the town and suburban area were the main customers of equipment maintenance service. During the research 259 offices and businesses were register in the town, while 89 ones located in suburban areas.

Secondly, the research showed that for a variety of reasons office equipment customers preferred to acquire equioment grom official destinantion representatives of direct manufactures. However, the majority of customers did not prolong their contacts of the office equipment maintenance with such companies after warranty expiration due to high cost of maintenance, inconvenient geographical location (administrative centre) and niche specialization by the type of office equipment.

In addition, the research showed that the majority of office equipment customers preferred to apply the external maintenance service, since it is not of economic benefit for them to support their own service division in their company's structure. Besides, such customers preferred to sing service contracts with service providers in their country town due to convenient geographical location. Generality in maintenance of diverse office equipment remained an important requirement to service providers and allowed customers to save on logistics.

Analysis of research results allowed concluding that customers of office equipment maintenance would like to have long-term relations with their services providers supported with loyalty programmes and other incentives. Finally, offices and businesses of the country town were ready to cooperate not with specialized local providers of office equipment maintenance, but universal ones due to geographic, temporal, logistic and economic reasons.

COMPETITIVENESS IN MARKETING

Keywords: marketing, competitiveness, company, goods, customer.

In modern world becomes more and more assortment of goods and services, open new companies, and that companies, that are exist are improving quality of the goods, technical parameters, quality of service , and regulate price consumption every day. All of it is doing to set off the market, to attract customers, to be differ from competitors, and as result rise quantity of sales. Competitiveness is an ability of subject to compete with the similar subjects on the market. Subjects can be customers, investors and government. Subjects of competitiveness can be goods, firms, branches и regions. Based on this some forms of competitiveness can be distinguished, such as national competitiveness, competitiveness of goods and competitiveness of firm.

Competitiveness in the marketing plays not the most important role but the decisive role. According to the American association of marketing, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It means that in the process of marketing companies are trying to conquer adherence of customer, to set off the crew, to win in competitive battle.

Every goods that are on the market are testing on the level of satisfaction of needs of community : every customer buys goods that satisfies his needs the most, but all community buys goods that complains with the communities needs mostly, than companies, that can compete with it. Competitiveness is a complex consumer and value characteristics of goods, that are identifying its success on the market, namely advantages of exactly that goods in conditions of wide offers of competitive similar goods.

In condition of modern market is very important to every manufacturer to control competitiveness of his goods, increase it every time, tracking the activity of competitors, look for features. It's a success of a company at all and its goods on the market.

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MARKETING IN ORGANIZATION

Keywords: organization structure, decision making, organizational levels.

Most large businesses are organized in the legal form of a corporation. Managing a large corporation requires that business decisions be made at various levels of the corporate structure. Such a structure is usually hierarchical. At the top of the hierarchy, the president, or CEO, is the chief decision-maker. Decision made at the highest level of the structure may be distinguished from others. Colloquially, they are said to be made at the top, or they come from headquarters, or they are corporate decisions.

Assisting the CEO may be a team of senior managers. Depending on the corporation's taste, senior manager may have different titles. In most cases, they are called vice-presidents. Added to the title may be the department or unit they head or the function for which they are responsible; for example, one senior manager may be the Vice-President for European Marketing.

A corporation may have different lines of business, each headed by a senior manager. The head of the division that produces toothpaste may be the Vice-President of Toothpaste; another may be the Vice-President of Washing Powder.

Senior management, led by the CEO, is responsible for determining the corporation's overall direction. They do so by formulating a business plan, which includes all aspects of the company's profit-making initiatives. A business plan is like a country's constitution; it contains the basic rules according to which the business and all of its parts operate.

Below senior management in the hierarchy, many mid-level or low-level managers are responsible for making operational decisions within limited areas. In a well-run company, the different levels of management work together smoothly. Ideally, all the employees aim to efficiently implement the business plan.

Organizing a company for optimal efficiency in today's competitive, global business environment is one of the major challenges facing top management.

A typical university provides a good illustration of different organizational levels. The president, vice presidents, and other central administration positions represent the corporate level. The different colleges within the university, such as the college of business or college of arts and science, can be considered business units. There are also different functions performed within each college. The typical functions are teaching, research, and administration carried out by faculty, staff, and administrators.

INTRODUCTION AND PROMOTION OF A NEW DISH DESSERT PIZZA IN THE FELICITA CONCEPTUAL RESTAURANT

Keywords: questionnaire, respondents, questioning, survey, advertising campaign, innovations.

The war and falling hryvnia forced Dnepropetrovsk restaurants to respond to the situation in the country - to raise prices and to optimize the menu.

Over the last half a year about 7% of restaurants were closed in Dnepropetrovsk.

Because of this the Felicita Italian restaurant menu has been optimized, a new exclusive and unusual dish Dessert Pizza has been added into the menu. This new item is prepared from the ordinary pastry but the ingredients are quite different: chocolate, caramel, and fruit jam are used. This dish will help to interest people and attract new customers to the restaurant as well as keep the old ones.

Before adding new item into the menu a special questionnaire was developed to identify the restaurant customers' needs and preferences. Restaurant's customers that agreed to take part in a survey were acted as respondents. Questioning was conducted at the restaurant after accepting customers' orders. The survey had been performed during a month, 743 customers had been asked.

Research shows that 45% of customers prefer dessert pizza with chocolate taste, 25% - with caramel taste, 15% - with fruit jam taste, 8% of respondents prefer mix of all additives and 7% are not ready to taste.

According to the survey results the decision was made to start the New Dessert Pizza advertising campaign using the following media during a month:

1. Glossy magazines (Domino, Elite Dnepropetrovsk).
2. Billboards located near business-centers, offices and the restaurant.
3. In the restaurant itself: the interior design was changed, it was decorated with the new dish components as well as a separate dessert pizza menu was created.

By applying innovations and advertising the Felicita restaurant has agreeably surprised its customers and citizens of Dnepropetrovsk by the new product.

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WAYS AND PROBLEMS INCREASE COMPETITIVENESS OF BUILDING COMPANIES

Keywords: competitiveness, competitive edges, competitive activity, building organizations.

