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## **CONSUMER BEHAVIOR IN INDUSTRIAL MARKETING**

*Keywords: industrial marketing, consumer behavior*

Consumer behavior in industrial marketing is influenced by a number of factors. For this reason, the purchasing decision-making process is similar to making a decision in the consumer market. But in this case the consumer has to cope with more stages:

1. Awareness of the problem
2. Description of the problem
3. Evaluation of the product characteristics
4. Search for suppliers
5. Request for proposals
6. Choice of the supplier
7. Development of the order procedure
8. Evaluation of the supplier's work

When it comes to industrial marketing, there are no impulsive and spontaneous orders. Industrial marketers are more interested in permanent or long-term contracts than others. The most important thing in this area is to know the consumers' demand and the characteristics of their purchasing decisions.

The key factors and their importance in decision-making process have been determined with questionnaires on the example of the enterprise «Stalmontazh-plus»:

Table 1

Factors	% from the number of respondents	Importance
Price	75	3
Deadlines	81	2
Quality	81	3

Warranty	31	1
Corporate discounts	62	2
Range	56	2

From all the factors most of the respondents chose the quality and deadlines (81%) to be the most essential ones. Price (75%) is the second important factor, then go the corporate discounts (62%), and the range (56%) and at last is warranty (31%).

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## **ANALYSIS OF UKRAINIAN ICE CREAM MARKET**

*Keywords: market analysis, ice cream market, Ukrainian production, tendency*

Ice cream is one of the favorite delicacies of Ukrainians. In recent years, the dynamics of ice cream market indicators in Ukraine shows a tendency to decrease. Ice cream market volumes directly depend on the volume of production, as the volumes of foreign trade are very small. Today, the market consists of products of Ukrainian production with a small share of imports, because the specificity of the product limits long-distance transportation. Moreover, transportation requires high-quality freezing equipment. On average, every Ukrainian for a year eats a little more than 2 kilograms of ice cream. This figure for Western Europe is 8-10 kg per year,

and for the United States - 23.5 kg per year. This allows us to talk about the significant potential of the capacity of the ice cream market in Ukraine.

Analysis of the ice cream market showed that the most favorite cold snack of Ukrainians remains a plombir. It is bought by 81% of the population. Also popular are dairy ice cream without additives, chocolate and ice cream with fruit jams. Most often they buy a product of individual use: in a glass, a horn and on a stick. The second most popular package for a family or company is the pluses of 0.5 to 2 kg

The analysis of Ukrainian regions has shown that Zhitomir region is leader of production volumes. On its territory there are PJSC "Zhitomir Butter Plant" (TM "Rud") and LLC "Three Bears", which produce 27% of the country's ice cream. The Dnepropetrovsk region - the family of LLC "Sladkoezhka" and several other small enterprises - occupies the second place. It accounts for 17.5% of production. In the Kirovograd region there is the Lask Company, which provides the market for cold desserts by 9.6%. Other major producers of the Ukrainian ice cream market are in Kharkiv ("Khladprom") and Lviv regions ("Lviv Ice-cream Factory" TM "Limo") (see fig.1).

The average Ukrainian consumes per hour 2kg of ice cream (residents of Western Europe - 9.5 kg, Americans - 23.5 kg per hour).

Consider how the ice cream production volumes have changed over the past four years. The data was provided by the State Statistics Service of Ukraine [2]. From 2013 to 2015 there was a tendency to reduce production volumes. During this period, the gross output of ice cream decreased by 21.38%. In 2016, production volumes increased by 5.45% compared to 2015. Titans of the "cold" business in the struggle for the consumer update the design of packages, bring to the market new lines of ice cream, launch umbrella brands, so that the capacities will not stand idle in the cold season.

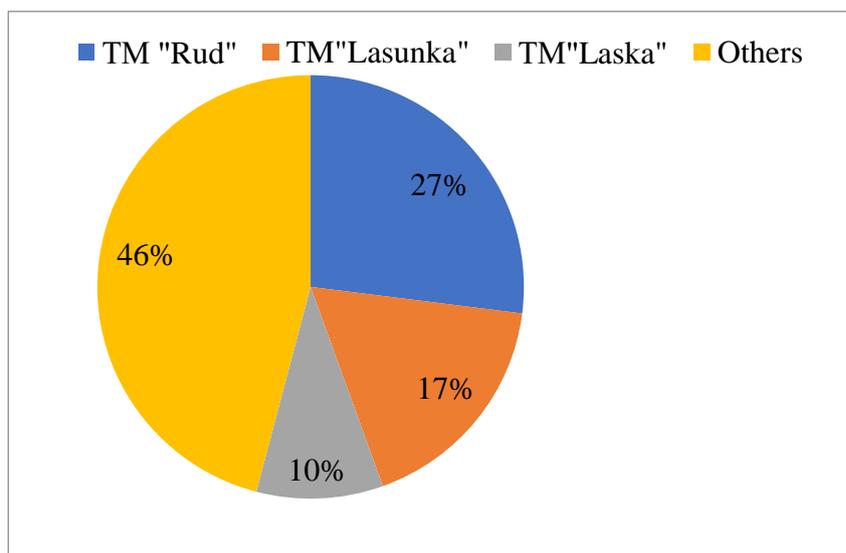


Fig.1 The structure of the ice cream market of Ukraine

(compiled by the author, based on [1])

So, since 2000, the market has been strengthening the position of large companies and the elimination of small local operators. If in the 1990s, 150 ice cream producers were registered in Ukraine, in 2013 there were only 23 of them left.

In 2017, competition among production leaders will increase, so it is worth taking care of the quality components of the product and developing an effective brand strategy. Production volumes in 2017 will increase slightly due to the growth of exports to Western Europe. Companies will try to reduce the cost of ice cream, and not to the detriment of one's own budget, but cutting the portion size.

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## **ANALYSIS OF THE MARKET SEGMENT FOR THE COMPANY "RUD"**

*Keywords: industrial market, motivation, segmentation, ice cream market*

To date, the ice cream market has a stable dynamics, according to Ukrstat statistics, the increase in sales of ice cream in 2017 increased by 2% compared to 2016. The company "Rud" is engaged in a rather large market share of 40.4%. The company works in the industrial market and sells products throughout Ukraine and other countries. The segmentation of the market for RAT "Rud" implies macro and micro segmentations.

The first stage is macro-segmentation, it is divided into three areas: (1) What? - What should be; (2) Whom? - Consumers who need to be satisfied; (3) How? - technologies that need to be met.

For the company, macro-segmentation looks like this:

(1) What? – Natural ice cream.

(2) Who? – Distributors: wholesale buyers; supermarkets; ice cream parlor; sales agents.

(3) How? – Frozen juice: Eskimo; Fruit.

The second stage of micro-segmentation involves the choice of the goods, the breadth of the purchase, the quality of the buyers, the frequency of purchase, and the solvency.

Solvency: 1. Below average; 2. Medium; 3. Above average.

Hedonic needs: 1. Pleasant taste; 2. Good smell.

The need for the product: 1. Constant; 2. Temporary; 3. Rarely.

Also, the main wholesale buyers of the company "Rud" are grocery stores and Horeca, where the demand for ice cream is quite high, the turnover is also high, and therefore the demand for the product is high, the solvency above the average

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## **THE ROLE OF BEHAVIORAL MARKETING IN MODERN BUSINESS**

*Keywords: behavioral marketing, marketing technique, web analytics, history of online activity, economic effect, expenses on ads, personal data, internal data*

The rapid development of Internet and online shopping led to a large number of changes in such industries as economics, management, and marketing. Today, the aspiration of sellers to learn the preferences of customers, and satisfy their needs is not limited to advertising or simple questionnaires. Information provided in social networks and internet activity of each user undergoes a detailed analysis and study. Thus, a marketing strategy, which behavioral marketing is, allows to sell goods and services more efficiently, based only on information voluntarily provided by the users themselves, is gaining more and more success.

Even a few years ago, marketing researches provided simple social surveys, loads of advertising, which often provoked irritation of the customers, and was only a huge expense of companies without bringing the expected level of revenue.

With the development of online services in the Internet, such as online shopping, thematic social networks, the amount of information about a customer has become the main mean of influence. Detailed study of his preferences, tastes, and interests allows today's giants of the market to offer their products to those who are surely interested in them, and are more likely to buy them.

Behavioral marketing is a modern marketing strategy of serving targeted ads or

content based on a user's past preferences. This strategy includes many techniques how to influence people: retargeting, email marketing, product suggestions, pop-ups. All of the mentioned methods are used for proper targeting based on human's behavior. The more methods are used, the greater effect is awaited.

The advantage of behavioral marketing lies in the severe scrutiny of the preferences of every potential customer. It allows to reduce the level of costs for the advertising. Therefore, it's making ads more useful and relevant for customers, at the same time it provides more efficient business for owners. From the first sight, the whole process may seem very simple but none of these actions is possible without technical supplement. Personal data here is the source of invaluable information. All data you can get is useful, the more you can get, the better. Sources for research of customer's data may vary. Unconsciously people themselves give all needed information in social networks, by publishing their desires on Twitter, posting a photo of a new purchase or commenting someone's photo. Your own customer database will do, also you may use external sources (Google Analytics). This is what the sellers of goods and services need in order to understand how to serve this person with maximum effect.

Thanks to behavioral marketing sellers can update information about their clients' needs ceaselessly, the main advantages of this strategy are:

- providing relevant content that will encourage customers to make purchases;
- managing advertising politics of the company more carefully;
- possession of great amount of data empowers to adapt to the changeable nature of the customers' preferences.

Nevertheless, there are some issues about behavioral marketing, mostly about protection of the private information that users do not want to be tracked. Nowadays this case is being under negotiations.

Conclusions. To sum up, behavioral marketing is a brand new way of the effective marketing strategy. Web specialists predict that in near future everything in Internet will be customarized, less social but more relevant. It will be possible even to identify who of the family members was browsing at the exact point in particular. So,

deep analysis of personal data is a very complex process but a worthy one, if we imply doing serious business.

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### **SEGMENTATION THE MARKET OF CHOCOLATE PRODUCTS**

*Keywords: industrial market, segmentation, manufacturing enterprise, chocolate products*

Recently, there has been a growth trend in the market of chocolate products in Ukraine. Since chocolate is loved by almost everyone, it is sold in all grocery stores, regardless of size. But for industrial marketing, the organization market can be segmented according to several features, which are divided into two large classes - macro or micro-segmentation.

The main purpose of macro-segmentation is the characteristics of the buyer organization its size, industry and geographic location. Micro-segmentation requires more detailed knowledge of the market, since it refers to the characteristics of decision making within each macro segment and is based on such factors as selection criteria, link structure, decision-making process, class of purchases, organization purchases and organizational innovation.

For macro segmentation of the chocolate market, used such indicator as the scale of the buyer organization. Large organizations differ from small and medium-sized ones in that they have large volumes of purchases and, therefore, they can receive discounts. Geographical features of needs and traditions related to the improvement of purchases indicate the possibility of using a geographical location as a basis for differentiating marketing strategies. Another characteristic variable of macro-segmentation is the sectoral sector. Different industries may have different requirements for goods. For example, suppliers of chocolate products can sell their goods to supermarkets, shops, restaurants, under the order for different companies.

After the macro segmentation process is completed, each segment is divided into smaller micro segments. The basis for this division can be the selection criteria that guide the buyer, the structure of the decision-making unit, the decision-making process, the class of purchases, the organization of purchases and organizational innovation.

Selection criteria, this indicator allows to segment the market of organizations on the basis of the determining criterion of choice used by buyers when they evaluate the goods or services of the supplier. One group of buyers can use as such a determining criterion for the selection the price of the goods, another segment can

focus mainly on the taste qualities. Procurement of organizations can be divided into the following categories: routine re-purchase, modified repeat purchase and purchase-initiative (when the need for goods arises from the company for the first time). Decentralized or conversely, a centralized method of procurement, because of its influence on the purchase decision, can serve as another variable for micro-segmentation. Organizational innovation - when introducing new products on the market is the most important variable of segmentation, the commitment of potential buyers to innovation is revealed.

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## **HOW TO MARKET TO YOUR MILLENNIAL AUDIENCE**

*Keywords: millennial, millennials generally, generation Y*

Recently the term “millennials” is gaining traction and there are some impressive reasons for that. First of all, the term Millennials generally refers to the generation of people born between the early 1980s and 1990s, according to the Merriam-Webster Dictionary. Some people also include children born in the early 2000s. The Millennial generation is one of the largest world demographic. Comprised of people in their late teens to early 30s, Millennials are reshaping business all over the world. Secondly, people born nearer to noughties have completely different consumer needs. If their parents preferred to save money for something fundamental like a car or an apartment, generation Y chooses to live their lives and as a result, they are more likely to invest their earnings (or their parents' earnings) in something that can be enjoyed there and then. For building an efficient restaurant marketing strategy focused on millennials we should analyze their behavior and trends.

Even though generation Y do not save their money and have willing to spend, they expect much more from the product they buy. And there are some evidence:

–68 percent will search for information from their friends before choosing a restaurant;

–they prefer to eat four small meals at an unusual time;

–87 percent will order nice and expensive meal, even when they feel lack of money;

–51 percent prefer to communicate with text and only 27 percent with voice;

–65 percent social media conversations are about where to eat out;

–30 percent of Millennials eat foods that are certified as organic foods;

–80 percent want to know more about how the food is grown.

Millennial generation is a future of your business, so connect with them in the appropriate way to this audience:

- use the broad-ranging digital technologies with simple but sophisticated approach;

- be proactive in order to be the reason of demand instead of reacting on it;

- know trends, read what millennials read, listen to the music that millennials listen to, live their lives or just be one of them;

- offer novelty. Generation Y keen on fresh ideas like graphic design or videos instead of boring and non-surprising flat-lays in the Instagram account of your restaurant.

But consider the fact that you should be one hundred percent sure who is your target audience. Otherwise you would make a great mistake appealing to wrong segment.

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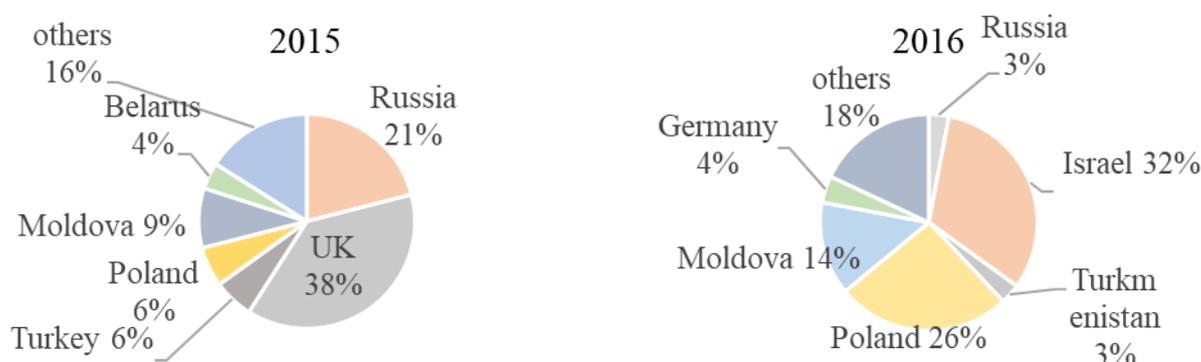
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## **GEOGRAPHICAL DISTRIBUTION OF EXPORT OF UKRAINIAN METAL CONSTRUCTIONS**

*Keywords: metal constructions market, export, foreign trade*

The stagnation of the metal construction market in the period 2010-2013, which was observed in the context of the growing Ukrainian construction market, has changed sharply in 2014-2015. Almost a two-fold decrease in the consumption of steel structures in the domestic market has caused a reduction in production volumes, a decrease in the number of producers and the strengthening of the role of smaller enterprises. In the period from 2011 to 2013, metal construction producers actively increased exports. With the loss of key markets - Russian and Byelorussian - Ukraine has lost more than half of the volumes of supplies to foreign markets. But the level of exports in 2016 was higher than in 2015, indicating the restoration of domestic export-oriented enterprises and the first positive results of the change in the geographical vectors of foreign trade (see figure).



**Fig. 1 Key directions of metal structures export in 2011-2016**

From the point of view of the geographical distribution of exports in 2015, Ukraine still had a high share of metal construction supplies to Russia - their total

volume amounted to 1.7 thousand tons per year. However, already in 2016, only 200 tons were exported to this market. At the same time, domestic producers increased supplies to European countries, first of all, to Poland and Moldova. The largest share to Israel in the structure of total export of metal structures for 2016 is provided at the expense of a large contract of one of the Ukrainian producers for the supply of 2,000 tons of tanks in this country. But at this stage, the volumes of supplies to European countries are relatively low . For comparison, in Russia in 2011-2013, was supplied by Ukraine an average of 5.5 thousand tons of metal constructions per year. In order to achieve such indicators in the direction of Poland, Ukraine needs to increase its existing supply volumes by 5 times.

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## **FORMING MARKETING STRATEGIES IN THE MARKET OF HAIRDRESSING SERVICES**

*Keywords: matrix McKinsey, marketing, service market*

Today the need of proper marketing for data analysis is gaining lots of attention as the market of hairdressing services of Ukraine is developing and it is common to see competitors` activity growing so the main challenge for further enterprise`s development is to identify a management problem and marketing objectives as precisely as possible.

PP Slavska “Katrin” – is a beauty studio which specializes in:

- eyelash extension;
- eyebrow shaping and coloring.

Strategic purposes of company are its long-term goals.

“Katrin”`s marketing purpose was the goal of strengthening the competitiveness

and attractive for goods in target market. Marketing strategy matrix “McKinsey” was activated for analysis and development of strategy plan.

Matrix “McKinsey” is a method of portfolio analysis that is used for development strategies of company`s assortment. Model GE / McKinsey is a matrix which consists of 9 cells for comparative analysis of company`s business strategic direction.

There are two rates on the foundation of matrix “McKinsey”: attractive of market where the company already exist and an advantage in the competition or competitiveness of company`s products in the given market. Portfolio strategy of company depends on the force of given indicators:

- the higher is competitiveness of product and the higher is an attraction of market, the greater is potential for success in given area of business.

- the weaker is the company`s product with regard to competitors, the lower is an attraction of industry, the fewer opportunities are for the developing of business in the given direction.

Criteria of attractiveness and competitiveness appear from the analysis of external environment (of the market) and internal environment (company`s available resources). Criteria overlap with criteria SWOT analysis very much and can be taken from it.

Attractiveness of segments	High(8-10 scores)		segment1	
	Middle (4-7 scores)		segment2	
	Low (0-3 scores)			
		Low (0-3 scores)	Middle (4-7 scores)	High (8-10 scores)
		Competitiveness of company`s product in segment		

Fig. 1 Matrix “McKinsey”

Based on the results we can do the sum up for further choice of strategy. As previously mentioned, there are nine strategies in matrix “GE / McKinsey”.

Selected segments of enterprise took positions 2 and 5 of strategy.

Segment 1 – strategy №2 – High segment`s attractiveness – middle competitiveness of business in segment.

Segment 2 - strategy №5 – Middle segment`s attractiveness – middle competitiveness of business in segment.

Segment 1 – is a segment with high potential for company – I won`t focus on it.

Segment 2. Entry in segment can occur under the situation where market owns a high potential in future or a company predicts increasing of competitive advantage.

–Consider in detail the possibility of competitive advantage.

–Clearly identify the source of business in segment (what kind of competitors are planned to give a part of the market), to set up clear strategy against them

–Modest investments are recommended for gradual improvement of market power

–Select limited methods of promotion with maximum impact.

Thus, we found options to achieve the target due to computational matrix “McKinsey”, the enterprise also can: strengthen its positions in the market, increase revenue, hand-hold clients, attract new ones, and strengthen the competitiveness.

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## **SYNCHROMARKETING**

*Keywords: irregular demand, supply, market, seasonality, demand smoothing*

Companies can often be satisfied with the demand for their goods, but they can be dissatisfied with the demand for their particular product during a certain period of time. The demand can exceed significantly their production capacities, or their production capacities can exceed market demand.

Irregular demand is a state of a market where the demand structure is characterized by seasonal, daily or even hourly fluctuations that do not coincide in time with the structure of supply. Clothes, footwear, beverage as well as transport, tourism and public catering services etc. are most affected by seasonal fluctuations.

Synchromarketing is applied in case of irregular or fluctuating demand. Synchromarketing is a kind of marketing and market activities that allows flexible response to quickly changing market conditions. Synchromarketing intends to provide sustainable indices of a business, its development on a quickly changing market. The task of synchromarketing is to search for and implement marketing methods that smooth irregular demand applying one or several marketing tools: flexible prices, various promotion techniques, diversion of sales channels etc. Synchromarketing allows synchronization of a company's activities, its marketing with randomly or cyclically changing market conditions.

Synchromarketing is applied in case of:

- seasonal demand;
- climatic factors that significantly affect demand;
- hourly changes of demand (“rush hours”, “prime time”);

- unsynchronization of production and sales (mismatch of maximum demand and maximum supply periods);

- other cyclic or unforeseen fluctuations.

Syncromarketing involves;

- survey of the market and reasons for changes of its state;

- development of market forecasting models;

- introduction of compensatory marketing tools: stimulation, motivation switching, promotion activities;

- marketing complex adjustment;

- internal business processes restructuring.

In marketing there occur situations when the demand level can be changed through switching motivation or due to a publicity campaign. Sometimes the demand level change is a result of many years of work aimed at changing people's habits.

An extemporaneous operating response to the changing market can result in a company's production and business processes failure. Sometimes an operating response is impossible; that can cause decrease of a company's economic indices. Thus, a competent synchromarketing enables early provision for measures for forestalling market conditions and smoothing irregular demand.

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## **PLACE MARKETING**

*Keywords: place, region, image, brand, place attractiveness*

Places for activities and residence are chosen according to many criteria, including their climate, geographic position, demography, main infrastructure, taxation, political environment etc. The choice can be made in favor of the place with

the well-balanced main components that are of importance for a businessman or an ordinary person and produce good impression.

Place marketing is commercial, political, social and other activities based on marketing principles in order to create, support (change) relations and behavior of private persons and commercial and non-commercial organizations concerning a particular place and change of the place image.