Competitiveness, as part of a competitive relationship, is a category that combines meaningful moments of competition and monopoly, as well as their social and state regulators [1].

Competition in the market is shown in the form of growth in the sale of goods in large quantities than its competitor, the sale of goods of better quality than the competition. It may be the result of setting lower than its competitor, the price may be the result of an intensive advertising campaign, better organization of the sales process, the active search for buyers and sellers, etc.

Competition (from the Latin. *Concurrere* - face) is a mechanism of competition in the goods market, market structures fighting for the right to find a buyer, and for the opportunity to sell their goods on the most favorable terms and thus to obtain the desired profit [2].

Currently, the problem of increasing the competitiveness of construction companies is becoming increasingly important. The market situation depends on the condition and the results of competition. During the development of a market economy it is determined by the need to build productive capacity and competitiveness of the construction company.

Specific characteristics of construction products is influenced, on the one hand, its implementation, and on the other - on the activities of design and construction firms as economic entities as the formation of assets, and the manufacture of construction products. Virtually none of the features of the construction product does not create an advantage for the successful functioning of the market compared to other industries. All this must be taken into account when assessing the competitiveness of construction companies [3].

The aim is to develop practical recommendations to improve the competitiveness of construction companies. To achieve this goal the following tasks [4]:

1. Identifying the main factors increasing the competitiveness of the construction company;
2. Development of recommendations on the management of the company's competitive advantage;
3. Develop a mechanism to increase the competitiveness of the construction company.

Thus, in the construction industry there are a number of problems in the field of science, in the social sphere, at the legislative level and in the financial sector. Without their decisions can not be expected to perform tasks to improve the

competitiveness of domestic construction companies to the level of leading foreign countries. The competitiveness of construction companies is provided in the event that they have stable and controllable competitive advantage for the long term of its development. At their formation must be oriented towards the full range of marketing, logistics, industrial and technological, financial, economic, organizational and administrative business processes.

To take a worthy place among world leaders, Ukraine needs to find its niche in the global market and its competitive products. Subject to limited financial, logistical, labor, scientific resources to achieve such results is possible only through concentration on those areas of social production that can provide Ukraine the shortest path to the world market.

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INNOVATIVE METHODS OF PROMOTION OF THE GOODS ON THE MARKET

Keywords: advertising, advertising budget, television advertising, custom advertising, 3D advertising, modernization, innovation, BTL-technologies, ATL advertising.

Nowadays, when there is the development of scientific and technical progress for increasing the competitiveness of enterprise, the innovations in marketing are used. Applying of different promotion methods on the basis of effective means of communication is necessary after appearing the products on the market. Traditional methods of promotion such as advertising, stocks, lottery, sales have not already given the desired effect.

The question arises why ineffective advertising is created? Such advertising doesn't encourage the potential customer to make purchase. The reason of inefficiency of TV advertising is not because the potential buyer doesn't want to

spend time on review the information about offered product, but because the plot of advertising isn't interesting.

However, the application of innovations requires a clearly formulated goals and creative approach that will stimulate to find new ideas, to improve production technologies and to promote competitiveness. Innovation usually accompanied by risks, hence wrong chosen approach to implementation may lead to loss of funds and to the deterioration of the enterprise's image on the market.

Among the innovations that are introduced to the market by leading domestic and foreign enterprises are: upgrading of existing products - 45%; introduction of new products to existing product groups - 25%; introduction of innovative product lines - 20%; -novelty goods - 10% [2].

Today enterprises use modern PR technologies, merchandising, branding etc. BTL-technologies (indirect advertising) and ATL advertising (direct advertising) become very popular. The most effective ideas were laser projection on a clouds, sculptural installations, geomarketing, fountains printers, film projection on buildings, outdoor advertising (wheelchair, tickets, bags, eggs, postcards, public transport, etc.) [3]. Patented technology of allocation the advertising in orbits around the Earth, 3D-application advertising, advertising on balloons, titles in the sky, in the form of advertising animation is considered to be innovative.

The advantage of these technologies and methods is to simplify and accelerating the process of promoting and decision making about purchasing consumer goods and attracting more potential customers. However, they require expensive equipment and considerable resources.

Enterprises are increasingly using in their work low-cost ways to promote goods that allow you to attract customers and increase income through the use of guerrilla marketing.

The most common methods of guerrilla marketing are: cooperation with companies that work with the same audience, but distribute other products. Applying of advertising at the moment of consumer's need is very positive. It's very important for advertising when mass media take part in promotion.

Recently the using of shocking advertising that becomes the reason for discussions and keeps the consumer's attention on necessary products is very effective. It's advisable to use shocking advertising budget is small and helps to create brand. It's impossibility to imagine the activity of enterprises without Internet and communication in social networks. There are enough new opportunities for increasing the efficiency of advertising on the Internet and original presentation of the product.

In particular, online advertising is at the stage of total goods increasing popularity thanks to the following advantages: focused influence, target advertising; easy adjustment of advertising messages; statistics; ability to analyze consumer's interest; monitoring the effectiveness of advertising; two-way communication with the client; moderate cost of advertising services compared to other advertising media [6, s.71].

Among the recent achievements of Internet advertising is advertising in the form of games. Potential customers have the opportunity to play a game online in the form

of a game he learns about the products that are advertised by the enterprise subconsciously desires to become a customer.

According to the research, the most effective in advertising is formula 80% to 20% or 70% to 30%. That is 70% of the budget is invested in classical advertising solutions (television, newspapers and so on.) and the rest 30% - on innovation in the advertising campaign. It's important not to consider such things as replacing traditional advertising, but it should only be a supplement [7].

Consequently, the using of innovative methods in moving goods to the market is a necessary part of enterprises' activity, allowing them to display the current level through the development of bold steps and innovative ideas. Using innovative unconventional methods shows the creativity of the enterprise that stimulates the interest of existing and potential customers to the product, increases sales and strengthens the image and position on the market.

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MECHANISM AND METHODS OF ADVERTISING

Keywords: mechanism and methods of advertising, the influence of emotions.

Advertising in the last century became a special form of communication between the world of shopping and people. By itself, it informs, promotes products, increases demand, unifies the needs, creates goals and ideology, determines the stages of society development. Advertising, unfortunately, is the most effective channel of propaganda. It bypasses the daily problems of society and inspires the ideal model of life. Consumers are susceptible to leaflets, billboards and video clips.

To protect themselves from the adverse part of advertising consumers should consider the stages of its actions and methods that influence people.

The mechanism of advertising includes four stages. The first one is attracting attention. Attention of a person is translated into any arbitrary shape and held by using musical design, bright colours and plot. The second stage is maintaining of consumer interest. Interest can be caused by fashion trends, product features, novelties and actual needs. The third stage is the birth of desire. The consumer at this stage should want to own the product. Advertising causes a desire and those high goals and dreams that we cannot achieve. For example, it is much easier to buy jewelry for imagining the status than actually to achieve it. The fourth stage is buying. For the transaction, the buyer should be sure in the need to buy. In addition to this, the service during the purchase can affect the consumer's desire to become a regular customer of the product.

Advertising has been improved over the years. The first printed advertisement is dated 1472. The first advertising photo was issued in 1839. The first sound radio advertising was translated in 1920. The first promotional video was shown on television in 1941. The Watch Bulova was demonstrated on the foreground of the map of the USA. Today advertising has become more complex due to the methods of advertising exposure. Here are some of them:

1. "Evidence of promotional postulates" expresses the well-known facts that do not require any proof. These facts affect the product so that the positive effect of the facts covers the new product.

2. "Selective recruitment information" is based on the submission of only those facts that present the goods in a favourable light.

3. "Using the slogans" forces the buyer to focus on the product name and its features. Slogans create a positive image infiltrated in the person's consciousness.

4. "The concentration on a few traits and characteristics" is used when it is a small amount of time that is given to the promotional video.

5. "The use of authority" method is based on the assumption that the authoritative person from the video may cause consumer confidence.

6. "Creating contrast" method with the help of video, audio series, plot shows that the product radically improves the situation or has special properties.

7. "Comparison" in contrast to "creating a contrast" clearly demonstrates the benefits of its product in comparison with others.

8. "Images" method helps to overcome the barrier of mistrust to advertising. This method can be manifested through the close manner of behaviour and speech.

9. "Holidays" method was invented by John Wanamaker, the American businessman and the owner of one of the first department stores in the world. The method is based on the fact that the sale of goods according to the model of the holiday is a very profitable market.

10. "Promotion of goods on the basis of a positive image of another product" is based on using already well-known brand to promote the new product.

11. "Linking" is based on using values of the society, emotive words, stereotypes. Advertiser links in a single chain positive words or images to transfer them to the goods.

12. Despite the high level of exposure, the consumer does not trust the advertisement fully. When he/she “knows” explanation of why this product is better, they will refer to the product with great confidence, and subsequently consider their choice like a “reasonable” one. These are the reasons for using the “Pseudo explanation”.

13. “The problem – solution” method is based not on the functions of a product, but on its qualities of a “remover of problems”.

The above mentioned methods for greater efficiency can be used together. The emotional subtext is also added. A person may forget what happened yesterday, but will remember the emotions of the last day. The advertisement can use both positive and negative emotions, and the latter one may linger in the memory for a longer time.

Description of the mechanisms and methods of advertising shows its negative sides. Advertising uses various techniques to increase sales and not the satisfaction of the human. Advertisement has lost its informativeness. People in advertising know how to influence our mind. That is why the user has to know how advertising works.

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CROWDSOURCING AS AN ECONOMICAL METHOD FOR EFFECTIVE PROBLEM SOLVING

Keywords: problem solving, crowdsourcing, non-commercial, advantages.

Today it has been invented modern effective solution to address a lot of challenges and problems – it is a method of crowdsourcing.

Crowdsourcing, combined two words “crowd” - “a lot of people” and “sourcing” – “resource usage”, has rather clear signification: it means the organization of group work to solve specific problems and achieve common goals.

The idea of crowdsourcing was first formulated by the editor of the magazine «Wired» Jeff Howe in his article «The Rise of Crowdsourcing». Since then countless scientific papers have been devoted to the method of crowdsourcing, its specific aspects, the scope of use and economic efficiency.

Crowdsourcing means mobilization of human potential through the use of information technologies to solve specific problems in business, government and

society.

The basis for the crowdsourcing project are talented personalities, willing to work on their own enthusiasm and by their own free time and not only for the sake of money but for moral satisfaction from work. Perhaps that is why most of the crowdsourcing projects today are non-commercial.

Depending on the type and using field crowdsourcing has some specific advantages, which are more dependent on the nature of the problem to be solved. However, we can identify several advantages inherent in the method not depending on the characteristics of its application:

1. Large audience can be covered. The proposal to solve a specific task in a group of potential performers automatically saves power and useful resources to attract workers.
2. Involving users. This is a key advantage of the characteristics of crowdsourcing technologies. When a person performs a task, shares his or her own ideas and opinions with others, he or she is well motivated and motivates others. Due to such features much more effective results can be achieved than in the situation when traditional methods of achieving the goals are used.
3. Fixed terms. Nearly all crowdsourcing projects have clear deadlines within which participants have to complete the planned amount of work. This allows not only avoid stretching the terms of solution, but also to teach the participants of the project to be self-organized.
4. Differentiation and wide range of solutions to the problem. By receiving hundreds or even thousands of different offers from different people, you can pick the one that is best suited for a particular implementation of a specific project.
5. Minimizing of financial expenses. Due to the fact that the cash reward only one person, who is the most suitable for implementation of the tasks, gets, the savings of funds has place because the offers of other participants have not been used.

With the increasing popularity of traditional crowdsourcing some of its disadvantages have become apparent. Among them are:

- excessive "the abundance of noise" of ideas and proposals generated by users;
- low motivation of enthusiasts;
- reducing the quality of the final product.

However, even with all these weaknesses, this method is increasingly spreading in various branches of industry. Moreover, the "the abundance of noise" of users can be if not completely removed, then at least minimized by intelligent and systematic presentation of the problem.

Thus, a number of individuals create a new idea. The assessment of its necessity is conducted and moderated by the participants of crowdsourcing project, after that it is sent, if there is need, to be revised and corrected, and only then realized. The important point is that one person does not have to do everything by his or her own, the job should do be collectively, in a group, because this method not only creates a positive atmosphere, but also inspires more ingenious and creative ideas and thoughts.