It should be noted that a complex system of place marketing actions is intended to enhance a particular place which is to be used as a residential, economic or recreational area. Place marketing can be applied not only to a geographic or political region but also to a tourist destination or an urban area.

Place marketing is intended to:

- create and maintain the image and prestige of a place;
- increase profitability of the budget;
- improve the region's investment climate;
- realize the region's potential;
- attract immaterial resources to the region;
- implement social regional programs.

Main tools of place marketing are:

- branding of the place (region, area);
- public relations;
- promotion;
- recruitment marketing;
- event marketing;
- infrastructure project advertising.

The following efficient strategies of place marketing should be singled out:

1. Image marketing (creating a positive image of a place, its recognition by the public and popularization);

2. Attractiveness marketing (focusing on specific features of the given area: climate, economic development, architecture, places of interest, history, tourism, entertainment etc.);

3. Infrastructure marketing (attractiveness of places for business, focusing on businessmen and a high market relations level);

4. Recruitment and individuals marketing (enhancing attractiveness of the place for personnel of particular qualification, specialization and type as well as various categories of individuals, popularizing education, employment potential).

The key indicator of efficient place marketing is enhancement of place attractiveness which is estimated, for example, as a relation of the gross product increase in the given area to its increase rate in the country the area belongs to as a territorial, infrastructural and political unit.

Place marketing enables increase of prestige of a certain area as well as attractiveness of various resources (including natural, financial, social, material and technical etc.) within a short period of time.

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## **PACKAGING AS A PART OF MARKETING MIX**

*Keywords: marketing mix, packaging, design, naturalness, convenience*

Nowadays in marketing there are a lot of different types of analysis and mixes such as 4Cs, 4Ps, or even 44Ps where you can find holistic information about what you should develop to find out better connection with your customers. It is easy to get stumped in such a fabulous number of methods which regulate today's marketing. It is necessary to figure out a traditional mix, for a start, which consists of 4 components (Product, Price, Place and Promotion), and extend it with only one additional thing, which is Packaging.

First things first, let's take in all the components of traditional marketing mix

separately: *Product*. A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods. In other words, it is everything that can satisfy customers' needs. *Price*. The price of the product is basically the amount that a customer pays for the product. *Place*. You have to position and distribute the product in a place that is accessible to potential buyers. But it is not merely a place where you buy something but it is also what is around you while you are buying. *Promotion*. It is the way you communicate with your clients by different events, sales, loyalty programs etc.

It was enough years ago but not in a modern business setting. On the present occasion, to catch an eye of your target audience you are obliged to undertake not only a good product with nice quality and reasonable price but it is also your obligation to attract consumers and persuade them to buy your product for the very first time. And even then you still have to fortify your position against competitors and their bright wraps not to lose your existing clients. If no one notices your product, no one will buy it. And if no one wants to buy your product after seeing it, no one will buy it. Many companies spend millions on packaging design. And for some huge brands that's a sound investment. Whatever you sell, you need to think about the packaging. If you sell a service, the packaging means the way you and your employees look, your website, and everything else your customers see about you before the purchase.

As the main point of this research, let's make a close scrutiny, and figure out compounds of Packaging: the purpose of product packaging is to protect the product from damage during transit from the manufacturer to the retailer or while the product is kept on retail shelves; some products require special form or material, for example, soups must have a container and package while apples may have only packaging; how a product is packaged may be what attracts the consumer to take a look at the product as it is on store shelves. For this reason, many companies conduct extensive research on colour schemes, designs and types of product packaging that is the most appealing to its intended consumer; packaging also plays an important role for

portraying information about the product. Outside packaging may contain directions on how to use the product or make the product; packaging may also contain ingredients and nutritional information about the product. Information contained on a package may propel the reader to buy the product without even having to speak to a store clerk; packaging can also differentiate one brand of product from another one. Because the product packaging can contain company names, logos and the colour scheme of the company, it helps consumers to identify the product as it is kept among the competition's products on store shelves.

To enhance my words with some examples, let's take a glance at packaging trends during the last two years:

- Naturalness becomes the measure of all things. Anxious consumers reject an industrial system that appears increasingly toxic and damaging to health, and they are turning toward natural products as a solution. This also applies to packaging, which is made from recyclable materials.

- Brand-owners must offer a greater range of pack sizes – both larger and smaller. According to statistic, 39% of UK consumers would like to see a wider range of smaller bottles of alcoholic beverages. It is also proved by the fact that 50% of health-conscious snack eaters would be willing to try a new product if it came in a small, trial-size pack.

- QR and text codes. Moving forward, brands look for new ways to engage and connect with shoppers, so the mobile environment will become the new front line in the battle to win consumers' hearts, minds, and wallets.

- Convenience. Increasingly busy lifestyles mean that consumers are seeking ease of use and convenient transportation. Smaller, lighter and more easily disposable packaging makes consumption-on-the-go easier.

To conclude, even a perfect and cheap product can fail due to its horrible package whereas imperfect one can succeed having just an attractive and persuasive package. To affirm rigid position on the market every company should adapt to the current rules of the game, and packaging is one of the components of these rules.

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## **THE ROLE OF MARKETING IN ENTREPRENEURSHIP**

Marketing is a philosophy of successful entrepreneurship and the basic function of managing an enterprise, which involves a rejection of traditional managerial approaches. Hence the definition: "marketing is a social and managerial process by means of which some individuals or organizations satisfy the needs and wants of other persons or organizations by creating products and services of consumer value by exchanging them for money or other goods. "

The role of marketing in business is determined by the fact that marketing reveals the potential opportunities for production and marketing of goods, develops an optimal commodity policy, determines the directions of competition and market conquest, offers a set of tools for stimulating demand, creates an effective system of goods circulation, allows us to study and forecast state and development of the market. The marketing policy of a firm should begin with the development of a marketing strategy, which is a plan for the implementation of the and objectives of the firm for each market and product in accordance with its capabilities and market situation.

Realization of strategic marketing tasks in the daily practice of subjects small forms of management should be carried out in the following areas: timely accumulation of maximum information about the surrounding market environment and proper analysis thereof; the right choice of marketing goals and the main ways to achieve them; optimal alignment of resources with goals, and goals with customer requests. Formation of the nomenclature and assortment of products that are most satisfying to the market requirements; work in the markets through the creation of a distribution network; organization of advertising, measures to stimulate sales, search

for resellers (distribution) in order to find their customers and market nish; working with the public through the promotion of their entrepreneurial activities among existing and potential buyers, their employees, to achieve their recognition and support; current management work on the adaptation of the marketing system to the new conditions of the firm. Conditions for effective marketing in small business are: the presence of a developed market; freedom of the producer; an extensive system for collecting information, its accessibility; preparedness of entrepreneurs.

There is a great variety of types of marketing.

Marketing conversion is a kind of marketing activity aimed at increasing demand, negatively perceived goods and services. It is characteristic that potential customers completely reject the product on the market, regardless of its characteristics, quality and price. The main task of a marketer in this situation is to create demand, and to smooth out the negative perception of the product of the target audience, by conducting a competent advertising campaign.

Marketing "mix" – a set of marketing tools through which the company strives to influence the demand for the product it produces. These include: goods, price, place and terms of sale, advertising and incentives.

Marketing support is a kind of marketing used in a situation where the level and structure of demand for goods and services fully correspond to the level and structure of supply in the market. The goal: to ensure the balance of supply and demand through constant attention to those factors that can change the demand.

Marketing developing is a kind of marketing connected with the formation of demand for goods and services. The task of marketing: to turn the potential demand for goods and services into real demand.

Marketing stimulating is a type of marketing, the main task of which is to find ways to develop and stimulate demand for products and services in the absence of demand for them.

Success in business depends on success in marketing. Marketing helps to make sure that the buyer chooses the products he needs and comes for them again. If you well master the principles of marketing, you will can learn to make decisions about

the properties of a successful product and develop effective strategies for its sales, including communication programs with the target audience of customers and other important audiences that will help achieve the planned goals.

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### **MARKET ANALYSIS OF ANIMAL FEED**

*Keywords: market research, analysis, animal feed, structure of the market, tendency*

A key part of any business plan is the market analysis. A market analysis is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry

and regulation.

Nowadays the main feature of the Ukrainian market of mixed fodder is a significant excess of production capacity over the actual level of production. Regarding the structure of the Ukrainian market of animal feed producers there are about 120 feed mills which operate on the Ukrainian market. Their production capacities allow producing 12-15 million tons per year, but they are loaded only by 30-35%. There are industrial enterprises, small business enterprises, feeders [1].

Production volumes are not stable. Growth instability of production is due to the dependence of production on the level of consumption. Significant volumes of production are produced by small enterprises with primitive equipment.

During the last years, the average annual production of animal feed increased by 3-5%. Almost a third of fodder was produced for birds. In addition, the share of fodder for pigs and cattle accounted for 23% and 12% respectively. [2]

For the most part, the needs of domestic animals in mixed fodder were provided through their purchase in the domestic market. Moreover, the needs in animal feed are covered by own production (22%); by exchange - up to 25% [2].

One of the leading regions in the animal feed market in Ukraine is the Zhytomyr region. In 2017 Zhytomyr Oblast was ranked first in terms of the dynamics of the growth of cattle population (17.3%) and the number of cows (5%). The number of cattle grew from 200,7 thousand heads in 2016 to 235.4 thousand heads in 2017 (by 17,3%). The percentage of cows increased by 5% (from 110,4 thousand heads to 115,9 thousand heads) [3]. Due to the growth of cattle in 2017, the demand for animal feed increased. This to the growth of the production of animal fodder(especially for cattle) increased in Zhytomyr Oblast.

Feed mill industry directly depends on the harvest, as well as on the number of animals. The largest share of the mixed fodder market belongs to domestic production.

In today's conditions of socio-economic development of the agro-industrial complex of Ukraine, the feed industry occupies a special place.

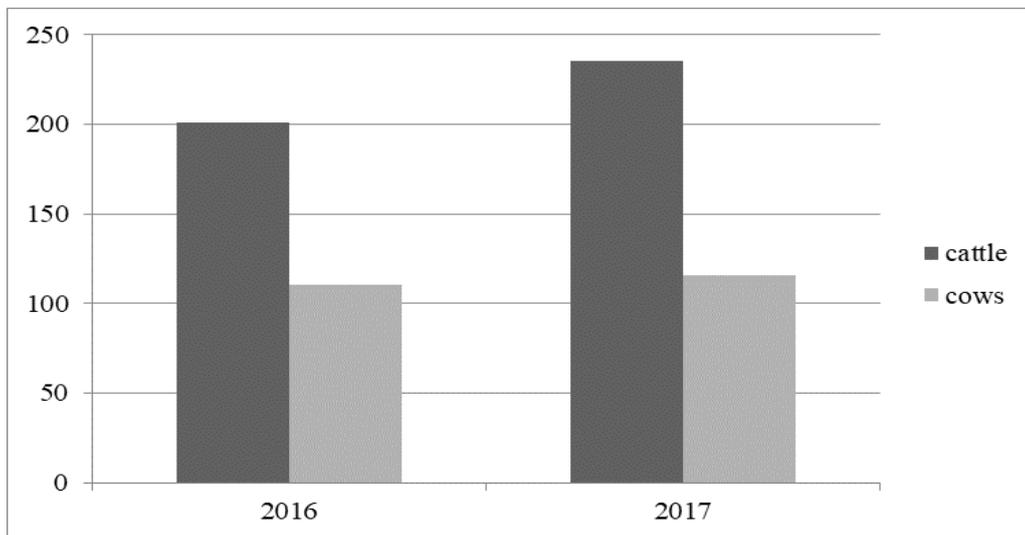


Fig.1 The dynamic of livestock of cattle and cows

(compiled by the author, based on [3])

The market for mixed fodder has changed considerably. Recently many new companies have appeared on the market. Fierce competition in the market has a positive impact. Nowadays price-quality is the main stimulant factor.

The growth of animal feed production will change depending on the growth of domestic animal needs. And their flaw so far will be covered by the import of feed components.

It should be noticed that the prospects of Ukrainian fodder production depends a lot on the state support: effective donation, effective lending rates and risk insurance in livestock.

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## **METHODS OF EFFICIENT PROMOTION OF ONLINE MEDIA**

*Keywords: information, information technologies, electronic magazines, ways of promotion, PR-campaign*

In the age of IT development, news, information and entertainment portals along with ezines or other online media are among the most convenient and effective ways of disseminating information on the Internet, making it widely accessible. Ezines go mainstream primarily because of their mobility: people can access new information from their mobile, tablet or laptop, and they do not have to search for and buy a newspaper or a magazine.

The impetuous development of online media can be explained by several factors:

- the attractiveness of the industry for prospective investors;
- the dissemination of information through the network is much cheaper than on paper, radio or television;
- production and support of ezines is also cheaper in comparison with their offline counterparts;
- the volume of media is not limited by the volume of a newspaper page or the broadcast;
- the Visitors of online media websites are a community-minded audience, which certainly attracts investors and advertisers.

Proceeding from the tendency of popularization of the business area given, a need arises to search for optimal ways to promote the resource, which would bring a greater effect. Among such ways are the following: partnership with most relevant, buying links, accounts management in social networks, native advertising, video

content, mobile applications, etc.

1. Interaction with relevant resources. Such cooperation implies a certain barter: links, mentions, banners, informers, but often there is an exchange of survey and advertising articles with other portals.

2. Buying links. This tool is successfully used when starting a new site. The more links on large sites lead to your site - the bigger audience is attracted. Thus, each edition starts its advertising campaign with the purchase of links in other media, in social networks. Nowadays the search for such a market is not a problem, since there are special exchanges for sale and exchange of links.

3. Accounts in social networks. Expansion of the audience, support for interest in content, increased traffic on the site, less expensive advertising, getting feedback from readers - all this is solved by promoting the online medium in social networks. Focusing on mass popularity, it is meaningful to create accounts, public pages on Twitter, Facebook, Instagram, Tumblr, Telegram. The profiles mainly contain links to the articles of the media with a title, an appropriate illustration and an abstract. However, it is necessary to study the features and the audience of each social network for the development of an appropriate account management strategy.

4. Native advertising. This type of advertising often does not cause the user to feel obtrusiveness and annoyance, which favorably provides the promotion of the portal. The relevant post with a link to the article of the ezine increases the access statistics and expands the audience of the medium.

5. Video and audio content. Recording of podcasts, uploading videos on YouTube, that provides much easier promotion of your material, and other ways of content delivery in such a format significantly expand the audience of the medium.

6. Applications for smartphones. There is no similar trend in the business area given, which can serve to create a unique resource and enhance readability of the material for the user. In the same widget you can put videos, audio files, custom chat, add articles to favorites, to read, that is, do the best to meet the needs of the client.

In the coming years online media market will continue to displace other areas, which makes it highly demanded. However, high level of competitiveness entails the

need for a competent PR-campaign to attract regular readers. To ensure effective promotion of the resource, it is necessary to use the opportunities of buying and selling links on the exchange, accounts management in social networks, along with video format, native advertising, establishing contacts with similar resources, and developing new ways and channels of media influence.

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## **BRAND IS SOURCE OF REVENUE**

*Keywords: brand, brand value, marketing, logo, slogan, competitive market.*

Today marketing, suggests by the world practice, has become a key element of any business. The brand is an integral part of it.

Brand is a complex of names and other signs (logo, slogan, symbol, corporate style, etc.) of the company or its products, forming a unified image that defines their difference from competitors in the perception of potential consumers.

Usually in a competitive market there is a large number of identical products (goods and services) from different companies (manufacturers and suppliers). Intensive study of their characteristics is often impossible and impractical (for example, if you select the cheap consumer goods of daily demand). In such situations, the brand is a "marker", which allows users to quickly choose products from a set of similar alternatives. While consumers often focuses only on their ideas and associations, linked with a particular brand, so you can often come across the assertion that the brand is the "promise" to the consumer about a certain quality or certain consumer characteristics in branded products.

The aim of creating a brand is getting added value that consumers are willing to pay in the form of higher prices buying branded goods compared to similar by consumer characteristics, but with no brand goods.

The brand should be an integral part of any company. It generates user devotion, which in turn creates a sustainable competitive advantage. Brand determines the stability of demand its independence from many market factors, including the general level of prices on the market. We can safely say that the brand insures manufacturer and creates readiness of a buyer pay more. Such favorable circumstances let the company to improve its financial efficiency, improve the planning process.

The constituent elements of the brand include: product design, appearance, thoughtful advertising campaign, promotion and direct contact with the consumer. Through its actions, the manufacturer must create the expectation among consumers, giving them the promise of the brand.

The promise, which the manufacturer gives, releasing a product on the market, is the most important. Everyone who is working in the field of business, must ask a question themselves: "what does my brand promise?". There are different ways, but the most important thing is to determine what exactly your promise constitutes. Manufacturer of products must clearly fit this promise, otherwise there is a conflict.

There are top 10 of the world's most valuable brands in 2017:

1. Apple is an American multinational technology company that designs, develops, and sells consumer electronics, computer software, and online services. Brands value: \$170 bil.

2. Google is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware. Brands value: \$101.8 bil.

3. Microsoft Corporation is an American multinational technology company. It develops, manufactures, licenses, supports and sells computer software, consumer electronics, personal computers, and services. Brands value: \$ 87 bil.

4. Facebook is an American for-profit corporation and an online social media and social networking service. Brands value: \$ 73.5 bil.

5. Coca-Cola, or Coke, is a carbonated soft drink produced by The Coca-Cola Company. Brands value: \$ 56.4 bil.

6. Amazon is an American electronic commerce and cloud computing company. The tech giant is the largest Internet retailer in the world measured by revenue and market capitalization, and second largest after Alibaba Group in terms of total sales. Brands value: \$ 54.1 bil.

7. Disney is an American diversified multinational mass media and entertainment conglomerate. Brands value: \$ 43.9 bil.

8. Toyota Motor Corporation is a Japanese multinational automotive manufacturer. In 2017, Toyota's corporate structure consisted of 364,445 employees worldwide and, as of October 2016, was the fifth-largest company in the world by revenue. Brands value: \$ 41.1 bil.

9. McDonald's is one of the world's largest restaurant chains, serving approximately 69 million customers daily in over 100 countries across approximately 36,900 outlets as of 2016. Brands value: \$ 40.3 bil.

10. Samsung Group is a South Korean multinational conglomerate. It comprises numerous affiliated businesses; most of them united under the Samsung brand. Brands value: \$ 38.2 bil.

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## **PSYCHOLOGICAL FACTORS OF THE CHOICE OF THE SUPPLIER OF ORGANIC SOLVENTS AT THE ENTERPRISE KHIMPROMTEHNOLOGIYA**

*Keywords: psychology, factor, provider, the buyer, making a decision*

By its very nature, purchasing behavior is the decision-making process by which an enterprise determines the need for procurement of goods and services, evaluates various alternatives, selects brands and suppliers. At the same time, "decision-making" is directly related to the collection and processing of information to the extent that the process of establishing and developing the objectives of the procurement and its main parameters is used to make a final choice from a number of existing alternatives.

Many industrial enterprises are developing various models for increasing sales efficiency, attracting enormous resources for sale, detailing each stage, from project identification to service after the sale of CCI. However, even well-edited and planned sales strategies do not yield the desired results because of the fact that industrial marketing specialists do not take into account the peculiarities of consumer behavior of industrial consumers.

Enterprise "Khimpromtekhnologiya" works in the industrial market and its consumers have their own peculiarities in behavior.

The client base consists of individuals and legal entities and organizations of different forms of ownership, which buy solvents for the production of finished goods and services.

Buyers are professionals, they know what they want, put high demands on the quality (chemical composition) of solvents, make decisions on purchase both collectively and individually (depending on the organizational form of the enterprise). The decision to buy at the enterprises is usually taken by such officials as: procurement managers, suppliers, procurement agents.

The most important factors when choosing a supplier of organic solvents is the price (availability of discounts for the volume of the order), payment terms (installment, loan), delivery terms (franc station buyer), reliability and timeliness of deliveries and the accompanying documentation.

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## **OPPORTUNITIES TRADEMARK FOR PPE MARKET**

*Keywords: trademark, PPE market*

With increasing importance of occupational health and safety across the world, employers of diverse businesses and people lay huge emphasis on ensuring the safety of employees in workplaces, by providing appropriate Personal Protective Equipment (PPE). PPE comprises various types of safety equipment that protect workers from health hazards at workplaces.

The growth of the PPE market relies heavily on employment growth, which is dependent on activities in industries such as manufacturing, mining, construction and utilities.

Due to the high risks associated, workers are at high risks of injuries and accidents. In the event of an accident, costs associated with litigation and employee compensation costs are especially high. Thus, complying with safety regulations and issuing the appropriate PPE to the employees is considered a wise investment, resulting in high usage of PPE.

Protective gloves are occupy relatively smaller part PPE market and offer good scope for growth. Lower end-user compliance hinders market growth in the short term, but offers untapped market potential.

An important element in the development of the company and sales is the increase in brand recognition, especially for the PPE market. The marketing department develops a brand development strategy with the help of various tools, for example: design and production of souvenirs, updating of trade equipment, short-term marketing promotions, participation in exhibitions and conferences, updating and expanding the layout of the goods.

Also an important aspect in maintaining a trademark is product knowledge, consumer awareness. Awareness is the ability of a consumer to identify and recognize a product among a variety of other brands, by characteristic attributes. Remembering a product is the ability of a consumer to recall a product, at a time when such a need arises.

As a conclusion, it is necessary to develop a trademark promotion strategy in the market and it is necessary to choose the type of awareness that is preferred for the product.

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## **MARKETING STRATEGY AS A CONSTITUENT OF STRATEGIC CONTEXT THE ENTERPRISE**

*Keywords: strategic context, functional strategies, anti-crisis marketing*

In the market conditions of management, the introduction into the practical management of strategic management enterprises, the main stage of which is the formation of the strategic context of the enterprise, becomes of particular importance.

A strategic context (strategic set) is the system of strategies of anything as, that developed for every hierarchical level of management taking into account the specific of functioning and development of enterprise and terms of environment. He envisages development of next strategies [1]:

- corporate strategy - the strategy of the enterprise as a whole, covering all spheres of its activity;
- business strategy - defines features of each separate activity (separate business);

- functional strategies - are developed for each functional line of enterprises (functional areas of activity);

- operational strategy - is formed for separate structural production units.