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INCREASE OF EFFECTIVE MANAGEMENT OF THE ENTERPRISE DUE TO CARRYING OUT MARKET RESEARCHES OF THE MARKET

Keywords: market research, marketing management, competition.

Carrying out market researches of the market allows to operate more effectively the enterprise and in the long term to receive a big share of profit. Studying of experience of the developed countries shows that the important mechanism of management of development of business is the effective organization of marketing activity at all levels of management.

The study of this problem engaged Philip Kotler and Patrick White. Among domestic experts it should be noted by A. Starostina, P. Zav`yalov and B. Solovyov, who also examined the concept of marketing, market research and market analysis.

Systematizing definitions, it is possible to note that market researches are a system collecting and objective record, classification, the analysis and data presentation about behavior, requirements, the relations, impressions, motivations and individuals and the organizations in the context of their economic, political, public work in a certain market. As a rule, they provide the analysis of sales and marketing opportunities, forecasting of sales, market curves of a supply and demand. Results of market researches of firm use during the planning and control of activity. Such researches often are followed by collecting and search of primary data. And the need for it arises or at the final stage of research, or insufficient number of secondary data for adoption of the adequate decision. Any researches have to be systematic, but not casual. It not one-time actions, but set of the actions or processes providing collecting, record and the analysis of data. Objectivity is provided to that information arrives from different sources which, of course, want that data were deep and substantial, after all otherwise it is possible to come to wrong conclusions. Scientific approach is based on objectivity, accuracy and care. Objectivity means that researches are carried out without changes and consider all factors. Conclusions aren't formed, isn't collected yet and all data aren't analyzed. Accuracy is reached by use of instruments of research, develop and use very incorrectly.

When developing programs and data collection must be considered that sales volume often not associated with this process. In addition, you must define competition. It is generally believed that rival producer of milk is another producer of milk. But in fact it may be the manufacturer of soft drinks or drugs with a high content of calcium. Sometimes consider that for the publisher the competitor is other publisher, however actually producers of skis, billiard tables, playing cards, etc. can be competitors. Therefore, investigating the market, it is necessary to consider all competitors: both direct, and indirect.

After determining the purpose of marketing research, developing a program for its implementation need to collect and analyze data on the environment. In order

specifying the greatest possible information should be collected primary and secondary data (if necessary they can be more).

Researches of commodity markets - marketing research on the basis of continuous processing of information on all aspects of the market. The method of machine processing of information and data collected by channel official statistics (based on data of computer information systems); processed commercial information that appears in periodicals, brochures and other materials; processed data coming from specialized business units that collect information directly on the market. On the basis of the data conclusions on the main market trends and forecast sales prospects. It uses a variety of methods analyze information from a purely mathematical methods to expert estimates.

In our view, a key element of improving the management now have sufficient and accurate knowledge of the market, competitor activities, their production capacity and main characteristics of the product. Therefore, market research, which include preliminary elements play an important role in the functioning of the enterprise, company or organization. Such studies allow company management to assess their own ability to market goods (services) in which they operate. Management unit of the company can change its own production and the characteristics of its products according to the features of the market, competitors and customer needs in this segment. At the same time, to the marketing research must be approached carefully and impartially, as the irrational use of financial resources may result in incurring significant economic losses and reduce the profitability of the organization.

Consequently, market research for rational and appropriate use of may significantly increase the efficiency of production and demand for goods. Market research should be carried out following a sequence of actions and attract skilled workers, with sufficient skills and knowledge.

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CUSTOMER RELATIONSHIP MANAGEMENT

Keywords: marketing strategy, CRM, consumer-focused.

CRM (Customer Relationship Management) technology in marketing is a way of creating a business strategy that focuses on the relationship with customers. This strategy is based on the use of advanced information technology, particularly software connected into a single marketing system of organization and the Internet.

CRM - technologies are applied in various areas of modern marketing. The principal objective of this technology is to increase business efficiency, improve customer satisfaction level, to control marketing policy and tools. It helps study demands of market, customer segments and individual customers. CRM contains customers, partners and suppliers information. This system serves them, provides quick information and enables contacts with them. So, a company is able to be in

direct and quick touch with the business environment and respond to changes in it.

The use of CRM increases the automation of business processes in marketing and speeds up servicing customers. Also, CRM integrates various departments of the organization and establishes cooperation and coordination, supervises work of managers. This system allows unified decision-making and speeds up implementation. This results in reduction of the administrative staff number and increase of the organization's profitability.

CRM is essential for market research, modeling of market situations, formalization of interaction with clients and workflow automation. CRM enables the analysis of the market state, the organization's marketing system and sales. Due to this the company administration has fast access to information and analytical reporting.

According to its objectives there exist the following CRM types:

- consumer-focused;
- sales-focused;
- focused on the organization's marketing management.

The major CRM software producers on the world market are SAP AG, Oracle, Salesforce.com, Microsoft Dynamics CRM.

CRM is a new philosophy of business; it is not only a marketing tool but also one of the main centers of the organization. In the information society the role of CRM in business is constantly increasing.

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THE VALUE SYSTEM OF PRODUCT CERTIFICATION WITHIN THE RATIFICATION OF THE AGREEMENT BETWEEN UKRAINE AND THE EU

Keywords: external trade, European integration, regulation of safety and quality of goods, certification.

It's advisable to first consider, what such ratification and certification in the context of this study. Ratification is a process of giving legal force to the document (e.g., contract) by approval by the relevant authority of each party. Certification – an internationally recognized method of independent assessment of conformity of products processes and services to specified requirements.

In our time, the consumer needs to be confident in the safety of the products that he consumes. For this purpose establish the conformity assessment procedure, which generally provides for the definition of the product specifications establish compliance, registration and accreditation.

Components of the system of regulation of safety and quality of goods and services are: the system for issuing permits to conduct business activities, standards of safety and quality, standardization, Metrology, testing methods of products, the

evaluation procedure and verify compliance of products, technologies or services regulations.

In the countries of the European community objectives of certification are almost the same as in Ukraine. Ukraine to meet EU requirements was to implement the EU Directives regulating the methods of testing, requirements for test equipment requirements for performance indicators and the like. In the field tests made the national standard DSTU ISO/IES 17025:2001 "General requirements for the competence of testing laboratories", which establishes requirements for the competence of laboratories in testing.

This standard is used in the laboratory during the development of their own quality management systems, administrative and technical activities. Customers of laboratories, authorities and accreditation bodies may also use it for confirming or recognizing the competence of laboratories. This standard is not intended to be used as the basis for certification of laboratories.

The Association agreement of Ukraine with the EU led to rapid import growth of both parties. Therefore, an important issue is that an obstacle to external trade of Ukraine with the EU, there are great demands on the quality of the product and its characteristics, since increasing attention governments in the EU give safety for the life and health of the population and of nature conservation.

To harmonize domestic and European standards including: 1) the implementation of European standards industry method; 2) the transition from compulsory to voluntary certification; 3) mutual recognition of certificates, which will facilitate export-import operations; 4) conducting information campaigns.

To quickly reach the level of a European country, Ukraine it is necessary many and to work productively, and the role of product certification in this process is not the last place and this issue requires deep study and quick action.

The value of certification of goods over time will only grow to enhance the competitiveness of Ukrainian products in foreign markets, because it will help us to reach new, more perfect level of life.

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SPECIFICITY OF SOCIAL ADVERTISING

Keywords: social advertising, noncommercial, social policy.

Social advertising is information of any kind disseminated in any form aimed for achievement of socially beneficial purposes, promotion of human values, distribution of which is not intended to obtain material profit.

The purpose of this type of advertising is to change the attitude of the public to some problems and to make new social values in the future.

The main source of the emergence of social advertising is a modern public life, which is replete with conflict situations and confrontation at the level of social

groups, and therefore in dire need of creative stimuli and processes.

Most customers of such advertising are state agencies or non-profit organizations, and advertising agencies in some cases. Distributors of advertising produce and place it on a gratuitous basis or at discounted prices.

Personal appeal to citizens (including the president) should not be considered as social advertising, as it is campaigning in favor of the said persons.

Social advertising is different from primarily commercial purposes. For example, if the advertisement of children's food is intended to buy it, the advertising of stray animals is made to draw people's attention to this problem.

The most famous examples of such advertising is a campaign against drug traffic enforcement and promotion of healthy lifestyle, environment and others.

First of all social advertising informs society about the problem. As a result, it should eliminate such social problems and be beneficial to the state, for example, advertising on the payment of taxes or the declaration of incomes.

Ads that are noncommercial may not necessarily cause only positive emotions. They can be caused by such advertising, for example, where a grandson helps grandparents his parents insulate housing with available materials. Advertising that encourages people to fight against violence, informs about HIV / AIDS and shows what diseases can happen because smoking or of drinking alcohol can lead to negative emotions.

PSAs must also bring people together. So, advertising to the Day of freedom and dignity in Ukraine recalls the history of the people, that every event can change their choice to do so and not to repeat mistakes and work for the development of the country.

In Ukraine in 2005 the annual National Festival of social advertising takes place. It is designed to draw attention to the importance of social media advertising space. This festival is a major event in the development of social advertising in Ukraine.

Thus, social advertising is an important part of social policy in the country, which should not only awaken consciousness of society, but combine it for a common purpose.

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REBRANDING

Keywords: promotion, rebranding, brand differentiation, loyalty.

Rebranding in a set of measures to change the entire brand or its components (a name, a logo, a visual design, a positioning, ideology, etc.). When we talk about rebranding, we mean a change of image, existing in the mind of a consumer. Rebranding always has essential basis - an old brand. It is based on building of a new image of the product.

Rebranding happens when a business or an organization decides to change an element of the brand. This change may be obvious, as a new logo or it can be more subtle, such as a slight change in the slogan. Many companies typically make rebranding a minor part of the overall brand. But a significant change in the marketing of this is rare because such change is often associated with serious risks and very significant financial losses. As a result of rebranding the image is updated, the new brand should be more perfect, fresh, attractive, etc.

There is a considerable number of reasons for rebranding. The main reason is that the brand is outdated. When the brand of a company is losing its relevance and does not perform its functions completely it is sent to rebranding. Another, reason which is also important in coming new strong competitors with more exciting brand to the market. In this case, update of the brand becomes a necessity. Also it is worth mentioning that the company eventually will have new goals such as increasing sales. This requires a shift to a new audience with high consumer potential. One more important reason is that the company can reach a new area of activity or enter other, more stable or foreign markets where the consumer has slightly different preferences. And in this case also necessary rebranding.

The tasks which rebranding usually includes:

- Brand differentiation (increasing its uniqueness);
- Strengthening of the brand (increase of customer loyalty);
- Increase of brand target audience (attracting new customers).

So after re-branding the image of the product must acquire high uniqueness and become known among buyers of other brands. It should be give preference to other counterparts, so customer loyalty to the brand should rise significantly.

The process of rebranding is very time-consuming and extremely responsible. First of all you need to audit the brand. Thus to make a study of its condition, to assess the relationship to him, and identify the loyalty of target audiences, identify strengths and weaknesses and understand what of depth of rebranding is required. The next step which should be done is to develop the strategy and tactics rebranding. The third step is update of basic elements of brand identity. And the final stage is to deliver the necessity of rebranding to the audience.

An excellent example of rebranding is update of the brand Apple. The first logo of Apple, in 1976, depicted Isaac Newton, sitting under an apple tree. The sign was wound around by a ribbon on which was the inscription of Apple Computer & Co was written. In the same 1976 the company logo changed to all known apple with a piece bitten painted in all colors of rainbow. In 1998, after the return of Jobs to the company the logo was changed. So we know it today.

Therefore rebranding is not just to changing of the corporate identity, the logo and other brand components, and it is important to preserve those elements that the audience perceived as strengths of the company and to make the brand unique.

DISCRIMINATIVE PRICE IN MARKETING

Keywords: pricing, price discrimination, elasticity of demand.