Taking into account the strengthening of competitive pressure, as well as the development of globalization processes, the importance of the formation of functional strategies that determine priorities in certain types of management activities (functions), such as: investment, finance, marketing, human resources management, etc., is increasing.

Marketing strategy is the most important functional strategy of the enterprise, because it provides justification of the market orientation of the enterprise. The formation of a marketing strategy is influenced by a combination of external and internal factors, the main of which are: top-level strategies (corporate and business), market capacity and level of competition; the current position of the company in the market and the prospects for its strengthening; perception by the consumers of the enterprise's products; its resource constraints.

The main objectives of the marketing strategy are: growth of sales volumes in traditional and new markets; expansion of the client base; increasing the competitiveness of the enterprise, including its image component. Thus, the marketing strategy has two main landmarks - the market and product [2]. Depending on the aggregate state of these factors, an enterprise may choose one of these strategies.

The strategy of active marketing involves setting high prices for goods, significant costs for marketing and conducting a large advertising company. Such a strategy is possible in the presence of significant competitive advantages in products of the enterprise and the willingness of consumers to pay for these advantages.

Strategy of wide penetration to the market is characterized by subzero prices on products at high marketing charges. Exactly this strategy provides to the most rapid просушения commodity to the market and delight of his part due to competition prices. The basic condition of the use of such strategy is a large capacity of market, additionalss: not sufficient awareness of customers about products and high level of

competition.

A counterbalance to this strategy is strategy of selective penetration to the market, for that characteristic high prices on commodities and subzero prices on marketing. Using of this strategy is appropriately in the limited capacity of market, sufficient awareness of customers in relation to products and insignificant competition in this segment.

Another marketing strategy is the passive marketing strategy, which involves setting low prices for products at low costs for its promotion. Such a strategy can be used for well-known products with a large market capacity. She is based on the assumption that demand is more dependent on price elasticity than on marketing efforts. That is, low prices help to increase sales volumes.

Each marketing strategy should include four components:

- product-commodity that defines the characteristics of goods and services in terms of meeting the needs of consumers;
- distribution, which characterizes the channels and methods of selling products;
- promotion, which determines the ways of informing about the product and its features;
- the price, which determines the price policy of the enterprise.

Of particular importance is the formation of a marketing strategy in crisis situations, because in a large number of cases, it is marketing activities that can contribute to increased demand for products and the withdrawal of enterprises from the crisis. Under such conditions, the orientation and subsequent strategies can be made.

Strategy of survival – exceptionally protective strategy that is used in the conditions of deep crisis of economic activity of enterprise, when it is on verge of bankruptcy.

Stabilization strategy – used in the conditions of rapid or unexpected fall of the company's basic indicators, or under conditions when its development is volatile.

Strategy of low production costs is based on flexible pricing policies and is usually carried out by foreclosing competitors from the market at the expense of relatively low prices.

Strategy of differentiation consists in creation of new commodities and services or modification of existing, that satisfy the educed potential possibilities [3].

In crisis conditions it is expedient to develop anti-crisis marketing plans, which must meet the following requirements: specificity, the existence of clear goals, actions and measures; realism and reasonableness; clearness for each member of the team; presence of motives at the performers; clear responsibility of employees for realization of concrete measures and achievement of the set goals; the existence of a system of indicators for assessing the implementation of the components of the anti-crisis marketing plan and monitoring the effectiveness of the implementation of the planned activities.

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## WHAT IS SMM?

*Keywords: social media marketing, internet, social networks, websites, business*

The popularity of social networks nowadays is increasing every day! So the

most powerful influence of the company on their customers can be done by SMM! Social media marketing (SMM) is a form of Internet marketing that takes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. People want to share and exchange their experience and knowledge online, which marketers see as an outstanding opportunity to build relationships with their consumers and to increase awareness about their businesses to the larger scale. SMM became more common with the increased popularity of websites such as Twitter, Facebook, Pinterest, Instagram and YouTube. The last two are the most popular among young people of Ukraine.

In case you've entered recently to social media promoting, you may accept that a few blog entries every day, regular casual updates, and a decent number of "likes" are going to miraculously develop your business. No, you are in wrong notion. As the fact of the matter: this stuff takes genuine preparation and commitment. Genuine social media advertisers realize that with a specific end goal to bridle the force of online networking you have to make a planned blend of: paying attention to your group of followers, sharing your important message, authorizing others to share your important message.

Social media marketing can give huge benefits to business, that result as low cost, interaction, personalization, and endless communication with followers. With the ascent of social marketing, the opportunity to unite with potential clients amid the research stage got much effortless with social media following and online networking alliance strategies. It is quick and simple. For example, Facebook advertising tools give the opportunity for businesses to find potential customers through the information Facebook knows about us. There are our location, interests, marital status and even the brand of phone we use.

To sum up, the most important in SMM is that it helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. Social media is constantly growing and in turn social media marketing will continue to grow and revolutionize. Social media, if used correctly,

can create the tools necessary for a company or business to have a competitive advantage and create stronger brand equity.

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### **CRITERIA FOR SEGMENTATION IN INDUSTRIAL MARKETS**

*Keywords: industrial markets, criteria for segmentation, market segment*

The company Composite-Service is engaged in the production of varnish-and-paint products. The usage of high-tech beaded mills allows our company to fulfill any orders in deadlines.

In order to strengthen its market position, the management of the Composite-Service decided to move to the strategy of segmented marketing, which involves a concentration of efforts on the most attractive market segments and developing a marketing complex for each of them.

The analysis showed that consumers of paint and varnish products in the industrial market can be divided into those with income above the average and below the average.

The researches have shown that consumers with an income above the average prefer imported products (higher-quality and more expensive), and those with the

income lower than average, prefer domestic (medium quality and lower prices). The key criteria in the market, from the point of view of buyers, are price and quality.

According to these criteria, consumers of domestic paint and varnish products can be divided into those who are primarily interested in the affordable price, and those who prefer domestic products with a high quality index.

Situation factors include the size of purchases, which does not determine the difference between individual segments and also the application of the goods which, in this case, determines the segmentation criterion for the consumer who buy products for resale, are guided by the availability of a wide range, low price and further opportunities for its reduction.

Conclusions. In the course of the subsequent analysis, the company selected two segments: (1) trade intermediaries, who prefer domestic varnish-and-paint products in a wide range at a low price and the opportunity to get maximum discounts for bulk purchases; (2) enterprises that work with domestic paint and varnish products and are interested in the optimal ratio between the price and the quality.

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## **A MARKETING APPROACH TO HUMAN RESOURCES**

*Keywords: marketing, human resources, employees, strategies*

In many aspects, leaders in human resources are responsible for managing a complex product comprising culture, environment, and reward elements — each element having different cost/value drivers, communication channel needs, process and delivery components, varying preferences across segments, and even shelf life. To guide the strategic development of the employee value proposition, many in HR are now starting to embrace the same sort of tools used for decades by marketing.

### *1. Applying the Marketing Model to HR.*

Like marketers, organizations seek to attract and retain customers — employee customers — often in an extremely competitive environment. Talent can enable or constrain competitive success, and as the war for talent intensifies, whether from changing demographics or critical-talent shortages, more importance will be placed on acquiring and retaining critical people.

### *2. Listening to Your Employees.*

Marketing specialists know how important it is to continuously collect consumer feedback in the form of market research. Insights from market research help business leaders shape product and communication strategies by instilling fact-based, decision making processes instead of relying solely on intuition. Many organizations conduct biennial employee surveys that provide feedback on employee engagement, satisfaction, and attitude and can identify the key drivers behind each of these metrics. However, many of these studies are ill-suited to help guide decision making on how to allocate limited total reward dollars to address the needs of both the employee and the organization.

### *3. Identifying Value Misalignments.*

There are two root causes for these value misalignments. The first is that the employer too often relies on industry data when selecting a particular reward for inclusion in the employer's benefits offering without clearly understanding what its own employees want out of their total rewards package. The second cause for value misalignments is a bit more complex. It could arise from a lack of awareness, a lack of understanding, or both. With the complexity and wide range of benefit choices today, it is hardly surprising that employees fail to understand exactly what their employers are offering in their benefit packages. At annual enrollment time, employees are faced with the task of making complex benefit choices from the various savings and retirement vehicles, consumer-directed health care options, and complicated copays and deductibles – choices they may not fully understand. While consumers generally value choices, in the world of employee benefit plans, we see employees who are overwhelmed and under-informed. The result is often a

suboptimal choice, benefiting neither employee nor employer. It is important, then, that the company survey or focus group approach be constructed to yield specific data that identifies both the misalignment and the level of understanding of various benefit components so that the underlying cause of misalignment can be addressed. In many instances, the value misalignment caused by a lack of understanding can be effectively corrected with a communication strategy.

#### *4. Achieving Continuous Improvement.*

When companies apply Lean and Six Sigma disciplines to the processes, systems, and activities that produce its products and services, speed, efficiency, and quality often are the results. Continuous improvement is not just a goal, but an ongoing process that is part of the very fabric of the enterprise, and it should apply to the HR department as well.

Additionally, it is difficult to measure the satisfaction and preferences for new-to-the-world features that might come in two distinct forms: either as an extension of an existing benefit or the introduction of an entirely new benefit.

Finally, it is important to seek feedback on a regular basis. Many companies seem reluctant to do so, and this reluctance stems from experience with surveys that were long, complicated, and expensive to administer. However, by using some of today's new technology, valuable feedback can be obtained that requires only a few minutes of the employee's time and can yield actionable insights without asking dozens of questions. Perhaps most important, the employee must have a sense that the questions are "really about me."

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## **THE PROBLEM OF MULTICHANNEL ATTRIBUTION**

*Keywords: digital marketing, attribution, multichannel attribution*

The flow of clients is the basis of successful business. Marketing specialists could use different marketing channels to increase this flow of clients. Every such marketing channel has its own price – either direct costs of advertisements or indirect executional costs, time of manager etc. That is why it is important to maintain a balance between costs of clients acquisition and number of new clients, to have profitable business and meet a basic rule of  $CPA < LTV$ .

In case with one marketing channel this task is easy – it is possible to calculate costs of this channel and all clients could be attributed to this channel as there are no other channels. This way, it is possible to clearly understand CPA of this channel and make executive decisions based on this knowledge.

But with 2 or more marketing channels the attribution of clients could be a very complex problem. For example, if a person has seen an advertisement from marketing channel 1, visited the website or store of the company but did not purchased good or services, he did not became a client. Then on next day he has seen an advertisement from marketing channel 2, also visited the store without purchase, and after the advertisement from marketing channel 3, he did the purchase and became a client. (see Pic. 1). In this case it is hard to say clearly, which one of the marketing channels responsible for this conversion.



Fig. 1. The user flow of a client that involves advertisements from 3 marketing channels

Because technically, despite the influence of all 3 marketing channels, there is

only 1 new client and it is hard to say clearly to which channel it should be attributed. The commonly used approach “last interaction attribution” would count this conversion towards the last marketing channel 3. But this way it would neglect the possible positive effect of marketing channels 1 and 2 on the conversion. And if they were crucial for the conversion, this way of attribution could lead to mistakes in marketing decisions: devaluated 1 and 2 marketing channels that could lead to lower # of new clients.

To solve this problem, other attribution models were created: “first interaction attribution” that counts conversion towards the first marketing channel user interacted with, “last non-direct click”, “last AdWords click”, “linear”, “time decay”, “position based”, etc. But all of them are just different ways to make multi-channel attribution compared to “last interaction”, and have no data driven or science driven approach behind them.

That is why, despite the common awareness of this problem, it remains unsolved and should get a deeper examination and research to obtain a data-based approach to multi-channel attribution, that will not devalue important marketing channel and will not lead to wrong conclusions and marketing decisions.

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## **DIAGNOSTICS OF BEHAVIOR OF EDUCATIONAL CONSUMERS**

*Keywords: market of educational services, consumers, behavior, diagnostics*

In today's conditions, the Ukrainian market of educational services is experiencing hard time, due to the sharp increase in competition not only among domestic universities, but also foreign ones. It's because of protracted social and economic crisis, the introduction of a visa-free regime and other reasons.

Modern young people understand that they should have a solid professional knowledge of the high level of the world standards, creative thinking, general erudition, ability to work effectively in a computer-information environment, to be freely oriented in complex data streams from different sources; generate the information of the strategic plan, improve their own competencies and their previously acquired knowledge, skills and abilities for a successful career

In the current situation of the Ukrainian market of educational services, it is quite actual for any university to evaluate what type of consumer behavior dominates on a definite segment of the relevant direction of this market and correct it by stimulating demand, advertising, etc.

Certainly, the consumer of educational services expects to minimize the risk and maximize the benefits of providing them. The main factor that makes consumer behavior in deciding to receive these services is the degree of personal interest, which reflects motivation in the form of a stable sense of personal attitude to the service in a defined context and can range from low to high. The interest is activated and felt when the characteristics essential for a person (demand, price, quality, the "I") are compared with the corresponding marketing incentive within the given situation [1].

Existing today's methodological diagnostics of the consumers' behavior do not take into account the divergent influence degree of various factors on consumer behavior, the possibility of varying the degree of importance of the same factor in different segments [2,3] or ignoring the influence of most factors acting on it.

In view of this, an integrated methodology based on the use of a consumer marketing scheme [4] and the hierarchy analysis method [5] was developed to analyze the attitude of young people towards educational services and the degree of influence of marketing activities that the university can use.

Such a diagnostics of consumers' behavior of educational services will allow to choose the most favorable segments of the market; assess current and potential market activity; determine internal and external impulses, actions of consumers; more accurately predict their future behavior; timely respond to its change, thus providing a high degree of loyalty to this university.

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#### **THE CURRENT SEGMENTATION OF THE «BULOCHNIK»**

*Keywords: segment, segmentation, capacity of segments, factors for segmentation*

Each store is distinguished not only by location, but also by the culture of consumption of goods and characteristics of consumers, for which the assortment and structure of the store is formed, therefore segmentation of each store is an actual process.

For segmenting the market, the grouping method was chosen according to the following criteria:

The geographic factor was chosen to limit the number of consumers, since the mini bakery has a format and assortment that meets all the criteria for fast food.

The demographic factor is the income of consumers (Table 1). Based on secondary data, consumers are particularly sensitive to the price of bakery products. A low income (up to 3500 UAH) and an average income (from 3,500 to 7,000 UAH) were chosen, since high-income consumers in most cases have their own transport and prefer to reach the nearest shop to Gonchar, where the assortment for high-income consumers is more preferred.

Behavioral factor - the buying motive is also an important factor that helps us to identify potential buyers.

Table 1

Factors of «Bulochnik»'s consumers segmentation

Radius < 100 m from the store 7000 persons					
Students and teachers PGABA 5200 persons		Office workers 600 persons		People who live nearby 1200 persons	
Snack 80%		Snack 70%		Snack 5%	
For household 5%		For household 25%		For household 85%	
For use in the territory of this shop 15%		For use in the territory of this shop 5%		For use in the territory of this shop 10%	
Low income (under 3500 UAH)	Middle income (3500- 5500 UAH)	Low income (under 3500 UAH)	Middle income (3500- 5500 UAH)	Low income (under 3500 UAH)	Middle income (3500 -5500 UAH)

The following target segments were identified:

Segment A: students with low and middle income who visit this outlet for the purpose of satisfying hunger, snack, and they have developed a culture of drinking hot drinks.

The capacity of the segment is  $4160 * 23 = 95680$  UAH.

Segment B: office workers of nearby low- and middle-income offices who visit this outlet for purchasing bakery / confectionery products, hot drinks "to go", for the purpose of snacking products in the office - for themselves, or also for other employees office.

The capacity of the segment is  $420 * 23 = 9660$  UAH.

Segment B: residents of a nearby area who visit this outlet primarily after work, in order to purchase bakery and confectionery products for their own household for personal consumption, or for members of the household.

The capacity of the market is  $1020 * 23 = 23460$  UAH.

The most attractive segment is the students who visit this shop for hunger satisfaction, who have developed a culture of consuming hot drinks, and which are limited in time and will take the product "to go".

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## **ANALISYS OF THE INTERNAL ENVIRONMENT OF THE STATE ENTERPRISE "PIVDENUKRGEOLOGIA"**

*Keywords: IFAS analysis*

State enterprise «Pivdenukrgeologia» as a separate organizational structure of the system State service of geology and mineral resources of Ukraine. performs a set of geological exploration works on the territory of Dnepropetrovsk Zaporozhye, Kharkov, Sumy, Poltava and Donetsk regions to ensure the development of the mineral and raw materials base of Ukraine.

Structural analysis of the company's production is shown in the figure.

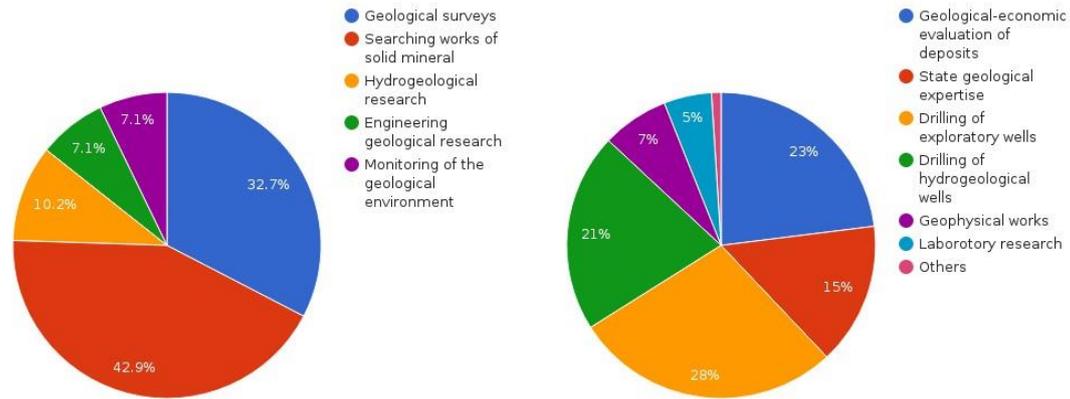


Fig. 1. Structural analysis of products (a - by state order, b - by private customers)

As can be seen from the analysis, the bulk of production under state order is geological surveys and searching works of solid minerals, which together make up 75,6%. Other goods together make 24,4%.

The main volume of products at the expense of private customers accounts for geological and economic appraisal of deposits, state geological examination, drilling of exploratory wells and drilling of wells to water, which together make up 87,0% and are the priority products of the enterprise. Other products together account for 13,0% of total output.

From the analysis of the internal environment it has been established that the strong sides of the company are availability of allocations from the state budget, close location to the main consumer, a monopoly on the provision of certain types of services, a reserve of the production base, a well-known brand and impeccable reputation in the market of exploration services, experienced staff, the availability of modern GIS Technology and Certificate of Conformity to International Standards ISO 9001: 2000.

Weaknesses of the company are the presence of unprofitable activities (well drilling), incomplete loading of production facilities, high cost of the energy component in the prime costs of services and the lack of marketing structures.

Table 1

Strengths and weaknesses of the State enterprise "Pivdenukrgeologia" according  
to the results of the IFAS analysis

№ №	Factors	Part	Score	Weighted score
<i>Strengths of the enterprise</i>				
1	Availability of allocations from the state budget	0,05	5	0,25
2	A well-known brand and good reputation in the market geological exploration services	0,02	4	0,08
3	Monopoly on the provision of certain types of services	0,05	5	0,25
4	Close location to the main consumer (location in Dnipro-Donetsk industrial region)	0,1	5	0,5
5	Large assortment of geological exploration services	0,02	4	0,08
6	Reserve of production base	0,2	5	1,0
7	Presence of modern GIS-technologies of the production process	0,02	4	0,08
8	Certificate of conformity to international standards ISO 9001: 2000	0,02	5	0,1
9	Staff with experience	0,02	5	0,1
<i>Weaknesses of the enterprise</i>				
1	Unstable financial situation due to dependence on allocations from the state budget	0,1	-5	-0,5
2	Incomplete capacity of production	0,05	-4	-0,2
3	The presence of unprofitable activities	0,15	-5	-0,75
4	High cost of energy component in the prime cost of services	0,15	-4	-0,60
5	Lack of marketing structures and divisions	0,05	-3	-0,15
	<b>Total:</b>	<b>1,0</b>	<b>-</b>	<b>0,24</b>
<b>Conclusion:</b> The total weighted score is 0,24 and the company indicates that the degree of reaction on factors internal environment is average.				

Assessment of the strengths and weaknesses of the IFAS-analysis of the results showed that the degree of reaction of the State Enterprise "Pivdenukrgeologiya" on the internal environment factors is the average due to strengths.

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## FEATURES OF BEAUTY SALON MARKETING

*Keywords: salon business, CRM*

There are the features of salon marketing which are objectively conditioned by the structure of the business and the markets where they are necessary to be taken into consideration, when launching a salon business.

Some of the features of the salon business and its markets are given below.

- 1) The market is very young, it does not have established common technologies for staff recruitment, procurement of special cosmetics drugs yet.
- 2) Rudimentary level of management and marketing technologies.
- 3) There is no serious competition on the market yet. For example, while salons compete not for the consumer, but for employees.
- 4) There are no large professional associations and or corporate standards.
- 5) The threshold of entry into the business is extremely low. Nevertheless, the industry quickly says goodbye to childhood, and business becomes interesting for serious investors.

The main marketing issues are the same in any market. The first question usually asked is: How much money is in the market?

The owner of a beauty salon is primarily interested in the market to which it can reach. The problem is defining the boundaries of the market. The market is always a certain territory: minutes of walking, driving etc.

This is to the question of whether there are many beauty salons in the market. In my opinion, the market is now filled much less than a half.

The percentage of consumers of beauty salons today is phenomenally small - from 2% to 15% (according to various estimates) from the possible number of consumers. If the value of this parameter rises to at least 30%, then the market capacity will grow 2-15 times. So far, no one has done correct market assessments.

The second question: What needs to be done to earn some money, and what is the effectiveness of marketing "body movements?"

To answer this question, one must understand the business model and the structure of the related markets. The first step is income and expenses. Revenues from individual zones and jobs; expenses for the implementation of the main business processes - maintenance, attraction, customer retention, business development etc.