Price discrimination – is installation different prices for the same product, provided that the difference in prices is not related costs. Content discriminative behavior is to use every opportunity to determine the maximum prices for each unit. This means that discrimination may be subject to buyer, for example, depending on the amount of goods being purchased, and to different buyers. Prices of real transactions vary from one another due to different conditions of supply, insurance, packing, credit, additional services, integration, and through providing manufacturer specific quality characteristics of the product to order consumers. Raising the question of price discrimination involves a fairly high degree of market relations. Single, incidental transaction between buyers and sellers always concluded at different prices. Only later there are conditions for the formation of a single price for the goods market. Price discrimination occurs on the basis of real contradictions market mechanism. One of the features of its functioning - is bringing all the individual assessments and capabilities to the average single most executive level. At all levels of the market. But the general demand curve reflects the set individual prices of different consumers in different budget possibilities. This means that in a single market price there are always buyers who are willing to pay more for the same amount of goods.

Price discrimination occurs under the following conditions:

- 1) If the seller has a very high level of monopoly power, which gives him control over production and prices;
- 2) If there is a possibility of market segmentation, namely the allocation of customers into different groups that have different price elasticity of demand;
- 3) if the one, who buys goods cheaper, it can't resell that more expensive later.

Prices may vary depending on:

- The quality of goods or services;
- Consumption (discount wholesalers);
- Income buyers, if known to the seller;
- The time of purchase (night, holidays or weekends, in the heat or at the end of the season).

The concept of price discrimination was introduced in the economic theory of British economist Pigou. He suggested three types of price discrimination: perfect, second degree, third degree.

With perfect price discrimination, the price of each unit is established at the level of demand for this item, resulting in the total consumer surplus appropriated by the monopolist, which in the case of simple and nondiscriminatory monopoly

belonged to buyers

Price discrimination of the second degree exists when product prices are the same for all buyers, but differ depending on the amount of purchases in this manner that the connection between the monopolist's total revenue becomes nonlinear.

The most common is a third-degree price discrimination, the foundation of which is distribution buyers themselves into groups, for each of them set their own sales price.

So we can conclude that the contents of discriminatory behavior is to use every opportunity to determine the maximum prices for each unit. This means that discrimination may be subject to buyer, and to different buyers.

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PARASITE MARKETING

Keywords: parasite marketing, brand-parasites, promotion.

Modern parasite marketing has turned into a self-marketing tool. Some companies use this type of marketing as another way to advertise and sell their products.

The "work" of ambush marketing is to copy someone else's brand with its small additions. The basic idea is that the buyer looking for the goods of parasite marketing thinks that he is buying products of a famous brand.

The "brand-parasites" never fake brand fully (in that case litigation cannot be avoided), but use only a few elements of identifiers, those markings, which most consumers associate the product with. Falsify elements include a trademark, trade name, the elements of competitor's advertising style, packaging design, graphic elements, etc.

Parasite marketing is a marketing of small costs. And it is advisable to use it only if the company has enough resources to develop and maintain its own brand. As a rule, the parasite goods are of poorer quality than the products of the leader. This has contributed to its rapid withdrawal from the market. In fact, at this stage of achieving profit in short term the majority of parasite marketing campaigns stop. Most often, the only reason is a lack of funds to maintain the quality of products at the right level. The user almost instantly detects fraud and never returns to this product again.

But do not forget about the other side. The situation, when the product is not worse than the original brand product also has a place to be. In this case, the new brand and in fact, derived from the well-known brand manages to win a place by the market sun. However, this proportion is most often no more than 5-10%.

Keep in mind that when a company chooses such method of promotion as parasite marketing, it goes deliberately to deceive consumers, loyal to another brand. If the product quality is proper, then this deception can be unnoticed.

Proper identification of risks and the timely adoption of effective measures to protect from parasite marketing allow large market players to optimize their budgets on advertising campaigns and to undertake successful marketing moves at less cost in order to attract public attention to their products.

The terms "parasite marketing" and ambush marketing are often confused. If the first involves the promotion with a minimum effort and money due to favorable circumstances and based on partial copying of someone else's brand, identity elements of other companies and even joining their merits for the promotion of its own, the ambush marketing refers to actions aimed at associating its brand with popular event, without being its official sponsor. And many experts agree that ambush marketing is quite legal action if you do not cross the clearly defined thematic space of official sponsors.

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OUTSOURCING MARKETING

Keywords: outsourcing of marketing, external service, outsourcing of marketing functions.

In the language of business outsourcing can be defined as the delegation of certain functions to third parties specializing in the relevant activities.

Outsourcing of marketing is the implementation of all or certain marketing functions by the involvement of specialized organizations.

Outsourcing marketing can recommend to young, developing enterprises that do not have sufficient funds to establish their own marketing service and independent conduction of serious marketing campaigns. At the same time, keep in mind that outsourcing is time-consuming in integration of the external executive into the company structure, correct goals setting, regular information. Do not forget about the problem of security, which in the process of outsourcing is in question. The price of marketing mistakes increases.

According to the managers of companies switching from an independent planning and implementation of marketing activities, the company specializing in providing advertising, branding and other similar services, is often more effective than similar departments in companies.

Situations in which outsource marketing is often used:

1. The company is just beginning to work on a certain market by implementing one or several long-term projects. There is a problem of formulation of marketing as a business function, the problem of creating marketing service "from scratch". In this case, the transfer of marketing functions to external service allows you to reduce the cost of creation and functioning of its own marketing services, to remove the challenging task of finding specialists to perform their work effectively, creating effective marketing system for the business.

2. The company has new projects that require temporary expansion of marketing services or creation of a temporary command for the rapid development of the project to the desired level. In this situation, outsourcing allows to attract additional qualified resources to meet the new volume of specific tasks without expanding its own staff.

3. The company has been working in the market for a long time and suffers because the marketing service is being constantly overloaded with increasing volume of work. With this problem makes sense to review the functions of the marketing department in order to transfer a number of labor-intensive functions to external service. For specialists it is recommended to leave the strategic, operational and coordination tasks, and such functions as marketing research and advertising campaigns it is better convey to external specialists.