Not so long ago, owners of salon businesses began to ask the other question: How long will this continue and what should I do next? When money from this business should be taken out and where to invest them? When it is necessary to sell one equipment, and buy another, some people are fired, and the others are hired.

Assortment set of beauty salon is formed as a combination of services, goods and utilities, corresponding to the practice of consumption developed in the market and in individual consumer groups. It primarily determines the growth, stable level or outflow of the clientele. Beauty salon receives money from customers, so attracting and retaining customers is vital. Business technology building relationships with consumers (CRM) determines the ways to plan, attract and retain regular customers.

How to distinguish a satisfied customer from an unsatisfied one, how to get a large number of top-satisfied customers? The answers to these questions help to organize income streams and reduce costs.

As this research shows, the main business processes in the beauty salon are not the organization of a hairdresser's zone, not the work of an administrator, not the work of a warehouse or the purchase of drugs. The main business processes of the beauty salon are attracting and retaining clients. Anything that can help is worth the cost and money, everything else in itself does not make sense.

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## **HIDDEN ADVERTISING**

*Keywords: advertising, hidden advertising*

Any person in his life everyday encounters such concept as "advertising". Any person in his life every day encounters such a thing as "advertising". Nowadays it can

be found everywhere, but did you notice advertising, for example, in films or videos that we all are watching?

Hidden advertising - is originally advertising, which isn't shown simply in the breaks between the films, and it introduce to us in a subconscious manner. For example, in many films we can see how the main character wears Nike sneakers, and this is a direct example of the hidden advertising.

As a platform, hidden advertising can be used: cinema, TV and radio broadcasts, newspapers and magazines, the Internet, computer games, cartoons, literature, poetry, songs and music videos, and the last comics, etc.

For us, as for the average viewer, advertising in this format, you can use in all products that have a plot. There is such a thing as channels of dissemination of hidden advertising. There are only three of them: visual, spoken, practical use.

In the film, some products or brands are used by actors, others are said to be in excellent degrees, others are simply represented by logos.

The reason for this type of advertising is very simple. The fact is that the obsession is already fed up, therefore, the demand for its implementation has fallen. Here in \* the game \* hidden advertising comes in, because the main character of your favorite movie uses the same brand as you. You are happy with it and do not hesitate to buy more and more of this product. It may not be useful to you, but it's so great if you look like your \*idol\*.

The history of creating this type of advertising is quite interesting. No one would have thought that it was because of the lack of money for the scenery that it would be possible to see this method of manipulation on the screens of our TV sets. The idea was that when the next film was launched, there was not enough money for the requisites, and film producers turned to well-known brands that they would present their goods for a while. Roughly speaking, this type of advertising \* was rented \*.

The main rule is the spread of hidden advertising in various media spheres: "less is better", therefore, it's hard to meet several variants of hidden advertising on one frame of the film.

In conclusion, we would like to say that knowing mass mind control

mechanisms via of this seemingly harmless manipulation technology, we can find a way to convince the consumer. The main thing is to create a fashion for any product, and then the law of imitation, the effect of joining, the technique of prestige, etc. will work.

Exploiting the consumer's emotions, promising him happiness and joy from possessing goods, is not always beneficial to health, with the help of unconscious influence, not only weapons of command, but also weapons of mass destruction are created.

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## **THE TREND OF THE HAIRDRESSING SERVICE MARKET**

*Keywords: marketing, hairdressing services, trends, level of service*

The development of the market of hairdressing services in Ukraine for the last twenty five years has undergone significant changes. So, in the Soviet times in the market of hairdressing services there was a clear division of hairdressers into two unequal categories [1]. The first was the hairdressing salon of the low price segment. For this category of hairdressers was characterized a low level of service. The second category was elite salons with a high level of service and. They were available to small part of population because of their high price.

Recently, well-established trend of the client`s stereotypes regarding hairdressing has changed. Now the client can not only receive high-quality service, but also pay for it a reasonable price. This led to the emergence of middle-class hairdressers, which at that time were a free niche for entrepreneurs. Many people have realized that middle-class saloons sometimes bring even more stable income than elite ones. According to experts, the future of the Ukrainian hairdressing salon is

for small (no more than 75-100 sq. m.) salon with quite reasonable (haircuts from 50 UAH.) prices [2].

At present, in the Dnipro region, in the city of Kamyan'sk, hairdressing services provided by small hairdressers are the most in demand. Their number is approximately 65% of the total number of hairdressing salons. This is due to the fact that the incomes of the city of Kamyan'sk in the Dnipro oblast are much lower than the incomes of the population of other regions. Therefore, the demand for expensive hairdressing services is very small. But at the same time, there is a tendency that soon consumers will give a higher priority to high-quality services, regardless of their value. Therefore, the demand for services of middle-class hairdressers will increase. The modern market of hairdressing services is very dynamic, and it is constantly influenced by various factors, such as fashion, art, social norms. Currently, the market of hairdressing services of the city of Kamyan'sk is represented practically in different price categories.

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## **ANALYSIS OF TENDENCIES OF THE UKRAINIAN CAR SERVICE MARKET**

*Keywords: the ukrainian car service market*

Today, Ukraine's economic environment is quite complex in terms of its pace of development and trends of fluctuations. The rapid development of industry in 2009-

2013 was replaced by a sharp fall. The enterprises of the main industries are forced to adapt to the change in the external environment. This, in turn, is influenced by the activities of the related enterprises of the related industries.

A vivid example of such dependence is the car service market. The development of the car service market on the territory of Ukraine began with producing automobiles in the country that dates back to the 70's of the twentieth century [1]. Since then tempo of the development of the market of car exceeds the paces of automobile industry development in Europe and other developed countries. One of the most important factors of such high tempo is the availability of a large fleet of outdated cars that need to be repaired. The great achievements of well-known automakers and the after-market experience of the world allow us to carry out repair work at a high level.

Analyzing the Ukrainian market, it is possible to separate car-care centers into two categories: Authorized (Official) and Independent Car-care Centers. Authorized car-care centers belong to auto dealers who meet the needs of their customers, especially those who have just purchased a new car. Based on the age structure of cars, such stations mostly carry out not very complicated work, for example, a planned technical inspection and complex repair of car nodes and/or minor technical problems elimination. As statistics show that cars under 5 years of age are rarely broken. The main part of providing this service are the cars of average age under 3 years. This can be explained by the fact that the guarantee for a new car lasts for 3 years, and to support this guarantee it is necessary for a car-owners to undergo service maintainance during this period only in the authorized services, which is a strict requirement of the dealer. After the end of the guarantee term the owner of the car goes to the service in an independent car service.

During the research of the car service market, the main reasons for switching a client from an authorized center to independent car service centers were discovered. The reasons for this are:

- Service costs are significantly lower than those required by the dealer (there is an assortment of replacement parts of the substitutes, while the original one should

only place original spare parts that are significantly more expensive, but this does not mean more qualitative);

- The approach to repairing independent car-care centers is more practical and less cost-demanded (authorized services in most cases replace all non-working car node while independent stations repair this unit without replacement);

- rapid development of used spare parts market;

- dealer networks are not developed in all cities, geographically attached to car dealerships;

According to Volkswagen [2], during the first year of operation the services of the brand service are used by 84% of sold cars, at the age of 2-3 years - 62% of cars, at the age of 4-5 - 38% of cars, then these percentages are reduced. Depending on the age of these cars, their share of maintenance and their repair variables increase with the increase in their age, and as a result, their maintenance in the independent repair car-service centres increases on the contrary with the car share in the authorized (corporate) decreases.

Thus, we can conclude that in Ukraine more than 80% of owners use the services of an independent car service and (notwithstanding the low solvency of car owners), only 20% of cars can be attributed to the segment of authorized car service. Consequently, car-care centers have a direct dependence on the development of a fleet of cars in the country, its age structure and effective demand, the car-care center feels the influence of a number of factors such as:

- low level of economic development and growth of the population;

- development of car dealership capacity and lack of interest in the development of their own car-care centers;

- illegal import of not-environment friendly old cars;

Under such conditions, the car service centres as a kind of service has many problems, the deep analysis of which can help to find the ways for their further development.

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## **ANALYSIS OF THE MARKET OF CEREAL BARS**

*Keywords: the market of cereal bars*

Close to 25% of the population of Ukraine eat snacks every day. Consumption growth potential is not less than 300-400% in the next 5-6 years. Another thing is that the structure of the market is significantly different from the European one. A decent niche among different snacks is occupied by healthy snacks (dried fruits, cereal bars, fruit chips) in Western countries.

World market of healthy food products is growing steadily especially in Western countries. According to experts of company Euromonitor International segment of health and wellness products became the fastest growing in the global food and beverage market last year. The volume of this market has increased by 6,8% (to 36 billion dol).

Demand for fruit-based snacks (like nutritional bars on a natural basis) is the most dynamic among snacks according to a research company in the field of food Innova Market Insights. Share of this category has more than doubled from 2012 to 2017.

According to Euromonitor International retail sales of snack bars in the world led to 13 billion dollars in 2016.

Snack bars includes cereal bars, fruit bars, energy bars and others. More than half of the worldwide sales of snack bars is cereal bars.

Total cereal bars consumption in Ukraine remains low, but the market has growth prospects. Average per capita expenditure in Ukraine per one bar below the index of the European markets to date. This can be seen in fig. 1, but solid growth is

registered. According to experts' Euromonitor International forecasts market of cereal bars would increase 2,5 times by 2022.

Two factors that determine the potential for market development are the growing demand for food products in the snack format from residents of cities and the fashion for healthy eating or a healthy snack.

The main sales channel for cereal bars is modern retail food networks. Also cereal bars can be bought in traditional grocery stores, pharmacies, through vending machines and online.

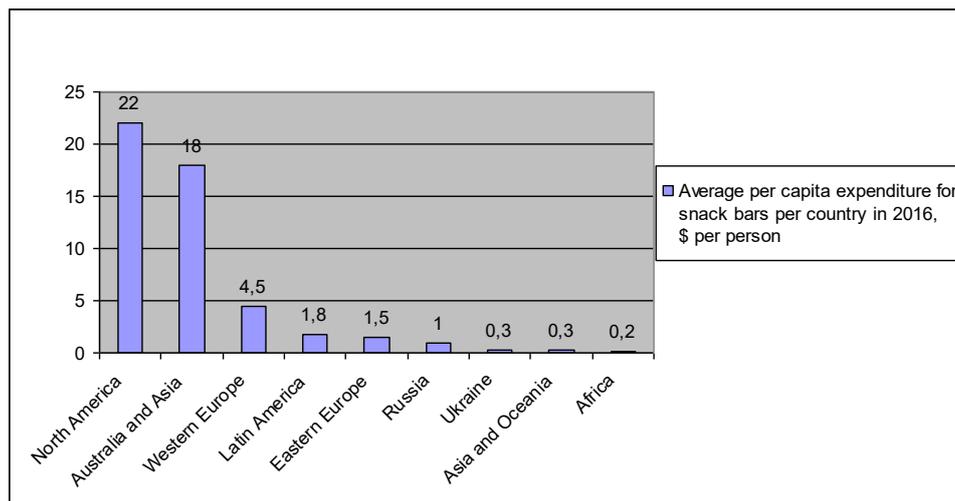


Fig. 1 Average per capita expenditure for snack bars per country in 2016

According to the research of the marketing agency Defense 90% of respondents (sample size was 600 person) are interested in healthy food products. 60 % of those surveyed can regularly buy useful products. During the survey, there was no brand identified that would be associated with healthy snacks in the imagination of consumers. This niche is free for entering the market strong market participant.

Insufficient market saturation and growing interest of buyers in snacks are basic conditions of growth of sales of cereal bars.

Cereal bars have the opportunity to attract new consumers, ready to try something different from the traditionally popular snacks (cookies, chocolate bars).

The market of cereal bars is geographically specific to big cities.

This is due to greater purchasing power and lifestyles of the population of this cities.

## **CLASSIFICATIONS AND NATURE OF GOODS**

*Keywords: commodity, commodity policy, export goods, assortment, market.*

Goods are physical objects, services, places, organizations, ideas, labor power or anything that is intended for exchange. However, before it is included in the exchange process, it should arouse the interest of the potential buyer, in other words it has to be able to meet specific needs.

In marketing, the product is a complex of important properties for the consumer (price and quality compliance, necessary dimensions, functional, aesthetic, social characteristics, prestige, packaging and many other things) that can satisfy his need, in connection with which he is ready to acquire it by a certain price and in the right amount.

*There are several ways of classifying goods.*

1. Exporting product – is the product which meets the requirements of the market segment of the country (group of countries), where its sale is planned: market novelties (pioneer goods); Mass products (of current interest).

2. On purpose: the goods of individual (personal, broad) consumption.

In its turn, the goods are divided into:

- short-term goods;
- long-term goods;
- services: some actions that bring advantages or results to the person;
- goods of exclusive assortment: these are goods that may appear in the market, and in case if there is lack of such products, consumer does not receive any similar;
- goods of daily demand;

- the goods of the preceding: before buying the goods, the consumer compares it with the available analogs by various indicators;

- goods of special demand: goods with certain characteristics, by acquiring them consumer spends quite an effort;

- goods of passive demand: goods about which consumer knows or vice versa, but do not think about buying them;

- production goods (for intermediate use);

- materials and components: raw materials, semi-finished products, parts;

- capital property: equipment, facilities;

- auxiliary goods and services: business services, auxiliary materials.

### 3. Services:

- household: meal, housing, service, recreation;

- business: technical, intellectual, financial;

- social: education, health, safety;

- production: exploitation, amortization.

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## **BENCHMARKING IN THE ACTIVITIES OF AGRICULTURAL ENTERPRISES**

*Keywords: benchmark, enterprise, business, development, market*

Having analyzed 2016, it should be noted that it is the worst year for domestic manufacturers of milk for the last 20 years. A number of factors to which it is worth referring first of all world crisis of sales market of milk, loss of the special mode of the taxation, one of the key mechanisms' support of the agricultural producer, well, and usually, the ban of sale in occupied territories of our state and in the territory of

the Russian Federation became the reason for this purpose. At the moment production of milk in our state remains non-profitable: according to the conducted researches and the leading experts of FAO received by results, the index of conditional profitability's production of milk has fallen in our state to a mark which is 11% lower than indicators of sales market of dairy products last year. However, despite of low appeal of development of this market, in this situation there are also positive sides: participants of the market are obliged to look for ways to increase the profit.

In 2016 Greg Bilbri, one of the leading analysts of the AgriStats Inc company during the Meat Business of Ukraine conference have noticed that: "We don't worry search of ways to increase profitability when the marginality of business is rather high, we can "afford" some inefficiency. However, when profit minimum or is worse - we begin to lose money, - it is a high time to invest in search of ways to increase efficiency of business".

For finding of the hidden reserves subjects of this business need to use a benchmark, that is the comparative analysis of all indicators of the enterprises of this branch among themselves. For implementation of a benchmarking the enterprise every month has to collect financial and production data in electronic form. Internal auditors of the enterprise have to obtain this information and prepare results for comparison and carrying out the monthly analysis and check.

The benchmark for Ukraine is for today a new control system which hasn't gained due development yet. In the West the benchmarking is used by the leading farms many years. For example, AgriStats Inc Company provides services on a benchmark for farms of Brazil, the USA, Canada, Chile and China since 1995. Thanking a benchmark, the farmer who uses this tool can find shortcomings of the activity, define possibilities of increase in production efficiency of production at all levels, increase efficiency of own activity and also increase efficiency of business and its competitiveness.

One of the advantages of a benchmark is an exit out of limits of activity's own practice and takeover of the best methods and processes of increase in productivity at the expense of the analysis' activity of other enterprises and is the main step to

progress and development of the enterprise.

The benchmark is an instrument of management, uses comparisons of data own and the enterprises competing with him taking the advanced positions in a certain segment of economy and allocation and introduction of the best the practical for development of own enterprise [auth.].

Benchmark approach will give the chance to the enterprise to adopt the best experience of other companies thanks to what it will be possible to increase considerably competitiveness of own enterprise and to reach maximum efficiency on satisfaction of needs' consumers.

Subjects of agrarian business at this stage of development's economy don't perceive a benchmark as an effective way of management's activity by the enterprise as they first of all understand a benchmark as a synonym of economic category "industrial investigation". Therefore in our state almost the financial resource isn't allocated to any of firms for such type of expenses as activity of certain experts of a benchmark. Though, at the same time, in the developed countries of the world existence of experts, departments and services in the large companies is important need.

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## **POSSIBILITIES OF USING AUGMENTED REALITY IN MARKETING**

*Keywords: marketing, marketing tool, augmented reality (AR), innovative marketing, market of innovative products, innovations.*

Have you ever dreamt about trying on clothes chosen in Internet or wanted to see how a couch would fit in your living room before buying it or just being able to see which sunglasses suit you better? Nowadays all of these scenarios are already possible. These are real examples of how companies currently use augmented reality (AR) as a marketing tool.

Augmented reality is the integration of digital information with the user's environment in real time, unlike virtual reality, which creates a totally artificial environment. Scientifically speaking it is live, direct or indirect, view on a physical, real-world environment which elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data. Today, Google glass and heads-up displays in car windshields are perhaps the most well-known AR products, but the technology is used in many industries including healthcare, public safety, gas and oil, tourism and marketing.

Augmented reality apps are written in special 3D programs that allow the developer to tie animation or contextual digital information in the computer program to an augmented reality "marker" in the real world. When a computing device's AR app or browser plug-in receives digital information from a known marker, it begins to

execute the marker's code and layer the correct image or images.

The retail landscape is overcrowded and customers are becoming more and more apathetic to traditional marketing instruments. That's where augmented reality comes in. As sellers are more involved into online shopping, and bricks-and-mortar shopping is taking back seats, brands and retailers are to think of new and innovative ways for capturing customer's attention.

AR has been piquing marketers' interest in recent years, as it has the potential to change a range of consumer experiences, from how people find new products to how they decide which ones to buy.

Of course, efficiency of this tool is debatable, but even now, we can talk about apparent advantages of its using. Main of them are:

- Personalisation: the customers can upload their own content to create a personalised form of media, which is marketed at them only;
- innovation: augmented reality is considered to be the 'latest thing' in marketing technologies;
- socialisation: there is the opportunity for customers to share their personalised content with others, i.e. viral augmented reality marketing;
- accessibility: it enables customers who don't have the technical skills to create their own multimedia product.

Here are some successful examples of using augmented reality as a marketing tool.

In the summer of 2013, IKEA launched their augmented reality catalogue to enable shoppers to visualise how certain pieces of furniture could look inside their home. Not only that, but the app measures the size of the products against the surrounding room and fixtures to offer a true-to-life size where possible.

The Converse Sampler iPhone App uses augmented reality to allow shoppers to virtually try on any trainer from their range, simply by pointing their phone at their leg. Customers simply select a shoe from the app's catalogue and see it appear on their foot.

Research by IBM showed that 58% of consumers want to get product

information in stores before a purchase, and that 19% of customers will browse mobile devices whilst shopping. To meet the needs of consumers, IBM launched their AR app. It uses augmented reality technology to provide shoppers with personalised information whilst browsing the shelves.

In conclusion, it's necessary to say that augmented reality can provide to consumers a brand new customer's experience and inject a playful, fun element into an everyday shopping process.

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## **MARKETING AND BUYER BEHAVIOUR – THE DECISION-MAKING PROCESS**

*Keywords: decision-making process, buyer behavior, market research*

Decision-making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions. Using a step-by-step

decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and rejecting alternatives. Furthermore, this approach increases your chances to choose the most appropriate alternative. A buyer behavior is closely connected with decision-making process as well. It is equally important to study how an individual or a group of customers select and analyze a product or service. It gives us the possibility to understand the decision-making process of a customer while selecting a product or service out of all the myriad alternatives available at the market.

There are various factors that play their own role in the process of decision-making. They can be listed as following: environmental, economic, technological, political, cultural, demographic, market and psychological factors.

Some research carried out by the specialists in this area allows to make suggestions that the consequences of limited rationality, social preferences, and lack of self-control systematically affect individual decisions concerning the market outcomes. Customers go through a five-stage decision-making process while doing any purchase as revealed below: Problem Recognition, Search Process, Alternative Evaluation, Selection Stage, Decision Evaluation.

The model implies that the customers should pass through all stages while purchasing anything. However, some of the stages are often skipped or reversed in the case of more routine purchases. Besides, a customer is able to obtain information from several sources that can be divided into *personal*: family, friends and neighbours; *commercial*: advertising, salespeople, retailers, dealers, packaging, point-of-sale displays; *public*: newspapers, radio, television, consumer organizations, specialist magazines; and *experiential*: handling, examining, using the product.

In addition, an important determinant of the extent evaluation is whether the customer feels "involved" in the product. Involvement means the degree of perceived relevance and personal importance that accompany the choice. High-involvement purchases include those resulting in high expenditure or personal risk (e.g., buying a house, a car or making high-risky investments).

At the same time the marketer should understand the process of evaluating the

purchase to prepare the information that the marketing team should provide to customers in different purchasing situations. In high-involvement decisions, the marketer needs to provide a good deal of information about the positive consequences of buying. The sales force may need to stress the important attributes of the product, the advantages compared with the competition; and maybe even encourage "trial" or "sampling" of the product in the hope of securing the sale.

The final stage is the post-purchase evaluation of the decision. The customer, having bought a product, may feel that an alternative would have been preferable. In these circumstances that customer will not repurchase immediately, but is likely to switch brands next time. To manage the post-purchase stage, it is the job of the marketing team to persuade the potential customer that the product will satisfy his or her needs. Then, after making a purchase, the customer should have the feeling that his decision was right.

Thus, it can be concluded, that the primary aim of marketing is to develop the need, attract, educate and influence consumers to buy the product. Therefore, a proper market study, appropriate product design, sufficient segmentation and targeting should be ensured by the marketer. Specialists in this are recommended to design the strategies resulting in reducing the flaws and ensuring the right message to be conveyed to the consumers.

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## **DETERMINATION OF PSYCHOTYPE OF POTENTIAL CONSUMERS IN REFRIGERATOR MARKET**

*Keywords: buyer's psychology types, promotion methods, consumer market*

First of all, for best promotion of product in the market is necessary to determine a target audience of consumers. To resolve this problem, consumers can be segmented by psychotypes depending on priority of life values, then choose part of people for whom the product is most appropriate. Having knowledge the psychotype of the consumer, you can create ads targeted at consumers, brands, formats of publications, etc. As analysing product was chosen Refrigerator Beko RDSA240K20S [1].

### Refrigerator Specifications Beko RDSA240K20S

Type of refrigerator	Top Freezer
Chamber Volume of Refrigerator	177 l
Volume of freezer	46 l
Energy efficiency class	A+
Amount of compressors	1
Type of refrigerator control	Mechanical
Noise level	40 dB
Color	Silver color
Guarantee period	2 years
Price	UAH 6099

The analysis shows that the most suitable for this product is the “Philistine” psychotype for the following reasons. The product offers the presence of top freezer, good volumes of freezing and refrigerating chambers, low power consumption and noise levels complete with a relatively low price; simple mechanics with handles; silver color that makes small spots less visible. The existence of a guarantee for 2 years is important for the “Philistine”, because he appreciate stability. Based on the

chosen psychotype of the potential consumer, for promotion this product to appropriate use advertising with an emphasis on stability, prosperity, peace, family prosperity, broadcasting on television, to resort to the use of various discounts and shares, in advertising the allowed price.

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## **CONDOMINIUM IS A MAIN SUBJECT OF HOUSING MAINTENANCE MARKETING IN UKRAINE**

*Keywords: condominium, housing maintenance, communal services, maintenance tariffs, structure of housing, private management companies, municipal management companies*

Condominium is a type of real estate divided into several units that are each separately owned, surrounded by common territories.

Condominiums (OSBB) are simultaneously consolidated consumer (the representative of all co-owner) and consolidated performer (the representative of all contractors that provide maintenance and service). This greatly simplifies the end-user relationships with other market players.

During 2015-2017 a number of registered condominiums (OSBB) greatly increased and reached over 15 thousand.

Housing maintenance and communal services in Ukraine - one of the most important industries. It combines a range of services we need. This is the sector of the economics which deals with the quality of life, satisfaction of human needs.

Market housing and utilities - a set of relations that arise between suppliers of utility services and their customers.

Most of the market housing and public utilities owned by natural monopoly. There are heating, water, electricity, and gas supply. The competitive environment occurs only in specific market segments: solid waste removal, cleaning of areas, maintenance of elevators and networks.

Market development of housing services is constrained by the fact that the activities of businesses is economically unattractive because of over-regulation of the market, difficulty or inability to enter the market.

Small private management company that could be the drivers of competition artificially disallowed at the market. Unlike major competitors are flexible and interested in every client, which are not so much they could be the provision of comprehensive maintenance of houses and condominiums become reliable partners.

Local councils in many cases from populist reasons keep rates on maintenance of apartment buildings on the lower level.

The utilities can be paid partially or consumers generally obtained via free benefits and subsidies.

This contributes to the so-called "social norm" - maximum tariffs for maintenance of apartment buildings, which provided a subsidy is 2,54 hrn. from a square meter.

Because this norm most of the condominiums general meetings decided to set particular rate at this level (2.54). This limits condominiums to provide services of good quality.

Unlike municipal management companies that are funded from local budgets and do not include the cost, condominiums guided only their estimate, which over 99 percent consists of owners contributions.

Co-owners would like to get more ranges of services and better quality, but on the other hand do not want to pay more.

In addition, municipal management companies artificial obstacles newly condominiums – hide the technical documentation under various pretexts, denies

access to networks and so on.

The competitive environment in this market segment formed very slowly, and his condition is quite far from the market-oriented. It can not be formed to market-oriented conditions without an active policy of local councils.

There are many legislative changes, demonopolization of this market are required.

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## **ANALYSIS OF THE UKRAINIAN MARKET OF CONFECTIONERY PRODUCTS**

*Keywords: confectionery products, the Ukrainian confectionery market*

Confectionery products, and especially with chocolate content, have always been popular among the Ukrainian population. The most consumed products from flour, in the second place – chocolate, on the third chocolate candy. However, the Ukrainian market remains unstable and constantly changing.

According to experts, demand for chocolate products has fallen since mid-2013. Then 328 thousand tons of chocolate and products containing cocoa were produced, which is 2,7% less than in 2012. In 2014, 230 thousand tons of chocolate products

were produced. It is 29,7% less than in 2013. In 2015 chocolate production decreased by 21% compared to 2014 year. In total 182 thousand tons of chocolate products were made.

In 2016, chocolate production continued to fall. Although there have been months, when there was an increase in production. Among the reasons for the decline in the production of chocolate, their role played: currency depreciation; reduction of purchasing power of the population; closure of the Russian market; rising prices for cocoa beans and sugar.

The purchasing power of the population is falling, and consumers restrict the purchase of non-mandatory products, save more, more prudent approach to choosing goods. people are not inclined to refuse from sweets, but the premium segment products are purchased less frequently. For niche sweets, this means that people switch to jelly, marmalade, delicate, caramel sweets, choose large, economical packages.

If before the crisis in 2014, the premium segment yielded 21-25% of profits, and companies even refused to release cheaper brands in favor of expensive, but now the situation has changed. The lower cost of jelly, marshmallow, waffle candy, marmalade, candied fruits and irises has played in the plus. The customer is looking for a balance of quality and price, and stops his choice on these inexpensive sweets.

According to researches, Ukrainians consume on average 2 kg of chocolate and chocolate products per year. This is 2 times less than in the West, where the population consumes 5-6 kg of chocolate per year. There was a tradition of using sweet as a reward after a hard day or for the removal of nervous tension. Even in terms of cost reduction, consumers are trying to keep a certain amount of sweets in their diet.

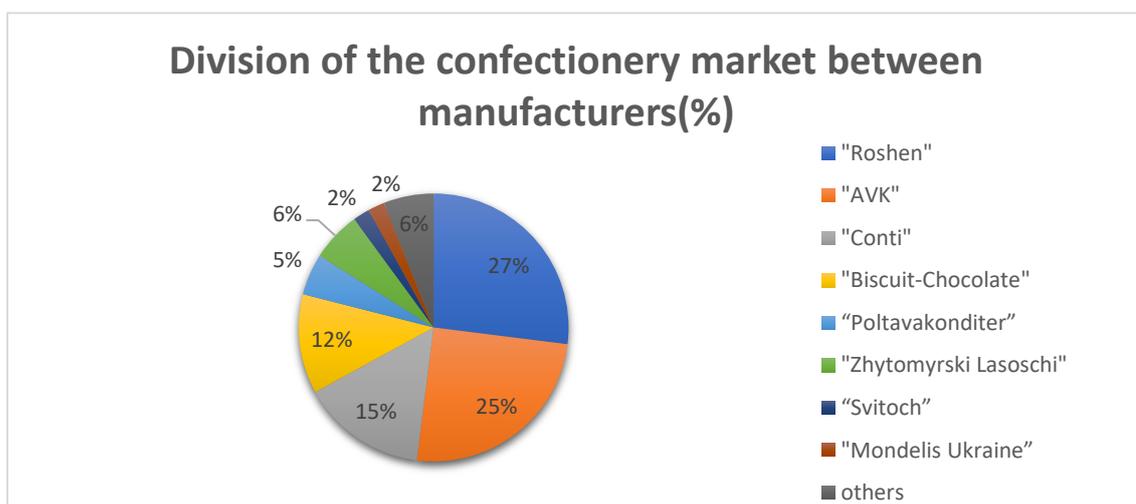
Increasing prices for chocolate products forced consumers to switch to cheaper types of sweets. It is difficult for consumers to give over 70 UAH for epy box of chocolates. Basically, they are trying to buy candy at a price of 30-60 UAH for the box. Expensive, beautifully packed candies are bought as a gift for holidays. On weekdays, for themselves, people buy bulk chocolate candies. They are cheaper than

chocolate in tiles. The analysis of the market of sweets shows that among confectionery products they rank third in popularity.

The analysis of the chocolate market also shows an opposite tendency - an increase in the demand for expensive bitter chocolate. Its likes those who, in a healthy way of life, do not want to refuse from sweet foods. For children, parents buy chocolate with useful ingredients: nuts and dried fruits. Popular products with high content of milk - as an additional source of calcium.

Statistics say that women buy products in Ukraine. Therefore, advertising on the food should be directed to them. Age can be the most diverse, and advertising for him, respectively, too. Depending on whether the candy is a premium segment or an economist, manufacturers choose different strategies. A young mother chooses sweets with vitamins and usefulness, people who have an active lifestyle – snacks and bars that promise to charge energy. Bulk sweets are often bought by pensioners, students, and employees of the budget sector. It is believed that expensive candy boxes are bought for gifts, or for an important occasion.

The Ukrainian confectionery market is very competitive. The quality of products is kept at a high level, the leaders of the Ukrainian market constantly fall into the "Top 100 Candy Companies", the main criterion for selection for the rating - annual sales revenue. Two thirds of the total market and three quarters of exports are controlled by “Roshen”, “AVK”, “Conti”, “Svitoch” (Nestle), “Mondelis Ukraine”, “Biscuit-Chocolate”, “Zhytomyrski Lasoschi”, “Poltavakonditer”.



Now is a good time for sweet producers in terms of global trends. The movement of body positive is gaining popularity, and its adherents favor the adoption of a person with its disadvantages. Barbie releases a doll with the parameters of an average girl, and models plus size are increasingly appearing in the advertising campaigns of fashion houses. Fashion for a healthy lifestyle is not something that goes away, but it's no longer dominant. These factors contribute to increased sales of sweet. Manufacturers should pay attention to new trends, and maybe stop showing in the advertising of products the "ideal people".

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### **SELECTION OF THE MARKET SEGMENT FOR LLC "RIALITE"**

*Keywords: segmentation, market segment, the Ukrainian coffee market, microsegmentation*

Today, the Ukrainian coffee market has a fairly satisfactory dynamic: according to the Nielsen retail audit, from September 2016 to August 2017, compared with the same period a year earlier, the Ukrainian coffee market showed sales growth of 3% in real terms. The segment of natural coffee (ground and grains), which has 35% of the share in natural and 24% in monetary terms, contributed the most to the improvement of the coffee category dynamics. Dnipropetrovsk enterprise "Rialite" is operating in this segment, producing products under TM "AMALFI". The company operates in

the industrial market and distributes its products throughout Ukraine.

Segmentation of the market for LLC "Rialite" involves the implementation of two phases – macro- and microsegmentation.

The first stage aims to break down the base market in three directions:

- 1) "what?" – the need to be met
- 2) "who?" – consumers who need to be satisfied
- 3) "how?" – technologies, ways of meeting needs

For this enterprise macrosegmentation has the following form:

- 1) What?
  - natural freshly-fried coffee
- 2) Who?
  - trading networks (supermarkets)
  - food stores
  - HoReCa
  - online stores
  - specialized stores
  - sales agents and distributors
- 3) How?
  - ground coffee
  - coffee beans
  - monosorts (Arabica, Robusta)

The second stage – microsegmentation – involves a more detailed allocation of segments based on micro indicators identifying differences in consumer groups. Such can be key criteria for choosing a product, behavioral factors, situational factors, personal qualities of buyers.

Microsegmentation for "Rialite" is as follows:

- Need for goods (permanent, temporary, one-time)
- Order size (great, medium, little)
- Motivations (finding advantages)

- service (buyers who are able to pay a higher price for providing complex services)
- savings of money (buyers, for whom the main factor of the purchase of goods is a low price)
  - Solvency
    - high level (liquidity ratio above 0.25)
    - average level (liquidity ratio at 0.25)

The main segments of LLC “Rialite” are retail chains, grocery stores and HoReCa, which have a constant need for goods, are characterized by large and average orders, prefer quality services and have a solvency level above average.

Clients of LLC “Rialite” are supermarket “VARUS”, Food Market Group, supermarket “Vostorg”, chain stores “Continent”, networks “Megamarket” and “Chudomarket”, Food Sales Ukraine and others.

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## **DISCOUNT AND THE SUBSEQUENT PSYCHOLOGICAL ASPECT AND EFFECT ON SALE**

*Keywords: sale, psychological aspect*

Having discounts or other perks and coupons in the store is a guaranteed way to motivate potential buyers to purchasing even if they haven't planned on buying anything originally. One of the eight people will fall for the bait.

According to the my research, 56 % of people admitted they would make a purchase if there was a discount available, 12 % would even buy something they don't need and only 7 % do not react on discounts but buy things only when they need them. 57 % of the most popular discounts are accumulative discounts and 43 %

are regular fixed discounts. No matter which one is available, it demonstrates to the buyer that the store is rewarding customer loyalty.

First of all, it is important to understand that everyone is interested in making the most profit out of the purchase. Customers observe certain price figures and come to their own conclusion whether to purchase something or not. There are several types of discounts. Like coupons starting from a certain amount that you have to spend before getting a discount. For example, if you make a hundred dollar purchase you'll get a half off. Next one is rebate or cash back and the last one is free shipping.

Besides the fact that discounts tend to help save more money and be quote economically wise, they also affect the overall impression of the customer about the store or brand.

So, what is the psychological aspect of discounts and how exactly it affects people?

Some say, discounts seem to be trustworthy. It means that people believe the numbers are true and fair and they really are getting a good deal. In fact, discount is just a false reality created for the buyer to motivate him to make the purchase. It is not necessarily true the price was lowered, sometimes it's enough to mislead the potential buyer with higher original price.

Another fact, when people see discounted item it makes them think there is no need to look for it somewhere else. It creates the illusion the offer is limited and along with it comes the illusion of urgency. How often do you see taglines saying "TODAY ONLY" or "HOT PROMO" or "LIMITED TIME OFFER"? All the time, right? Well, it may surprise you how effective it is.

And last but not least, discounts are pretty addictive. That may become substantial disadvantage for sellers who are not thoughtful about their discount policies. Believe it or not, abusing this method too much seller may cause great amount of animosity from customers and make them doubt the store or brand when there are no usual discounts available.

To conclude, I would advise the stores to engage the professionals, make their research first and analyze very carefully what discount and coupon policy to use

before applying it, so at the end of it all they are having fruitful and successful business.

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## **MANUFACTURER ONLINE MARKETING**

*Keywords: manufacturer, strategy, market, brand, seller, online marketing*

“Manufacturer” – it is one of those all-encompassing words that can carry so many different meanings for so many different types of companies. And that is exactly why there is just no one-size-fits-all manufacturer marketing strategy.

Some produce and sell off-the-shelf, commodity products that require little pre-sale interaction with the buyer. Others sell highly-customized, complex products through long, consultative buying processes. Some reach their buyers through distributor or dealer networks, whereas others sell directly to the end user. OEMs sell equipment or components to other manufacturers along the supply chain, while value-added resellers build on top of those products and repackage them into something entirely new.

In the past, customers may have relied on a variety of methods to find sources for products to purchase for resale in their storefronts. Sellers may have received phone calls from placements in the Yellow Pages or other local advertisements, or invested in brochures, print mailers, or even cold calls to businesses. But as time went on, these sales methods lost their effectiveness, and the phone calls dwindled.

Manufacturer’s brand marketing can benefit greatly from the shift to online methods. There are six main tactics of main marketing strategies for manufacturers.

1. Optimize website for searches. The first step in your manufacturer or distributor marketing strategy should be to ensure that website can be easily found in searches by those who are looking for—and that it outranks any competitors.

2. Make use of pay-per-click advertising. Another important part of a manufacturer's brand marketing comes in the form of advertising. Pay-per-click, or PPC, is a modern advertising method that involves the placement of small ads along the top or side of natural search engine results.

3. Test website to see what converts. This particular method, conversion rate optimization (or CRO), encourages testing and failure—and it is all in the name of making more money.

4. Create engaging content and media that ranks well. When retailers go online to look for products to carry in their stores, they may be looking for photos, video, or in-depth information that goes beyond the basic summary they might normally get. One way is to capitalize on this desire — and attract more potential customers to website—is to create this engaging content and ensure that it ranks highly in searches.

5. Create social media profiles. Sometimes, B2B companies are slow to integrate social media marketing. But social media is a great way for manufacturers to engage potential clients online. And creating social media profiles will help to get your manufacturing company in front of decision makers.

6. Make it easy for potential customers to get in touch. The final strategy is making easy for potential customers to contact manufacturer.

With the emergence of the Internet, retailers found that it was far more convenient to go online to research potential distributors and their products. They were not only able to find a larger selection of companies and products quickly, but also able to read reviews, customer feedback, and see detailed photos or specs in a matter of seconds.

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## **APPROACHES TO THE JUSTIFICATION OF THE SELECTION OF FOREIGN SUPPLIERS**

*Keywords: selection of suppliers, procurement activity, competitiveness, selection criteria for suppliers, supplier evaluation*

The external environment in which Ukrainian enterprises operate has the following features: the aggravation of competition in a saturated market leads to an increase in the degree of its uncertainty, which means the appearance of unforeseen risk factors. Unexpected changes in the external environment require a prompt and adequate response of the company to support and strengthen its competitiveness, show interest in a problem of selecting suppliers.

The decisive stage in the process of selecting the company's suppliers is the analysis of existing and prospective suppliers. Based on this analysis, there is a choice of methods and criteria for selecting suppliers, taking into account the environment in which the firm operates. Work on the vendor selection strategy begins with a comprehensive study of the market situation in which the company operates. The task of selecting and evaluating the supplier is connected with the search for potential suppliers and a comparative analysis of their competitive advantages. The effective choice of the supplier depends on the assessment of its ability to meet such criteria as: the quality of goods, the volume of supplies, the level of product prices, the level of service, reliability, etc.

There are two ways how to choose a supplier: the selection of a supplier from among the enterprises with which business relationships are already established facilitates the decision making, since information on their activities is known in advance. In this case, the algorithm is applied: analysis of information received on

cooperation with the supplier, analysis of information on the selection criteria, decision-making on the selection of the supplier; selection of a new supplier based on the results of the search and analysis of new information. In this case, a lot of time is spent to check the potential supplier, but the costs can be paid back if the potential supplier competes with the existing one.

Successful procurement requires a wide range of information on the state of markets. For market research, detailed information is regularly selected and evaluated to determine market capacity and create conditions for optimizing purchases. Today domestic enterprises rely heavily on their own information in choosing a supplier. It is necessary to carry out the necessary calculations, research, ensuring the safety of financial and other interests. This will help enterprises form lists of partners that can be trusted and who offer favorable conditions.

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## **MODERN MARKETER**

*Keywords: education, development, creativity, content marketing, professionalism*

Marketing is an essential component of business that works under the conditions of constant toolkit upgrading. In market economy, successful sale of products or services of the company depend on marketing specialists directly. A marketer is a profession that involves constant development and improvement in the rapidly changing market conditions. Each company has its own criteria for the selection of marketers, but there are a number of key qualities and activities that characterize qualified professionals.

A marketer is a specialist who ensures effective activity of the company with the

help of the marketing complex; a person whose activities affect the main business indicators directly. Big companies mainly have their own marketing department and small ones have one specialist who manages key business areas.

The main market requirements for the profession of a marketing specialist are: 1) knowledge of the theoretical basis (understanding all marketing principles in order to conduct various investigations correctly, develop advertising company concepts or make a clear marketing plan); 2) special education (knowledge in psychology, sociology and legislative basis), 3) personal qualities (communication skills, creativity, logic, analytical thinking, adaptability, emotional stability, diplomacy), 4) knowledge in the range of programming and working with application programs (site creation and support, content marketing, social media, e-mail marketing).

The duties of a modern marketing specialist are as follows:

- development of product promotion plans;
- definition of marketing budgets;
- analysis of target market or audience directions;
- forecasting supply and demand fluctuations;
- event management, researches, advertising companies, shares;
- product range organization;
- working process coordination of an advertising agency or a specialist;
- pricing.

The main tasks (by types of activity) of a marketing professional in modern conditions are:

- Informational and analytical activity: analysis of market segments, study of influence methods on consumer behavior, formation of consumer demand and their requirements identification, analysis of competitors' environment taking into account changes in price or tax policy, profit analysis, implementation rate, etc.

- Commodity-producing activity: development and searching ideas for the creation of new products, development of recommendations and concepts for production, the formation of product range.

- Sales activity: development of sales strategy, implementation of commodity policy, organization of the sales system.

- Economic and management activity: risk and investment management, development of strategic plans for activity in the international or national market, control and management of marketing activities.

A modern marketing specialist is responsible for a whole range of activities, but perhaps the most important of all remains the maximum customer satisfaction from the moment of client involvement to monitoring feedback.

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## **UNIVERSITY IMAGE MAKING**

*Keywords: educational services, marketing approach, positive image, prestige, positioning*

Practice and experience of educational institutions activities demonstrate that the key to successful operation of educational institution on the market is the usage of a marketing approach in management, in particular marketing and promotion of educational services. Educational services are a newly emerging market segment which provides users with ways and means of influencing addressee in advertising messages.

Image is an artificial image that is formed in public or individual consciousness by means of mass communication and psychological influence and is created with the aim of forming a certain relation to object. The positive image of an educational institution is part of marketing strategy for promoting educational services market, increasing self-sufficiency and competitiveness. If a positive attitude is formed then confidence will necessarily follow and, in turn, high scores and a confident choice. In

addition, a positive image, as a rule, contributes to prestige, authority and influence of an educational institution. A positive image is also an important factor in high rating which is very important for the positioning of an educational institution.

It is generally believed that the formation of image is part of marketing communications and has specific communication tools: ways and speech tools to provide positive information about the institution and its activities.

Analysis of advertising brochures of educational services allows us to say that the following words and phrases belong to the number of repeating forming the basis of advertising text and defining advertising messages:

- professional and teaching staff, organization of educational process, material and technical resources and equipment, research activities, university merits and awards;
- organization of infrastructure (laboratories, Internet centers, clubs, university libraries);
- presentation of the first person - Rector of educational institution;
- organization of students leisure and forms of student self-government;
- certificates of graduates or representatives of public and political organizations about the university activities;
- employment of graduates;
- international programs for students;
- presentation of university mission and determining the prospects for its development.

It is also important to identify the basic methods of positioning using certain groups of assessment tools:

- characteristic features in comparison with others and the usage of a typical turnover "one of ..." which allows to put into estimated information of competitive properties;

➤ characteristic features based on historical facts aspects or educational institution credo, using comparative turns "as ...", "on behalf of.....", verbal constructions "is ..." or "proved to be ...";

➤ the usage of syntactic constructions "our credo is..." and "... a standard for ...".