As a rule, such functions that are associated with time-consuming activities that have a specific time frame and well-defined outcomes are put on outsourcing. These may be one-off or regular projects conducted at regular intervals. Solved with the help of such projects tasks can be completely different from the development of the slogan of an advertising campaign or competitor analysis before the launch of a new brand to the market or creating a system of continuous monitoring of the environment. Despite the variety of tasks, the main marketing functions are carried out with the same. The customers willingly give the following marketing functions to the external service:

1. Marketing audit (diagnostics of internal and external marketing);
2. Collection, processing and analyzing marketing information, research, monitoring of the market;
3. Development and implementation of promotional campaigns;
4. Development and implementation of measures to promote sales;
5. Internet marketing (design, site promotion, advertising campaigns in the network);
6. Direct marketing
7. Other internal and external marketing projects that require the participation of experienced specialists

In some cases, the customers entrust outsourcers more important functions, such as the development of marketing strategies and planning of marketing activities.

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POLITICAL MARKETING

Keywords: political marketing, voter system, impact on voters, political preferences of the citizens.

Political marketing is an applied branch, which has as its content activities of management and regulation of the political behavior of the masses in the right direction for the elites.

Political marketing is based on a study of electoral system of "personality" ("creation" and nominations), "program" (development of software, ideological and other. documents) and information (advertising, public relations) impact on voters to obtain power.

Marketing of a political leader is based on a study of voter system for optimization of significant characteristics of the candidate (appearance, manners, public behavior and programs) and information impact on the target audience, in order to obtain the maximum number of votes for the leader.

Thus, political marketing is a special social technology the implementation of which involves experts in various fields. These include political consultants, political scientists, sociologists, psychologists, advertisers, experts in public relations ("PR", journalists, copywriters, scriptwriters, creators, directors, cameramen, photographers, artists, designers, stylists, makeup artists, experts in dramatics, artistry, the art of speech and etiquette).

Political marketing implies that the political preferences of the citizens are different, and we must proceed from the account of these differences, rather than seek to forcibly impose certain ideas. Planting their ideas through the use of force only seems fast way of solving political problems, in fact, the old stereotypes and the structure of the relationship very quickly restore as soon as the shock of occurred changes passes. Therefore, in countries with developed democracy, political parties spare a lot of money on market research.

Today's reality is that without the marketing support it is impossible to come to power. In this area, a kind of political marketing techniques is electing techniques when in order to increase the chances of a particular applicant characteristics of different electing areas are investigated.

The authors of many works on marketing insist on the identity of the commercial and political marketing. In part, this is acceptable. Today, the policy could be called commodity. However, the true political marketing does not promote political venality, it is promoting a political commodity, which can be political power, ideas, parties and so on.

Political marketing is competent, correct and targeted detection, emphasizing and demonstration to different social and ethnic groups of voters precisely those qualities and virtues of the candidate to which these groups have a special interest.

Foreign political analysts base on the definition of political marketing as a set of theories and methods that can be used by subjects of politics, in order to both identify their goals and programs and influence the behavior of citizens. Political marketing as part of their functions provides the following objectives:

- develop the concept of communication, depending on the ideas put forward;
- to determine the adequacy of the ideas market;
- identify what you need to take a political stance, depending on:
 - a) personal qualities of the leader;
 - b) market expectations;
 - c) presence of other candidates.

The appointment of political marketing is to influence the behavior of the person, transform individual interests and needs through their mutual adaptation and

the development of consensus-based public interest.

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RETRO-MARKETING

Keywords: retro marketing, principles of retro-marketing, market segment.

Common marketing activities do not always give the desired result. This is due to the fact that the formula "you want a certain product at a certain price at a certain place" does not bring the expected result, and that a failure occurs on a very simple reason - the buyer does not always know what he wants. Companies have begun to return to basics, using retro-marketing as a possible salvation from the current situation.

Today, marketers tend to make life easier for consumers by offering products on the market in time and properly, so that they are available when and where they are needed, and also at the price that people are willing to pay for them. Retro-marketing, on the contrary, makes them work for themselves, resorting to access restriction, deferred satisfaction of the needs, too long expectations and creation of an atmosphere of mysterious inaccessibility. It does not satisfy the needs, it creates them.

Retro-marketing is almost the exact opposite of modern marketing. Adopted in modern marketing concept of customer care, has become a "customer-centric" is not used in retro-marketing and avoided. Consumer is longer and more satisfied with the purchase, if the search and selection of goods / services has been difficult and lengthy.

Retro-marketing is based on the following five principles:

- **Exclusivity:** modern marketers tend to make consumers' lives easier by offering the goods in time and properly. Retro-marketing, by contrast, makes consumers act, resorting to access restriction, prolonged expectations or creation of "artificial scarcity" of the goods thus buyer will enjoy the thought of his elitism, foresight and luck. For example, many new iPhone were purchased abroad to get the gadget before its occurrence on sale in their country;
- **Secrecy:** modern marketing is open and transparent, but there are always riddles or stories in retro-marketing. For example, the recipe for the drink Coca-Cola is still a secret. The product should be a mystery to which the customer will be interested to join;
- **Exaggeration:** when referring to the buyer retro-marketing calls to talk less, but greater, using the metaphor, grotesque and shocking to achieve the main goal - to make an impression. The company Benetton is very popular thanks to its calling campaign;
- **Entertainment:** instead of the "four P" retro-marketing makes fun, disturbs, fascinates, and do not give promises. The conglomerate of companies Virgin Group

is very popular due to the fact that implementing this principle the company makes the buyer feel surrounded by friends;

- Juggle: the buyer not always needs the truth, but he will never give up a kind of game where he is teased or played with.

Some principles to some extent assimilated with modern marketing, but special efficiency is achieved when the company uses all the principles of retro-marketing simultaneously.

So retro-marketing is based on exclusivity, secrecy, exaggeration, entertainment and juggle. Of course, its principles are not suitable for every occasion, not for each product or service and not for each market segment. However, the modern concept of customer care and empathy to them is also not always valid.

However, that retro-marketing is not a panacea for all the problems of the company. If the product has bad quality and is not attractive itself retro-marketing is powerless.

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THE SPECIFICITY OF INTERNATIONAL PUBLIC RELATIONS ONLINE THE EUROPEAN CASE

Keywords: public relations online, international marketing, marketing in Europe.