A special position in positioning methods in written texts of educational services advertising messages is non-verbal elements (photographs, symbols, font markers) which tend to be the first recognized and often bear a special emotional pressure perceiving image information.

These include:

1. photographic or symbolic university image as image and significant figurative sign;
2. first person`s photo - the Rector of university which is supplemented by verbal information about his status and personal contribution to the development and strengthening of university priority positions;
3. photos of educational laboratories, classrooms; biography photographic fragments;
4. font and color marking of information message.

Image making of educational institution within the framework of a written advertising message is a conscious and purposefully formed communicative activity in order to justify the expectations of a certain group of people, potential consumers of educational services. This communicative activity presupposes the selection and presentation of those external characteristics that allow the processes of interaction between the educational institution and the consumer to be made as effective as possible. Speech means used: sign, verbal and visual modeling of information - ensure the formation and promotion of a positive image of the educational institution.

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## **PRESS CLIPPING**

*Keywords: analysis, monitoring, media, content, public relations.*

Analysis of the company current position, comparison with previous successes, certain events efficiency evaluation - these are important aspects of construction of successful development strategy for the organization. To carry out this work additional materials are required, among which we can mention so-called press clipping, which is the result of media monitoring on a given topic in the form of printed scanned pages and/or Internet publications.

Press clipping is essential for large companies actively interacting with media, as well as political and public organizations. Monitoring and analysis of all publications allows to identify, firstly, the general attitude to the company in the press, its formed image, weaknesses and strengths, paid publications regularity, the level of audience loyalty to management actions, etc. Obtained information can serve as a full-fledged base and a starting point both for creating new PR and advertising campaigns, and for prompt correction of existing projects.

We can distinguish the following types of press-clipping:

- subject clipping - a selection of publications where some firm, product, brand, subject is mentioned;
- event clipping - a selection of publications about some event, for a certain period of time (it is carried out only at the issuing editions at the time of the event and provides a clear picture of the implemented activities effectiveness)
- personal clipping - a selection of publications, as well as an analysis of the materials where some person is mentioned;
- thematic clipping - a selection of information materials published on a specific topic;
- sectoral clipping - selection of news, publications, information materials about events, people in the same industry.

Press clipping involves systematic tracking of publications in the media. However, as a rule, the selection has to be done urgently for a long period of time. It is linked with a number of mistaken beliefs about the process of press clipping development. All of them relate to the active use of the Internet it is believed that any

article can be found there. However, up to now many large without mentioning small profile publications do not have their own website. Other printed media prefer not to spread their materials at all. Besides, new articles can not always be found through search engines, since they are not immediately indexed. Therefore, in any case, it is necessary to establish relations with the editors, as well as not to miss the opportunity to work with archives of libraries, etc.

Based on the results of clipping, content analysis of publications will be conducted, PR strategies, advertising and information strategy of the company, brand will be adjusted. Press clipping involves a selection of publications, analysis and summary statistics on publications. The standard press clipping report includes:

- number of references statistics;
- number of positive reviews;
- number of negative reviews;
- Top-10 most active information channels;
- Top-10 most active authors of publications;
- regional rating of publications;
- texts of the messages (publications).

With constant and strong PR activity, press-clipping involves the systematic work of marketing specialist to track publications in the media. Press clipping allows continuing promotional company, through the use of informational background, publications for advertising purposes or for informational purposes, for example: when posting these mentions on a corporate site, in industry blogs, etc.

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## **MARKETING COMMERCIAL POLICY**

*Keywords: marketing, commodity policy, goods, assortment, market*

Marketing product policy is a set of activities to form an effective, from a commercial point of view, assortment aimed on increasing the competitiveness of products, by creating new products, optimizing the assortment and extending the product life cycle.

The main goal of the commodity policy is the creation of such goods or services and their management so other elements of marketing activities are either needed completely, or they are used minimally as auxiliary to achieve company's targets.

Commodity policy presupposes certain actions by producer or existence of preconceived principles of behavior. It is designed to ensure the decision-making regarding the formation of an assortment and its control; finding optimal goods segments; development and implementation of the packaging strategy, labeling, service of goods.

The development and implementation of commodity policies require the following conditions:

- a clear understanding of the objectives of production and marketing for the future availability of a strategy for the production and distribution activities of the enterprise;

- knowledge of the market and the nature of its requirements; clear understanding of their capabilities and resources (research, scientific, technical, production, marketing) now and for the future.

The most important part of the marketing product policy is the development of goods services). This is the creation of new products that will let companies to:

- make a breakthrough to the market;
- defeat competitors;
- receive high incomes;
- increase the consumers' attention to the product;
- maintain and expand its market;
- increase revenues and profits.

Goods maintenance ensures the stability of the relevant characteristics of goods that are introduced to the market and are in demand by consumers. The main thing in

this part of the marketing commodity policy is to control the quality of products, timely informing the production about the need for its improvement, preserving the characteristics of goods in the distribution and sale processes.

Elimination is the process of removing an obsolete product from the market. Its main task is to optimize the assortment and withdrawal from the market of goods, the demand for which falls.

Thus, it is possible to coordinate the costs of production and sale of goods, which increasingly find its consumer, with revenues from its sale, still in the future.

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## **THE USE OF COLOURS AND IMAGES IN ADVERTISING EDUCATIONAL SERVICES**

*Keywords: use of color, use of images, advertising educational services, advertising of English language schools, market of educational services*

Light, colours and images are the most important things for the effective advertising. Psychologists say that 60% of advertising efficiency depends on using colours, and the colours form the emotions.

Max Luscher had discovered the colour perception in XX.

The colour choosing in advertising depends on the enterprise specifics, on the target audience, on the images in advertising. Therefore, if a school specializes in the schoolchildren education, it is better to use the orange colour in its advertising. Orange colour adds activity, but it gives a inner balance sense and soul harmony. If the school provides advanced training services or specializes in the students and adults education, it is better to use the violet colour in its advertising. Because the violet is the inner concentration colour.

Advertising image is a visual communication means, which carries new information about the product through an expressive means system.

Schools and courses, which help to improve a language skills level for adults, have an appropriate target audience. In this case, in an advertisement can be used the businessman/businesswoman image, etc.

The using of colours and images in advertising were considered on example of the school of English FRIENDS EC advertising. The school of English FRIENDS EC uses different advertising for different segments of consumers. Blue and purple colours are used in all advertising examples as the corporate colours. Blue is the concentration colour, violet is the colour recollection.

The young family with a small child image was used in the advertisement "English for the Future". It is the associative connection "children-future". Used colours: yellow, white, purple and blue. Yellow is the colour of calmness, confidence and sociability. This colour certainly combines with the image in this advertisement - a young family. White is used as an accent on the slogan of this advertisement.

Young people (a man and a woman who laugh, who are happy, carefree) image was used in the advertisement "English for Life". Used colours: orange, white, purple and blue. Orange colour causes a vitality burst. White colour is made as an accent on this advertisement slogan.

The young people wearing glasses image was used in the advertisement "English for Work". This image is typical for business people, people engaged in self-development. Used colours: blue, white, purple. The main colour is blue. This is the concentration colour. Association "work - concentration". White colour is used as an accent on this advertisement slogan.

Young people with the map image was used in the advertisement "English for Travel". Used colors: pink, white, purple and yellow. Pink color strengthens feelings. Passion for travel is romantic people characteristic and the emphasis on feelings here is at the right time. White colour was used as an accent on the slogan of this advertisement. Yellow is also used. It is the openness and sociability color.

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## **PIRACY AS AN INFRINGEMENT OF COPYRIGHT**

*Keywords: piracy, marketing*

Though there is a variety of legislative documents which provide copyright, there is still cases of piracy. That is why the purpose of the research is to research ‘piracy’ cases in Ukraine and the world on whole.

The objectives of the research are given below: to identify exactly what ‘piracy’ and author’s rights are and to study any deviation in their definition; to analyze the biggest controversies about counterfeiting in the world.

Nowadays, it becomes harder and harder to make people visit cinema and pay for watching a movie. Moreover, many people use piracy websites and programs to do it for free. As a result, film studios lose a lot of money, especially, small studios which are forced to stop their work.

Piracy can be identified as the unauthorized or prohibited use of audio- or visual works covered by copyright law, in a way that violates one of the copyright owner’s exclusive rights, such as the right to reproduce the copyrighted work, or to make derivative works.

For better understanding the place of Ukraine in piracy as the result of the research the following ranking list was made, where Ukraine is at its top. About 80% of used software in this country is illegal.

The most known fact of controversy is connected with Coca-Cola and company Yotvata. Video advertisements were not only similar, they have the same name (“Sleepwalker”) and the same music.

In conclusion, it will always people who do not want to pay for pleasure. But if releases will be more available and cheaper, studios will get more profit.

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## **SEGMENT THE FOOTWEAR MARKET**

*Keywords: segmentation, IFAS-analysis*

The “Maxima” company took start since 1998 on the shoes market. From the 20 of December, 2006 the direction of non-standard sizes of shoes and clothes, was organized to the independent specialized company – “wholesale-retailing company Maxima <sup>TM</sup>”. The «Maxima» company is specialized on wholesale-retail trading of women shoes of the widest range of sizes, representing like own brand, and also domestic and foreign products.

Made the researches with IFAS-analysis. Were made the conclusions. The «Maxima» company has the one great advantage which is made it more competitive among another shops of shoes, it’s a non-standard sizes of shoes available. The company plans to develop the trade of this shoes through the Internet. The main objective of the research is to identify the quantity of consumers with non-standard sizes of shoes, and which of them are buying the shoes through the Internet.

The goods market is developing. The demand on this type of product is seasonal (four seasons). The product is very important for the customer. There is a large concentration of consumers in comparison with enterprises, which is representing the same product on the market, but the consumers are not informed about the goods and companies. A threat of new competitors is not important. The consumer don’t prefer the substitutional goods, and these goods are absent on the market. For the evaluation of the competitive environment of the “Maxima” company, on the market of the big sizes shoes for women in Dnipro city, were took three companies, which works in non-standard sizes of shoes segment, and have a range of big and small sizes.

According by the results of research were defined competitive advantages of “Maxima” company: variety of assortment of the small-size shoes, price of the shoes, the presence of special prices shares for topical goods. Defined the priority segment of consumers, which is company have to be oriented, is the target of segmentation. The objects of segmentation are big-sized shoes women from Dnipro city. The “Maxima” company made a research for identifying the strategic segmentation of users. The main target of it, is identifying the tastes of consumers for the places of sale. One more target is to identify the portrait of a consumer, identification of the influence of advertising on the process of making a consumer decision on the purchase of goods. For the conducting this research was developed a questionnaire with 8 questions. 300 people took part in it. For selecting market segments, we are using a grouping-method for several features. On the results of the questionnaire, we have some conclusions, that the main part of consumers has an income from 2501 to 3500 UAH. It is 50% of all respondents. Then, the most popular size of shoes is 37-40, it has 70% of respondents. Frequently, consumers are buying shoes on the clothes-markets, it is 47%. For selecting of place of buying shoes, the consumers are managing by a cost-saving factor, it is 45% of all respondents. For selecting a shoes, the most important factors are – comfortable shoes (40%) and the price of shoes (45%). Promotional and advertising events are affecting for the decision of 68% respondents. The most popular is advertising in places of selling (52%), also advertising in the Internet (30%). The most popular age-group is the women from 20 to 34 years old – it is 45% of all respondents.

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## **THE SUBTLETIES OF PHARMACY MARKETING**

*Keywords: pharmacy, customers, marketing technologies, increase, loyal, brand*

The increase of the sales volume can be reached in the following ways: by increase of the number of customers; do so that customers buy more; encourage them to buy more often. At the same time, the decline in prices for products is not the best way, because it can lead to ruin.

To attract visitors to the pharmacy such marketing technologies can help:

1. Introduction of the funded program allows: to create a database of loyal customers; increase the average check by 10-20%; increase the number of new visitors and keep regular customers; to increase the recognition of the brand of the pharmacy network; collect more positive feedback about employees and the network as a whole.

2. Cooperation with the charitable foundation creates the confidence of the visitor in the social direction of the pharmacy business, and also provides real assistance to those who need it, the preservation of regular customers, the recognition of the brand of the pharmacy network.

3. The map of the trading territory. This is a map of the locality where the pharmacy is located. It shows the location of the pharmacy, human and automobile flows (in thousands / person per day), competing pharmacies, "customer magnets" (entrance areas of shopping centers, business centers, parking, etc.), advertising media and possible stores -partners. The introduction of a map of the trading territory makes it possible to calculate the potential of the flow, attract new visitors (using partner programs), identify places for advertising media and promoters, and save the advertising budget.

4. Event marketing is the provision of discounts, gifts, holding events timed to an event that can be held on a daily basis - national and professional holidays, birthdays, etc. This allows you to: increase the average check in the pharmacy; increase the number of new visitors by 10-20%; keep regular customers; to increase the recognition of the brand of the network; get the status of "inexpensive" pharmacy; run a word of mouth.

5. Technology "test - measurement - adjustment". The main rule is not to implement everything, everywhere and one time! Such technologies can not always work, so they must first be tested in one pharmacy, if there is no result - to correct the actions, and only then move on.

The concept of "funnel sales." At its first level there are people who just walk past the pharmacy, wondering whether to go into it or not. The second level of the sales funnel is a potential customer who entered the pharmacy, but has not yet made a purchase. At the same time in 60% he still makes a purchase. The third level is a visitor who started making a purchase.

Increase the sales at the pharmacy point can be affected by each of the 3 levels of the sales funnel. Working with the first level is to attract as many visitors as possible to the pharmacy (marketing function). The increase in the conversion ratio (the ratio of the number of potential and real buyers) as an indicator of the second level of the sales funnel is the option of the head of the pharmacy. The third level is the work of the pharmacist-pioneer. Here it is important that he is able to recommend the buyer the goods in addition to the already purchased (cross sale).

For external marketing, outdoor advertising, mailing, IT tools, literature for doctors and patients, broadcasts, presentations are used.

In outdoor advertising should display such components:

- Offer - a concrete and understandable proposal;
- Dead Line - time limit within the campaign;
- Call to Action - a call to action.

Thanks to the sign-bait - a simple plate "Open" - the attendance of the pharmacy can increase by 25%. A simple design of the trading hall increases the trust of the

potential buyer to the pharmacy. It is very important to make the entrance to the pharmacy as noticeable as it is not clear where in more than 50% of cases.

A powerful mechanism for attracting new customers is also partner sales (cooperation with medical representatives, doctors of medical and preventive institutions), the creation of a pharmacy site with a simple navigation system.

Considering the third level of the sales funnel, the factors that affect the success of the work of the primary: personal qualities, product knowledge, attitude to it, pharmacy network, sales, and the ability to sell. To increase the effectiveness of the work of the staff, it is important to train the pioneers, pay bonuses, use the motivational board.

The implementation of the above sales optimization models in pharmacy chains will help to significantly increase sales by converting the visitor into a buyer.

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## **INNOVATIONS IN MARKETING BASED FRANCHISE**

*Keywords: innovation, organic product, franchise*

Innovation in marketing – is the successful introduction of new techniques and methods designed to produce better results and greater efficiency. Innovative marketing is the embodiment, combination, or synthesis of knowledge in this kind of activity, the introduction of new products, processes or services. Enabling Innovation in marketing - is a multi-step process in which organizations need to transform ideas

into new or improved products and services, in order to advance, and compete successfully differentiate themselves in the market.

GLOSSARY ORGANIC PRODUCTS – fast growing Swiss Corporation, founded in 1999 with the aim of using extensive scientific resources to provide useful and safe products to the consumer. Organic Café by Glossary – it is a unique place for those who appreciate a healthy organic food. Food and beverages from organic ingredients prepared according to original recipes, and furniture and lighting made from environmentally friendly, safe materials.

Feature Organic Café by Glossary: constant expansion of the menu of organic certified products, the emergence of new vegetarian and dietary meals, a unique concept and design, the strength of the international umbrella brand GLOSSARY, first organic catering, first organic alcohol card, highly qualified staff in the service sector. All products are certified in accordance with international quality standards (Ecocert, BDIH, ICEA, Soil Association, USDA, BIO-SIEGEL, Organic farming, Halal, etc.), supporting ecological purity and high quality products. The brand is aimed at the discerning urban customers who appreciate high quality products, as well as the original image and design. Accommodation - in the area of heavy traffic and passenger traffic on the main streets, in shopping malls, hotels, business centers, SPA-salons and airports. The staff is trained basic regulations, technological instructions and rules of work, studies of sales techniques, conflict resolution mechanisms and problem situations.

Franchisees receive support in the form of management leadership, training books, support for discovery, monitoring financial performance, training and development, Media, marketing and PR, as well as the development plans, that serves the benefits and opportunities to create a sustainable and profitable national and international network.

Thus, marketing innovations appear in the product (service) and promotion methods.

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## **BRANDING AS A MARKETING TOOL**

*Keywords: branding, strategy, marketing tool, brand, identify product*

*“Branding is endowing products and services with the power of a brand”*

*(Kotler & Keller, 2015)*

The research aimed at analyzing what branding is, why and what for it is used.

In this paper a contemporary research definition of branding. The aim of this research is to find out the ways of influence in the modern world.

Objectives of the research:

- To study what is branding
- To analyze the importance of this tool
- To Identify how it used in marketing

Nowadays, people often purchase products of famous brands. It is not surprising that customers trust more a brand that they know. That’s why many marketers consider that they sell the brand, not the product. It should be noted that, if you know what is branding and how it works, you can achieve good results.

✓ Branding is the process of giving a meaning to specific products by creating and shaping a brand in consumers’ minds. It is a strategy designed by companies to help people to quickly identify their products and organization, and

give them a reason to choose their products over the competition's. So, branding is known as a product of marketing, a process and a strategy.

✓ There are some reasons for developing and using branding. Whether a company has no reputation, or a less than stellar reputation, branding can help change that. Branding can build an expectation about the company services or products, and can encourage the company to maintain that expectation, or exceed them, bringing better products and services to the market place.

In conclusion, a strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all, your brand is the source of a promise to your consumer.

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## **EVALUATION OF COMPETITIVENESS OF INDUSTRIAL ENTERPRISE**

*Keywords: industrial market, competitiveness, internal and external marketing factors*

In the modern terms of manage successful existence of industrial enterprise a necessary condition at the market there is providing of him steady development, that in the dynamic terms of market environment becomes possible only on condition of forming of competitive edges of enterprise, that will assist the achievement of certain

level of his competitiveness during great while. Thus, development of such control system by an industrial enterprise becomes a necessary condition, at that the negative change of factors of environment substantially would not influence on his activity. Thus, today providing of the stable and effective functioning of industrial enterprise at the market is arrived at due to process control of providing of his competitiveness, forming of competitive edges, that it is impossible to do without the account of basic factors that influence on the level of his competitiveness.

To the internal factors that provide the competitiveness of certain enterprise, it is needed to take scientific and technical, financially is economic, productive-technological, skilled, ecological potential; marketing activity, system of management of quality, state of innovative activity; efficiency of advertisement and production distribution; level materially - hardware; level of preparation and development of productive processes; efficiency of productive control, tests and inspections; level of technical, service and warranty service.

It is thus expedient to consider the state of economy, political factors, natural and climatic factors, scientific and technical progress, demographic situation, sociocultural factors external factors, measures of state action both economic character (financially - credit, depreciation, tax politicians; different state and intergovernmental grants and subsidies; customs policy and imported duties related to her; system of state insurance; participating in the international division of labor, development and financing of the national programs from providing of competitiveness of enterprise, price adjusting) and administrative to character (development, improvement and realization of legislative acts; state system of standardization and certification of products and systems of her creation; rules of obligatory certification of products and systems; legal defense of interests of consumer and other); suppliers, mediators, trade unions, consumers, investors; basic descriptions of market of activity of certain enterprise, his type and capacity, presence and possibilities of competitors.

In the moment of functioning of enterprises of possibility, the increases of competitiveness, stopped up in the external and internal factors of development of

production, are used (realized) differently by incomplete. Therefore, there are backlogs the however used, not realized in concrete terms potential of enterprise, capable to provide him further development.

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## **SUBSCRIPTION ECONOMY. WOW TOUCH BEAUTY BOX**

*Keywords: subscription, subscribe, economy, services, goods, marketing, business, customization*

Customers have changed. They're looking for new ways to engage with businesses, and have a new set of expectations. They want outcomes, not ownership. Customisation, not generalisation. Constant improvement, not planned obsolescence.

The result? Businesses are shifting the way they sell their products and services. Over the past nine years we've seen an explosion of new types of business models, all designed to keep customers consistently engaged in long-term relationships – think Netflix, Amazon Prime, Uber, Spotify, or any Beauty Boxes, for example.

And one of them is Wow Touch Beauty Box. Its cosmetic for your body such as scrubs, salt and peeling.

The phrase “subscription economy” aptly describes this new era of companies and business models. In the old world (let's call it the “product economy”), it was all about things. Acquiring new customers, shipping commodities, billing for one-time transactions.

But in this new era, it's all about relationships. More and more customers are becoming subscribers because subscription experiences built around services meet consumers' needs better than the static offerings or a single product.

At the heart of the subscription economy is the idea that customers are happier subscribing to the outcomes they want, when they want them, rather than purchasing a product with the burden of ownership.

This new focus on relationships requires a new way of thinking, as well as a new way of structuring the business. Rather than concentrating on the “product” or the “transaction”, subscription businesses live and die by their ability to focus on the customer.

The formula for growth lies in delivering multichannel experiences and services (that get better over time) to retain existing subscribers, monitor usage, account for recurring revenue, and to find new ways of delivering continuing value to customers that will build long-term loyalty. In return, subscription models create predictable, recurring revenue streams that are attractive to investors.

This fundamental shift means that businesses need to undergo a transformation that affects all departments. From launching new products quickly with the ability to test multiple pricing strategies to having access to real-time data on subscriber behaviour and being able to calculate amendments and send personalised invoices, businesses need to shed the shackles of legacy systems built for the product economy so that they are able to compete in a world where bad experiences mean customer churn.