There are a number of reasons why online PR is and will remain a crucial component of company's digital marketing success. Traditional media channels are constricting – while digital channels are expanding at a phenomenal rate. In a world where you're judged not just by your own words and actions but by the reactions and influences of others, a world where information traverses the network in a heartbeat and online conversations blossom and flourish in a thousand different places simultaneously, a world where social influencers can make or break your online reputation with a single online post to a blog or forum, promoting, monitoring and managing your online image are more important than ever. [1]

The main tasks of public relations online are:

- raising the profile of business or brand using online channels;
- monitoring conversations and managing online reputation;
- developing online word of mouth and creating 'buzz';
- identifying online advocates and detractors (fostering the former, minimizing the impact of the latter);
- identifying online trends and issues in your industry;
- managing information flow;
- seamless integrations with the other elements of your digital marketing campaign. [1]

There are several programs, which allow to monitor negative and to create positive messages about the company, such as BuzzBundle (there are free and premium packages for companies). It automatically manages and publishes answers on different forums, social networks, YouTube channels.

Though there are a lot of free of cost methods to improve your public relations, the main feature of PR online is a high price. Comparing PR with online advertising (affiliate networks, paid search and social media marketing) shows significantly higher cost of PR.

Monitoring of pricing on PR-articles and display advertising at car thematic online-resources (blogs, news websites) in Germany, Sweden, France is presented in the Table 1.

Table 1

	Mein-auto-blog.de	Germanblogs.de	Focus.de	Autoflotte.de	Automotorsport.se	Autoplus.fr	Motoreport.de
Coverage of users	371000	370 000	27600000		180000		
Display ads, CPT in EUR	1350		40-90	55-150	14		
Size of AD, px	300x300		160x160, 800x250	300x150, 950x250	980x240		
Articles				Individual pricing		Article at the main page	
Number of words	350						300
Cost, EUR	250	400				2500	300
Links	2 no-follow links	do-follow links					1 link
Mobile display ads, EUR				75			

First of all these prices include only views (not clicks or sales we used to pay in Google AdWords or affiliate networks). It is usually cost per thousand of views or CPT. The price for 1 view comes to 1,3 and more euros (while CPC is about 0,27 euro in this branch). Also the cost depends on the author or character of the article. Some online media call it “native advertising” and it is one of the most expensive types of PR-articles.

Let’s consider the main types of native ads or PR-articles:

1. Advertorial (Looks and feels like the mediabrand but marked as "advertisement") – low cost.
2. Native brand specials (Client content combined with editorial content marked as “Partner content”) – high price.
 - 2.1. Brand page
 - 2.2. Brand hub
3. Editorial (Sponsoring of independent journalistic topics and marked as “presented by”) – the highest price.

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USE MARKETING RESEARCH FOR DEVELOPMENT OF EFFECTIVE MARKETING COMMUNICATIONS

Keywords: marketing research, marketing communications.

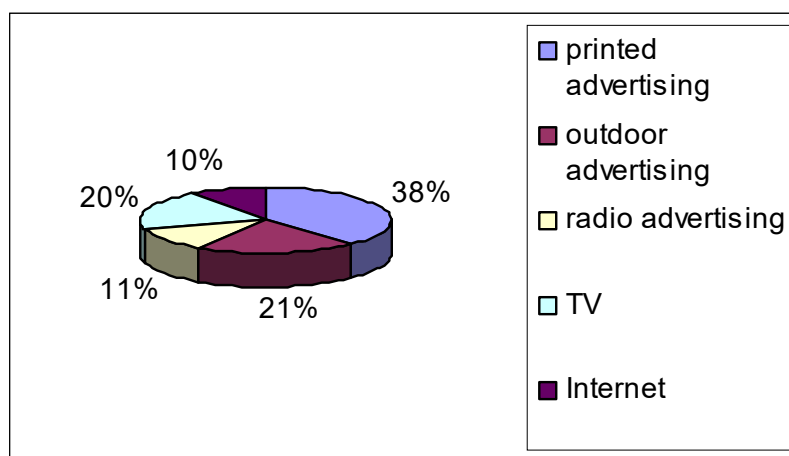
Recently, the role of marketing in the enterprise, together with the increased role of marketing communications. Already enough to have excellent quality products and services - to increase their sales volume and profit should convey to consumers the benefits of their use. Marketing communications messaging allow consumers to make goods and services companies attractive to the target audience.

Development of effective marketing communications programs based on the fact that it achieves its goals. In forming marketing communications program must take into account two types of goals: communication objectives (which are formulated in terms of knowledge, attitude behavior) and marketing purposes (volume of sales, profits, market share). Setting goals marketing communications should be considered as an auxiliary process specification provides ways to achieve marketing goals. Achieving the goals depends on many factors; one of them is the orientation of the entire campaign to specific target audiences, knowledge of which will help create an effective program of marketing communications. The lack of identification of the target audience, leading to a waste of financial resources.

To develop an effective marketing communications knowledge lifestyle and psychographic characteristics of priority target audience clearly help build steps buyer after receiving the advertising appeal accurately determine the best media carriers, etc.

The study, which was conducted in the city of Dnipropetrovsk in spring 2015 allowed to determine the socio-demographic and psychographic factors influencing the lifestyle consumer. The result was a market research sample of 148 in the number of respondents (residents of Dnipropetrovsk). The study was conducted by the survey.

Opinion polls consumers on the most effective form of advertising distributed as follows:



38% of consumers most attention paid to the print advertisements, outdoor (21%) and radio advertising (11%) are equally attract the attention of consumers, advertising on television, drew the attention of 20% of consumers and on advertising on the Internet paying attention 10% of consumers. The data make it possible to build a media plan and clear message to the target audience and thus achieve the objectives of directly marketing communications and strategic. Implementation of these measures will not only increase sales of commercial enterprise, but also increase the number of regular customers and create a positive image of the commercial enterprise.

Retailers often determine the effect of advertising by measuring its impact on the change in turnover. In various commercial enterprises effect may vary in duration. The shops selling goods of daily demand, increasing trade, is immediately after the activation of advertising. In the shop that sells expensive goods or durable goods, the effect of advertising, ie buying and thus increased trade, appears immediately.

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