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## **THE ROLE OF MARKETING IN COFFEE HOUSE ‘THRIVING THIRD WAVE’**

*Keywords: thriving third wave, coffee house, marketing*

“Waves” of coffee are identified by specific trends and progressions within the coffee industry. To understand the significance of “the third wave” we need to look back on the “first and second wave” movements of coffee. Although the transitions from the first, second and third waves are not always discernible, their priorities were certainly unique:

1st Wave: growing coffee consumption exponentially.

2nd Wave: the defining and enjoyment of specialty coffee.

3rd Wave: purchasing coffee based on its origin and artisan methods of production.

Moreover, the third wave coffee aspires to the highest form of culinary appreciation of coffee, so that one may appreciate subtleties of flavor, variety and growing region – similar to some other complex consumable plant-derived products such as wine, tea and chocolate. Distinctive features of the third wave coffee include direct trade coffee, high-quality beans (see specialty coffee for scale), single-origin coffee (as opposed to blends), lighter coffee roasts and latte art. It also includes revivals of alternative methods of coffee preparation, such as vacuum coffee and pour-over brewing devices such as the Chemex and Hario V60.

With a new emphasis of transparency within the coffee industry, consumers can trace the heritage of their favorite coffee to the very farm from which it was harvested. The soil, altitude and method of processing have become important factors to discern the pallet. In the first and second waves of coffee approaches, people tended to have a great time by caffeine and hot beverages whereas in the third wave approach they would like to enjoy the coffee itself.

The third wave market segment targets consumers with discerning coffee tastes and accordingly, it is costly. Consumers in this market are willing to pay premium prices for their coffee. In return, they want to know where their coffee beans are sourced, how they are farmed and how the beans should be brewed in order to appreciate the flavor, body, aroma, fragrance and mouthfeel of the coffee at full. Baristas have a deep product knowledge of the coffee beans, and may even have played a role in cultivating the coffee plants. Cooperation between farmers and

baristas has often led to product innovation, including new ways of preparing coffee beverages. In comparison to the first two waves, consumption in this segment is still relatively low to the market as a whole, but it is growing fast.

The new way of doing business pioneered in the third wave is being assimilated by the first and second waves due to its fast growth and potential to expand coffee consumption. Indications include the recent acquisition by Nestlé – a large first wave roaster – of a notable third wave firm, Blue Bottle, signaling its entry into the third wave. And it is not the only one.

The growing consumers' awareness of coffee and their openness for new tastes and experiences have led to the emergence and popularization of the third wave coffee houses. These businesses prefer locations which may likely host customers with greater awareness. Also, these businesses can help increase customer awareness of coffee, which will help them attract more loyal customers. They can use instruments like social media, one-on-one conversation with a barista or special events such as a public cupping, which allows customers to taste, side by side, a variety of coffees. Setting up special events opens the door for deeper conversations about coffee.

The businesses expect that the customers would discover their products and express demand for them. The third wave coffee houses are vital community hubs which provide spaces for people to meet, socialize, work, play and relax. Let us consider some examples of these coffee houses in Dnipro. DoubleDecker Cake&Coffee is a real pastry shop with traditional American and English desserts and own roast coffee. The Atelier is a creative coffee house at a fashion studio, which combines four essential components: freshly roasted coffee, own pastry shop, cozy interior and high-quality service. There are also Three Beavers, Nose, Object, White Coffeebar, etc. All of them should focus on differentiation opportunities as it restricts competition.

In conclusion, the adoption of the third wave business strategy in other market segments creates further opportunities for upstream coffee participants to increase their income, particularly by leveraging their brands. The extent to which these

participants are able to do so will depend on consumers' recognition and awareness of these brands. The growth potential of the Third Wave is increasingly attractive. So far, this business model seems to have been highly profitable for every member of the coffee global value chain.

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## **THE PROMOTION SCHEME OF THE USUAL GOODS WITH BRAND "GAMING"**

*Keywords: market of computer parts*

Today, computer technology occupies an increasing part of our life. Each company wants to promote its own product, sell its products, bypass competitors and so on. But what are the major world manufacturers of PC components for profit ready for?

So, let's consider the influence of marketing techniques for the promotion of goods. I propose to consider the "Majesty of Marketing" on the example of such claimed parts of the PC as a video card and motherboard. First of all, let us single out a few giants of their business, namely, companies that have the greatest popularity among users. For example, The "MSI" company most popular in the market for PC components.

When selling their products, this company applies such a marketing move as adding a prefix "GAMING" to the name of its product. This method allows you to significantly increase the cost of the goods with minimal changes in its configuration. As an example: motherboards «MSI H110M GAMING» and «MSI H110M PRO-D». These cards have minor differences in the configuration, which do not affect the performance. However, the difference in the price of these motherboards is 39%.

Table 1

	MSI H110M GAMING 2150UAH	MSI H110M PRO-D 1325UAH
Type	Gaming	Office/Home
LED illumination	+	-
Support XMP	-	+
Exit HDMI	+	-
USB 2.0	2	4
USB 3.0	4	2

I suggest to consider the video cards of the same company: "MSI GTX 1080 TI ARMOR 11G and MSI GTX 1080 TI Gaming X 11G". Difference of graphic card data only in memory and GPU frequency:

Table 2

	MSI GTX 1080 TI ARMOR 11G 2344 UAH	MSI GTX 1080 TI Gaming X 11G 28775UAH
Frequency GPU	1531 MHz	1569 MHz
Memory frequency	11016 MHz	11124 MHz

As you can see, the difference in GPU performance is 3.5% and the memory frequency is 1%, while the price of a video card with the inscription "GAMING" is higher by 19%.

Taking advantage of the fact that for a regular user the goods with the inscription "GAMING" are something special, the manufacturer purposely overstates the price, although the technical characteristics vary very little.

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## **ENTERPRISE AND SOCIAL PART OF MARKETING STRATEGY WORKING ON THE OPTICAL PRODUCT MARKET**

*Keywords: market of optics, branch structure*

Ophthalmic pathology is one of the leading places in terms of distribution in Ukraine, it is also one of the reasons for the decline in disability and disability of the population. Diseases of the eye, with which it is possible to fight ocular correction, make up 24.3% of the total. The potential capacity of this segment of the domestic market by experts is estimated at UAH 8 billion.

The purpose of this study is to justify the strategy of an enterprise operating in the dispersed eyepiece market, taking into account the interests of socially vulnerable groups of the population.

From the socio-economic essence of the ocular service, the need to take into account the social component in the development of marketing strategies of the enterprise operating in this commodity market. This is due to: tendencies of the general deterioration of the population of the country; low income of a large group of consumers, which prevents access to the whole range of necessary quality ocular services; the presence of a contradiction in the realization of the economic interests of socially unprotected groups of consumers, therefore, the satisfaction of their needs in these services does not correspond to the social rationality of choice.

In our opinion, the potential of existing corporate structures in this market can greatly contribute to solving social policy tasks, because:

- they are characterized by a high level of organization of financial activity, which creates favorable financial conditions for corporate social policy in the optical services market;

- formation of the strategy of corporate business is based on the principles of openness, multilevel, multi-thread, synergy, which allows them to develop their necessary stability and adaptability to the conditions of the external environment;

- The corporate social responsibility of the optical services market can be realized by creating closer economic relations and interactions between corporations and public organizations that are representative of the interests of different groups of consumers of optical services;

- the social priorities of the development of a corporate approach in the market of optician services are based on the principles of absolute voluntary acceptance and

implementation of social obligations; the mutual benefit derived from social activities both by the company itself and society; the variety of forms, methods and directions of implementation of social programs of individual companies and the business community as a whole.

An important factor when working with customers in this product market is the speed of execution of the order. An enterprise capable of satisfying the needs of the consumer within one day has a much greater chance of getting this order than its competitors. Therefore, the factor of close proximity of the supplier company to the client is one of the key factors in the marketing strategy of the wholesale and retail enterprise operating on the national market. For example, if at present the customer service of the country's main regions is carried out by the central office located in the city of Dnipro and the Kyiv branch of the enterprise, then on the basis of the conducted research the feasibility of opening a branch in the city of Lviv with differentiation of the marketing strategy depending on the peculiarities of different segments this market. Combining a strategy of deep penetration with a focus on consumers of regional centers with a strategy for product development for consumers of district centers, in our opinion, will allow achieving the marketing objectives of this enterprise, taking into account the interests of the population, including the interests of the population. its socially unprotected layers.

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**THE INFLUENCE OF CONSUMER PSYCHOTYPES ON MOTIVES  
THAT DETERMINE THE EDUCATIONAL SERVICES  
CONSUMPTION**

*Keywords: consumer psychology, behavior of consumer, motives, purchase decision, educational services*

In modern society, a significant role is given to quality development and intellectual capital, since they are the keys to success - universal, national and personal. Despite the fact that, as a consequence, it is becoming the norm throughout the world to pay great attention to education, most people see its ultimate value in different ways. Expected value is manifested when considering the motive for acquiring educational services. The motive is what motivates the consumer to act to meet his needs. That is, the motive is a reflection of the need for the consumer himself.

For example, the Ukrainian market for educational services has such key motivations as compliance with "common" social standards and expectations, an attempt to move to another social group, to receive education as a means to achieve its goals in the future, etc. In turn, the motives and motivation of each consumer most directly depend on the set of psychological and behavioral features that can be aggregated using the consumer psychotypes approach. So, specialists of COMCON-SPb Evgeniya Gromova and Marina Gerasimova emphasize the following psychotypes: the philistines, the intellectuals, the innovators, the careerists, the hedonists, the conformists. If the classification is applied to the local educational services market, each group such typical and inherent motives can be distinguished:

1. Philistines (normative materialists) – most appreciate home, family and stability (associated with the external environment), which can be provided by high earnings. Therefore, driving forces can be incentive for the acquisition additional skills, which can provide a greater level of earnings in the future, and the desire for joint family leisure with benefit for all participating family members. At the moment, most centers providing educational services do not involve the second motive, focusing on individual classes and material goals. The most important thing for such consumers is “useful and pleasant at a reasonable price”.

2. Intellectuals (glorified traditionalists) - are the most frequent buyers of educational services at this time. Their values are self-improvement and harmony, they pay great attention to education as a factor that can be able to reach certain high

echelons of the professional way and thus contribute to self-realization later. They also consider work as a way to ensure an adequate family living standard. Intellectuals also appreciate family and joint leisure.

3. Innovators (independent creative personalities) – consider their freedom and maximum self-realization as main values, strive to engage in only interesting work and not depend on circumstances, tend to change their profession and are always ready for drastic changes. As buyers - are active, dynamic, often do not involve companies or brands, because staying in the searching process. They quite often seek for educational services, especially for help in mastering new languages, because the result of educational services is a tool for expanding their own borders for them. Also, this type of service can interest them as a means of diversifying leisure.

4. Careerists (forward-looking pragmatists) - appreciate their time and money as a reflection of the pleasure received from achieving the goals, they are extremely practical and grounded. For them, everything could help in self-realization, career and social growth is valuable. Educational services in this case are a cornerstone, so careerists often become buyers. Sometimes the motive is also the desire to meet their job and professional status, which encourages them to actively engage in additional education for themselves and their families.

5. Hedonists (connoisseurs of pleasure) - most of all appreciate in other peoples mind, taste, sense of humor and breadth of views, enjoy the communication, spend leisure time in companies. Educational services can be considered as an additional opportunity to communicate and expand social ties. In practice, they rarely buy such services as they sweep away everything that comes from the pressure of society and does not bring personal pleasure.

6. Conformists (followers) - copy the behavior of people in their environment or those on whom they depend. Usually adopt those lines of behavior that do not require much effort. They have no own values and ambitions, easily succumbing to the influence of small social groups. Most often, the choice of activity

both for professional and for leisure depends on other people. Accordingly, interest in educational services is shown selectively, with an eye on their surroundings.

Having considered how the motives strongly differ depending on the consumer psychotype, the importance of this factor for segmentation becomes evident and potential options for work with a particular segment are traced.

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## **TRENDS IN FOOD PROMOTION**

*Keywords: food market, promotion, BTL-promotions*

The food market is frayed by the abundance of consumer goods. Enormous consumer demand is enjoyed by food. Manufacturers of goods make considerable efforts on their promotion to the market and directly to the buyer. High demand is formed on products of high quality, the great attention the buyer pays to the taste properties of this product, as well as the information received about it. Manufacturers are inventing more and more new trends in its promotion, so that the manufactured goods were in demand on the market and were successful. One of the main ways to influence the consumer is television advertising, from which the buyer learns about the benefits of the product, its quality, taste characteristics. There are people who do not watch TV, for them was developed an original trend of promotion - advertising on transport, it usually covers a large number of direct buyers. Bright banners on cars do not go unheeded. Producers who provide sponsorship, likewise, do not remain unnoticed by consumers, they are left with the impression of the brand, which continues to play a role in choosing food.

In our time, the system of delivery from the manufacturer to the consumer is developing, which is very convenient for the buyer: no need to spend a lot of time to

buy, standing in queues in the store, fast delivery is the main characteristic of the quality of the product: mainly its taste properties, because the fresh product has more consumer demand. Successfully promoting food through the retail trade, buyers are attracted by affordable prices; they are certainly lower than in supermarkets, which prompts the consumer to make large purchases, and without bearing at the same time large material costs. For the supplier, this is a peculiar success in the market of sales, due to this, the volume of products produced and the prices for this product do not increase, which stimulates demand and supply on the market. One of the most effective ways to promote products on the market is to conduct BTL-actions ("Below The Line", translated from English). BTL - promotions are aimed at: direct interaction of goods with the consumer and that is why they are held in the places of the largest crowds of people or in places of sale. These promotions allow you to communicate food information directly to the buyer. Ability to personally taste one or another product, not to miss one person. Another effective BTL technology is sampling (tasting the product). Having arrived at the store, we purposefully go to the shelf of the goods that we know and enjoy high consumer demand, and here we see a bright action, asking for a try new products, of course, we will not miss such a chance. And of course, if we are satisfied with the taste properties of this product, we will buy it. This is the successful advancement of the product on the market, because the immediate consumer has a chance to know more about the products offered, to pay attention to the excellent properties of the product, and, as far as necessary, to get answers to questions of interest that practically prompts the buyer to make a purchase.

The emergence of new products and brands in the food market requires a great effort from the manufacturer to promote it on the consumer market. The key to success is the integrated approach to advertising your product, the availability and accuracy of supplying information about the product to the immediate consumer.

**SELECTION OF MACRO- SEGMENT  
FOR THE ENTERPRISE "WHOLE WORLD OF ARMORED DOOR"**

*Keywords: industrial market, motivation, segmentation, armored door*

The enterprise "Whole World of Armored Door" is engaged in the production of certified armored door of any complexity. Consumers of armored doors are industrial enterprises: company mining industry, fuel companies, enterprises for the production of fuel and insulating materials, factories, energy companies and construction companies. The basic market for the enterprise is the door market for all industries. Macro segmentation is determined by three directions: (1) What? - Need (what needs or combination should be met) (2) Whom? - Consumers (different groups that must be met; (3) How? – Technology (building a consumer's satisfaction) – Fig.1.

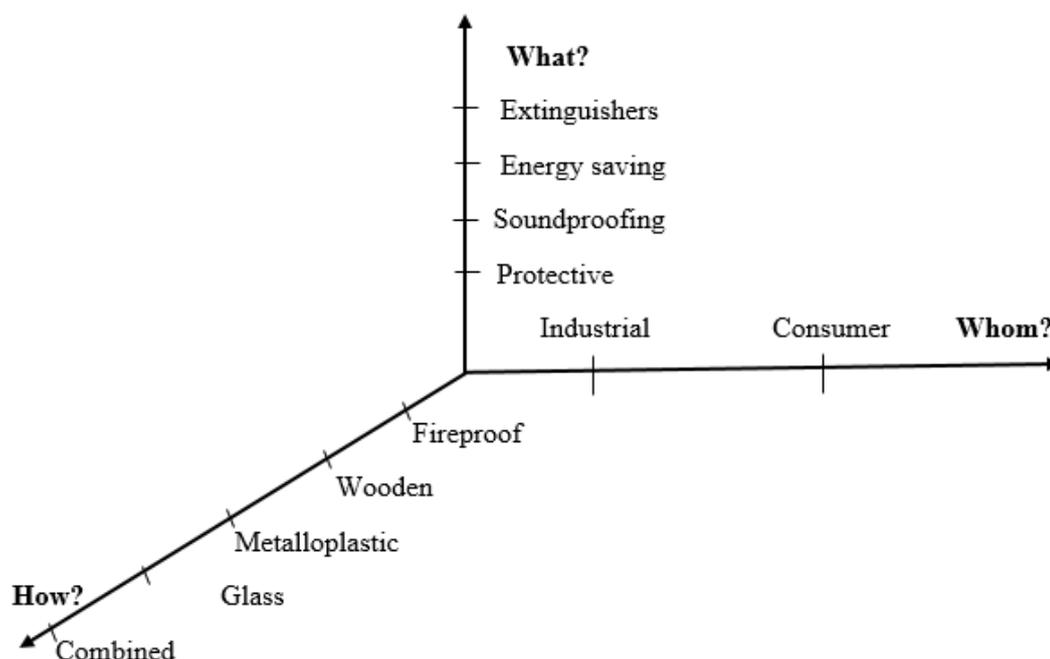


Fig. 1. Macro-segmentation for the enterprise "Whole World of Armored Door"

The second stage is micro-segmentation, which includes such signs of segmentation:

- 1) The size of the firm-buyer: large companies with affiliates and warehouses; medium-sized companies; small firms
- 2) The purpose of the purchase: for resale; for own use; for construction/
- 3) Solvency: firms with a high level of solvency; firms with average solvency.
- 4) Need for goods: constant; temporary; one time.

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## ANALYSIS OF THE MARKET OF MEDICAL SERVICES IN UKRAINE

*Keywords: market analysis, medical services, tendency, players*

For today the market of medical services in Ukraine is in a phase of development, and its growth has a positive trend. At the end of 2016, growth was 18.3% and financial volumes of the market reached more than 11 billion UAH [1].

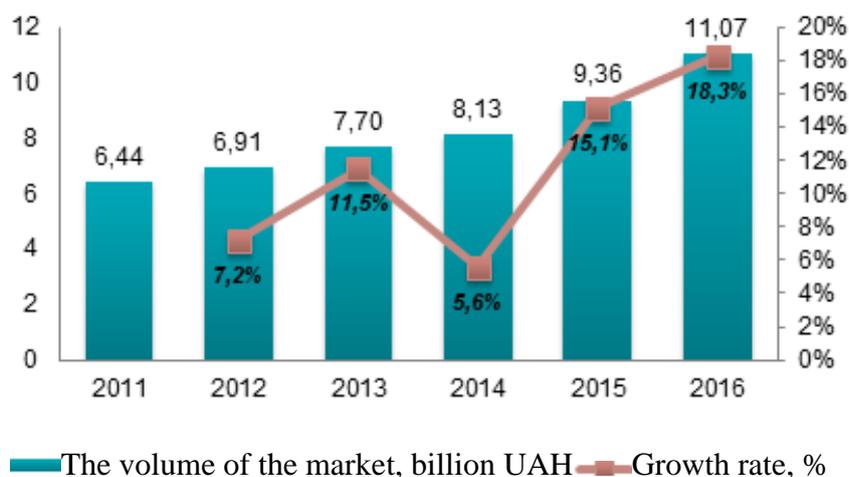


Fig.1 Dynamics of the medical services market in Ukraine [2]

The Ukrainian market of private medical services has significant growth potential. Every year the number of consumers increases, but nonetheless, limiting the growth of the industry are a lack of effective demand and sufficiently high prices for services. To date, about 15% of the working population of the country can afford to visit private medical clinics.

Key players in the private health care market are concentrated in the largest and most solvent cities (Kiev, Dnipro, Kharkov, Odessa). The largest share of the market is accounted for by clinics: "Medicom" (Kiev), "Dobrobut" (Kiev), "Obereg" (Kiev), "Clinic of Family Medicine" (Dnepropetrovsk), "Garvis" (Dnepropetrovsk) «Into-Sana» (Odessa).

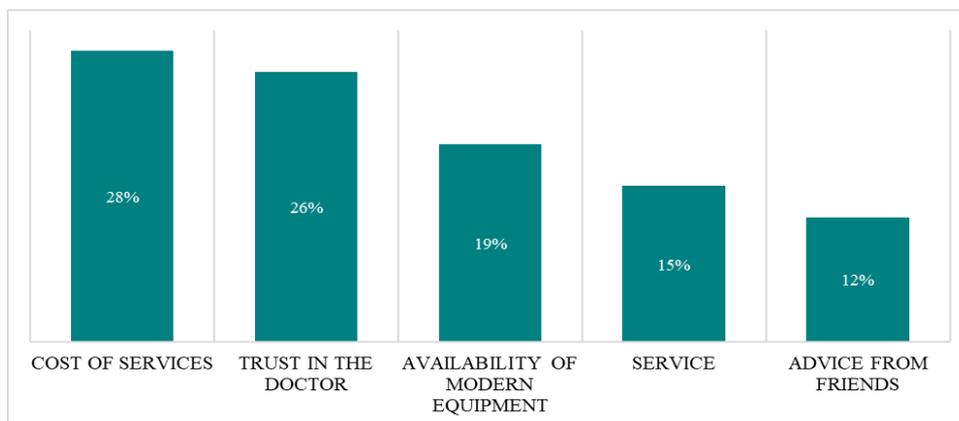


Fig.2 Factors influencing the choice of a private medical institution (compiled by the author, based on [3])

The client of the medical institution in Ukraine today expects the next from the market / medical institution / physician [1]:

- accessibility (easy access / reception);
- price policy;
- the quality of the services provided;
- service level;
- ratio of quality of services and their cost;
- number of available services;
- уровень профессионализма медперсонала.

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## **CHARACTERISTICS OF THE FURNITURE MARKET**

*Keywords: wood-working branch, industry, market, furniture production, Ukraine*

The furniture industry is the most powerful among the wood-working branches of the industries in Ukraine. It employs 47 % of the industrial-production staff and produces 40 % of the commodity output from the wood [2, p. 82].

The works of many scientists are dedicated to the research of the furniture market in Ukraine: A. Nakonechna researches the peculiarities of the organization and sales of the furniture in Ukraine [2], some aspects of the furniture market in Ukraine are demonstrated in the works of G. S. Shevchenko, in which the scientist conducts the analysis of the competition on the furniture market as a method of making the marketing decisions, factors of macro- and micro environment and their effect on the works of the furniture enterprises [4; 5]; M. P. Saganyuk researches the strategies of the wood-working development and furniture production [5] and so on.

The furniture industry that produces the goods of the natural consumption takes the special place among the wood-working branches of the Ukrainian industry. The demand in the furniture is reduced or increased dependently on the conditions of life

and economic state of the population, but never disappears. The production of the branch is still highly demanded, and the production of the furniture is the closest to the competitive level in comparison with the other goods of the national consumption of the long-term usage. After outburst of the financial-economic crisis the furniture industry in Ukraine turned out to be in the extremely difficult situation, which is stipulated by both the general economic and industrial factors. The absence of the modern equipment and new technologies on the enterprises, effective material, accessories, component parts and other details in many aspects determine the appearance and consumer's properties of the furniture and do not allow many of them provide the issue of the competitive domestic furniture [1, p. 47].

The state support is required in order to create the positive conditions for the production of the higher-quality products by the domestic producers in comparison with their low cost and output on the international furniture market. At this moment the issues on stabilization of the furniture market of Ukraine are developed, namely: - creation of the mechanism that stimulates the investments into the perspective domestic scientific researches; - implementation of the strategic directions in relation to the further usage of the domestic equipment, accessories and materials for levelling the dependence on the import goods; - establishment of the high rates of the import duty; cancellation of VAT for import of the raw materials and equipment, which are not produced in Ukraine; - provision of the beneficial credits for the export-oriented companies at 5-7% rates per year etc. [1, p. 47].

Thus, the furniture branch in Ukraine has all perspectives for the development due to the rich raw materials; improvement of the consumer's properties, including aesthetical, and design of the furniture; development of the fundamental and applied researches; support of the wood-working branch from the state.

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## **CRESEARCH OF CHEESE CONSUMPTION IN CHINA**

*Keywords: grocery basket, market, demand for meat products, consumers*

One of the major changes in the Chinese basket of goods in recent decades is the change in its components from the cereals that made up the diet, to the meat. Consumption of beef and poultry per capita shows a trend of steady growth in line with rising incomes.

Changes in the way of life of Chinese citizens also have a significant impact on the growth of demand for meat products.

Preparation of semi-finished processed meat is becoming increasingly popular due to time savings compared with the traditional recipes of national dishes. The

demand for modernized technologies (with a minimum amount of water) cooled down by meat and meat products compared with sterilized meat (as a rule, it is canned salted meat cooked to semi-ready).

Citizens of middle and older age seldom use food outside the home and often perceive meat consumption as a luxury. Frequent visitors of cafes, restaurants and bistros are young people, they feel comfortable using food, including meat products, outside their home. The gap between generations also refers to the consumption of a particular type of meat. Adult consumers are less buy meat such as beef or lamb (presumably due to dietary, financial, or cultural causes).

Chinese Muslims and the people of South east of China are the main consumers of bird meat, not pork. Chinese muslims who mainly live in Western China, Southwest and Northwest Provinces prefer halal products (it includes only natural products, without any carcinogens and toxic impurities), the demand for imported food in these areas will be increased, if these needs can not be satisfied with national companies.

Chicken wings and legs are popular types of foods all over China. Meat duck (fillet) is not so popular and on is 30% cheaper than the necked legs and about 70% cheaper than the wings. Chinese consumers give a significant advantage to consuming offal and meat, which in the West are considered not so desirable and interesting, in particular the chicken legs, necks, and cow's offal, which are a tasty piece for local cuisine.

Thus, China continues to be a lucrative market for parts of meat that are of lower importance in the domestic market of the West.

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## **UKRAINIAN RAILWAY MARKET IN MODERN CONDITIONS**

*Keywords: railway market, transport system, strength of the Ukrainian market*

Railway system plays a key role in transporting freight and passenger in Ukraine. During the first 9 month of 2017 some 3,4 billion passengers have been transported by all means of transport in Ukraine. The automotive transport is the most popular mean of transport. Passenger turnover by automotive transport amounted to 26,3 billion pass/km., which is a big increase of 5,1 billion pass/km than at the railroad. By the way, major part of freight is transported by rail in Ukraine. During the first 9 month of 2017, its share constituted around 55,7%.

The railway market consists of the transport market and the infrastructure market. In Ukraine, the railway transport market has been considered a natural monopoly for a long time. Today, the Ukrainian railways are divided using a model of the infrastructure management department from providing transportation services. The separation of railway infrastructure from railway transport has been defined by Government Target Program for Railway Transport Renewal (the period of implementation 2010–2019), adopted by the Ukrainian Cabinet of Ministers with the decree # 1390 passed on December 16, 2009 [1]. Liberalizing and opening the national market of rail transports are one of the major steps for to integrate its to the European transport market.

Railway undertakings provide rail transport services. Liberalization of transport contributes to the growth of the number of transport companies on the transport market. The main conditions for its development are fair play of competitors and reduction of transport costs. It is necessary to create a legal and economic framework for gradual adjustment and connection to the integrated and liberalized European transport market.

At present, Ukrainian market is at the development stage. There are some strengths in there: strategic location, worldwide demand for Agri-products, well developed railway network, deep and Comprehensive Free Trade Area with EU from January 2016 etc [2].

Thereby, Ukrainian railway market has many niches and opportunities for introducing new players and strengthening the positions of existing ones.

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## **FORMATION OF MATRIX STRATEGIC ANALYSIS IN THE MARKET OF EDUCATIONAL SERVICES.**

*Keywords: marketing, BCG matrix*

The Municipal Communal Culture Institution MCCI "Dnipropetrovsk school of Ukrainian culture and arts named after Oles Honchar" is a Specialized Primary Educational Institution and for more than 50 years it has been on the Dnipro market.

Services provided by the school: piano; vocals; stringed, percussion and folk instruments; choreography; fine arts; theatrical art.

An assortment analysis based on the BCG matrix has been conducted and we will formulate the strategies for each product group according to its role in the enterprise assortment.

The basis of the BCG matrix is the product life cycle model, according to which the product passes 4 development stages. 1. Introduction to the market ("Product - Challenge"). 2. Growth ("Product - Star "). 3. Maturity ("Product- Dairy Cow"). 4. Recession ("Product - Dog")

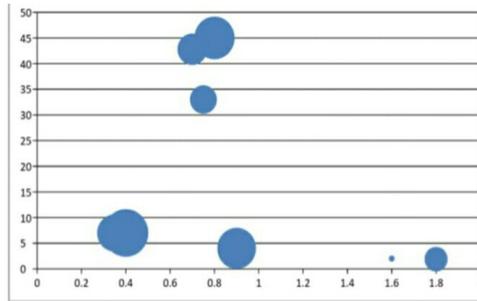


Fig. 1. BCG matrix

The group "Stars" include the "folk", "choreography", "fine arts" Departments. We can observe a high growth in sales and a high market share. The market share shall be preserved and increased. "Stars" bring a very high income.

The "Dairy Cows" group includes "piano", "vocal", "stringed instruments" Departments. We can observe high share in the market, but the low growth rate of sales. " Dairy Cows " should be preserved and maximally controlled.

The group "Dogs" include "percussion instruments" and "theatrical art" Departments. The growth rate is low, the market share is low; the product usually has low profitability and requires a lot of attention. You have to get rid of "dogs".

There is no "Wild Cats" group in a portfolio of the educational services offered. It means that we can make a conclusion the commodity portfolio of our educational institution to be unbalanced.

We can draw the following conclusions according to the results obtained:

- it is necessary to apply new methods of services promotion, that is, to find new sales channels; this may include the creation of the own page in social networks, where you can post achievements and successes of schoolchildren, create your own web-site with a detailed description of all the educational services provided and get focused on competitors' benefits.
- to add more advertising, promote art.
- to use the opportunity to increase the market share, attract new visitors by expanding the range of services, which will increase profits.

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## **PARTICIPATION IN STUDENT RACING TEAM AS AN OPPORTUNITY TO IMPLEMENT BUSINESS IDEAS**

*Keywords: business-project, startup, business-plan, marketing, engineering and racing competition, formula student, racecar, racing team*

Ideas to participate in any business appears in students' minds almost with the beginning of study at the university, regardless of the direction of training. The desire to prove something oneself, to realize their potential, to earn some kind of capital – this all makes them constantly look for opportunities to realize everything they are thinking about. It's often not always possible to work in free time, because unskilled labor takes a lot of energy and this kind of work can cause problems with mastering the main profession at the same time. Participation in various business projects can be a solution to the existing problem.

Specialists describe the business project as a time-bound, purposeful change of individual systems with established requirements to the quality of results, with clear scopes for the possible expenditure of finances and resources and specific organization of development and implementation. [1,2]. For the successful implementation of any project, you need to know the specifics of its development, as well as the goals and methods of making a business plan. Thus, such a document as a business plan is called to do the functions, namely: to determine specific areas of activity, prospective sales markets and the place of work in these markets, to estimate the costs necessary for manufacturing and marketing products, to compare them with the prices at which goods will be sold to determine the potential profitability of the project, to determine needed knowledge and abilities of staff and conditions for

motivating their work for achieving the aims, to analyze the material and financial situation of the company, calculate the risks and find out possible difficulties that may hinder the implementation of the business plan [3]. On further stages of business development, the business plan is needed to attract investors and sponsors, to familiarize employees with actions and as the basis for strategic planning for the development of the company.

There are a large number of different classifications of business plans, but it is possible to distinguish among them the most common and frequently occurring ones. The first classification according to the business line, depending on for what purposes finances needed or what is planned to develop in the organization in the near future. It separates business plans as aimed at products, work, services and technical solutions. Another classification divides business plans by purpose, in another words, by business objects: business plans for a new company and for an existing one. This article is about developing a business plan for a new company.

An example of the implementation of a successful business project can be considered the development of sports among students. This direction does not require huge funds and it is very promising, that is why the Ministry of Education and Sports tries to support such projects in every possible way. Although in fact, such projects require a research of the possibilities of attracting investors.

Lots of men and even women since childhood wanted to join the world of professional motorsport, but had no opportunity because of the extreme high cost of this sport and this fact caused them left their dream. But in 1978 in USA appeared a special competition for young people with the same passion - passion of racing. Its name is Formula Student (the first competition was held under the name SAE Mini Indy).

Formula Student is a class of international engineering and racing competitions, founded by the Association of Automotive Engineers (SAE). Every year in the countries of the European Union, as well as in China, Australia and Russia, student racing events take place, in which participate an average of 150 teams from all around the world. The competition is strictly regulated according to the technical

characteristics of the car, its appearance, safety requirements, economic calculations of production costs. During the preparation for a competition, participants must design, build and test a prototype of a racing car similar to the famous Formula 1 cars, but intended for the market of non-professional racing cars, and make economic calculations of the car's cost and the necessary engineering calculations.

Competitions include two sections: dynamic and static events. Dynamic events are devoted to the car testing in real conditions: testing for speed, for endurance and maneuverability, with mandatory preliminary technical inspection, tilt (stability) test for tilting at 45 and 60 degrees respectively and noise level. Static events - events where it is necessary to calculate the real cost of building your car, to develop and present a business plan for mass production of cars or organizing a business, based on sportcars.

Some time later, in 2011, thanks to the financial support of the university first and then to the Ministry of education, People Friendship University's of Russia students had an opportunity to join this direction of student associations development. Since then, the team takes part in international competitions every year in Europe and in Russia. In the memorable year 2017 in home competitions on Moscow FS RUDN managed to win the overall title of Champions of Russia 2017 in Formula Student racing class.

Nowadays, a lot of generations of young engineers was replaced with the time in FS RUDN, and, as noted by many, the team experience has not passed for them in vain.

Teamwork has taught young professionals the basics of teambuilding and personnel management, helped them to master the engineering programs for designing real things that allowed them to gain valuable practical experience while studying theory at the university. Also due to the presence of static disciplines in the competition, students have the opportunity to learn the principles of making a full cost report of manufacturing a car and learn how to make a business plan. The student does not have the opportunity to earn money here, the driving force behind their activities is interest and the desire to learn perfectly the structure of the car.

There is no doubt that participation in such a professional association gives students a unique and interesting student life, because during the various seasonal tours students have the opportunity to get acquainted with the cultures of other countries, to find friends from all over the world with exactly the same interests.

FS RUDN consists from people of completely different ages - from 17 to 24 years – nationalities and specialties of studying, but this does not prevent the team from efficiently coping with the tasks assigned to it, because all have one interest and similar goals.

According to statistics, in all European engineering-racing student teams the average age of participants is 24 years and usually teams include people from 19 to 28 years, which makes our team young in comparison with them. However, age is not an indicator of experience. Our team members from childhood are passionate about their favorite activities - repair and assembly of cars and motorcycles.

For all time of existence of FS RUDN we have constructed and tested 5 cars and have visited more than 15 international competitions.

How I told earlier, all projects, either they are serious start-ups or just student associations, need financial support. In another words, they need sponsors. This is why team members create a business plan for student racing teams.

From the very beginning of the FS RUDN existence, all our business plans had the same aim - organizing and launching racing cars mass production. Built prototypes took niche between karting and the Formula 3 class cars and were constructed specially for people with average income.

The last version of the business plan, created for the car RZ-2 of 2016 model year, was the most expensive for investors, because we asked them for 675,000 dollars to start the business. Total required investments were divided into 4 parts: bank loan (\$ 450,000), sponsorship (\$ 225,000), sponsorship investments (\$ 675,000) and personal funds of the team (\$ 150,000). At the same time, we offered 49% of shares of the future company to potential investors, in order to maximally interest them, give an opportunity to make decisions about the future development of the company, but not to allow them taking a 51% of shares what is the controlling stake.

The business plan also describes the main advantages of our car: a simple design, excellent endurance, great opportunities for customizing the machine's systems, the ability to quickly change the body kit due to the design of its mountings. The average output at the initial stage was 100 pcs. per year (break-even point - 50 pcs.), production was planned in the form of a workshop, divided into departments with use of the JIT system. Workshop is not a factory, which significantly reduces the cost of renting and purchasing equipment for production. Workshop production is the most appropriate in connection with the planned production volumes. The first workshop was planned to be in Moscow, and then we were going to organize our agencies in the rest of another countries, taken as target market.

Our main customers are people from 18 to 45 years old, enthusiasts and semi-professionals of motorsport, who have an average income. According to surveys among this age group, the priority functions of the car were identified and its design was developed.

As sales market were selected Russia, Great Britain, and some countries of the European Union due to the presence of a large number of racing tracks and the number of interested in racing audience.

The promotion of the product was planned through sponsorship advertising, TV, auto magazines, social networks and FS RUDN's website.

According to the financial calculations, the payback period should take only 2.5 years, the planned profit is 3300000 dollars, the approximate cost of the project is 2700000 dollars.

A risk map was also developed, where the risks were arranged according to their significance and probability. The most likely were: the lack of specialists in narrow fields of knowledge and changes in the custom's regulations.

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## **FRANCHISING AS A METHOD OF PROMOTING INNOVATIVE PRODUCTS (FOR EXAMPLE ECO-LAVCA)**

*Keywords: franchising, promotion, innovation products*

The full innovative product is based on a fundamentally new solution. He is also associated with significant changes in technology and production. Importantly, it allows the user to get new features and prospects. Innovative product fundamentally different from the product novelties (version of an existing product).

Franchise "Eco-shop" - shop of organic products, too, relates to innovative projects, it is associated with a new appearance and development of a new activity. Statistics show the use of this system makes it possible to overcome the 80% five-year milestone in the development of the company and to continue working to give high profits. In comparison, most of the self-developing companies and barely two years. Franchise store "Eco-Shop" is a recognized brand leader among the eco-products, over 95% of successful stores in the network, an alternative to a private company working in the small business and useful products, demand for which is growing.

Research has shown that franchising has the following advantages:

1. Raising awareness of the brand, which they take in rent. Most companies that offer franchise, recognized and enjoyed great success not only in our country but also abroad.

2. Assistance in the organization of business. Franchazer will help you choose a

room, purchase necessary equipment, select the range of goods and hire vendors.

3. High-speed business development. If you buy ready-made business, it is possible to obtain high profits.

4. Education and training materials. Before you start, the staff is fully trained in all the nuances of the work in the shop eco-friendly products.

5. Maintenance of a professional team. Throughout the period of cooperation the franchisees will continue to receive assistance.

6. Support Operations. The store provides a convenient tool of management accounting: accounting of sales, income and accounting movements of goods and cash payments, payroll, monthly financial balance and profitability calculation.

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## **9 TIPS OF MARKETING IN SOCIAL NETWORKS**

*Keywords: marketing, SMM, social networks, tips*

The phrase "social networks" people use differently. Concurrently with communication with friends, listening to the music, watching videos, social networks can be used as a means of promoting a product or service.

SMM (English Social Media Marketing as a promotion in social media) is the concept, which is quite common and known to many, but today there is a lack of high-quality literature on this topic. Most of the works on marketing in social networks belongs to American researchers. However, if we make a profile of a

typical social network user(s) in America and the CIS countries, we will get somewhat different pictures. Moreover, there are different popular social networks in America (Facebook), if compared to the CIS countries – (Vkontakte), which is forbidden in Ukraine.

Some tips how to create a social networking strategy are given in this paper.

*Tip 1. Determine the main objectives of the promotion campaign.*

When starting to work in social networks, you must clearly identify your goals and objectives. All actions that you will undertake in your promotion should be based on the key objectives of the advertising campaign.

*Tip 2. Determine the target audience.*

Before promoting your product, you must understand who it may be of interest. The more detail you can identify in profile of your there potential consumer, the better.

In order to identify a segment of the target audience, you must take into account the following characteristics:

- the place of residence of potential customers (for example, cities and towns where there are affiliates of your company. In some cases, geography can be distributed directly to the whole country, for example, for software).

- social and demographic indicators of the target audience. These include characteristics such as gender and age, education, marital status, income, occupied position.

- interests and hobbies. What might your potential customers be interested in, what places to go for fun, what they have hobbies, etc. All this information is necessary in order to most accurately organize the targeting of advertising.

*Tip 3. We choose platforms on which potential clients are concentrated.*

When the target audience is determined, it is necessary to find the place of its largest concentration. For this purpose various service are required like - Facebook, Instagram, etc., as well as the community within these sites, blogs, forums. Here exploration of various social networking statistics, which will give you information about who the gender, age, and other indicators, are of great use.

*Tip 4. Determine the behavior of the target audience.* All users can be divided into three behavioral categories: passive observers, discussion participants, and content generators. To determine the promotion strategy, it is important to determine which of these categories most of your potential customers most.

*Tip 5. Develop a content strategy.* The content strategy includes the following elements: selection of the main topics of publications; frequency of publications; stylistics of publications; post time; number of "promotional" publications relative to neutral.

All these options need to be planned in accordance with the needs and interests of your audience. And do not forget that different social services need to build a content strategy differently.

*Tip 6. Define a system of performance metrics (metrics).* This is necessary in order to understand how your promotion campaign is effective and how the tasks are performed. The system of such indicators should be defined in advance, and the choice of one or another metric depends on the goals and objectives of the campaign.

*Tip 7. Define the resources you need:* time resources (time you and your employees spend on product promotion) and material resources (advertising, outsourcing). Both those and other resources need to be determined before the start of the campaign.

*Tip 8. Determine the calendar plan.* Any task should have an exact deadline for its implementation, that builds on the marketing strategy. In the calendar plan, it is necessary to enter the start and finish time of all the events, the timetable of publications of articles and posts, as well as the measurement of the main metrics.

*Tip 9. Evaluation of your performance and adjusting your campaign.* After a certain period, compare the conversion of users of social networks, blogs, and search engines. This will determine the effectiveness of each source, understand which ones need to be refined or modified.

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## **EVENT MARKETING, AS AN EFFECTIVE SOFTWARE OF MARKETING COMMUNICATIONS**

*Keywords: event-marketing, advertising, brand, event*

At present, a rather new direction in promoting brand values in the Event-Marketing market or event marketing have been developed. Event marketing is one of the most successful tools for building marketing communications of the company, which allows you to effectively build a close emotional connection between the brand and the consumer.

In the process of the event, the maximum attraction of the consumer occurs, loyalty to the brand is chact and the results are promoted in the future.

At the heart of the system of events is an informational, cognitive or sporting event that are conducted under a particular brand to promote the brand's values. Thus, the ability to design and organize an event for a particular brand allows you to take into account its individual characteristics in accordance with the company's development strategy and promote the promotion of brand values.

The classification of events can be presented as follows [1]:

- business events, where information, ideas and new skills are exchanged - dealer forums, congresses, conferences, business breakfasts
- educational and educational, with the purpose of acquiring new skills, improvement of qualification - trainings, seminars;
- events for the press, in order to receive first-hand information - press conferences, press-tours;
- field trips, in order to receive information about new products, obtaining

special conditions - presentations, sales promotion measures;

- entertaining, for the purpose of entertainment, strengthening of connections in a team of community - corporate holidays, actions for strengthening of a moral spirit, birthday of the company;

- charity to help those in need - concerts, fundraising campaigns;

- massive, oriented to the organization of free time through entertainment and communication with the target audience, providing a strong emotional impact - city holidays, festivals, concerts.

- Sports, in order to recognize sports achievements and entertainments.

On the basis of establishing the goal, type and name of the event-west becomes a product. For this product, a classic marketing mix is used with the components of the product design ("product" from the service sector is transferred to the people, "people"), the conclusion of the contract "price", the formation of prices, terms of the contract), distribution ("promotion", advertising, information, image) and forecasting tools ("prédiction"), which are complemented by market research Shapovalova I. [2].

According to the advantages of brand promotion with the help of event marketing include the following [3]:

- information presented in an entertaining form more effectively affects the feelings of the participant of the event and its perception;

- the use of all means of promotion extends the scope of the target audience;

- The brand of a well-known event can be used to build a company's planned advertising company;

- information about the event is presented in advance in announcements, press conferences, invitations and continues after the end of the event when summing up, at press conferences and publications in mass media;

- The audience for which the event is conducted is a research group that provides preliminary information about the consumer, his preferences, which reduces the cost of marketing research;

- During the organization and preparation of the event, contacts with media representatives are established and interest of the target audience is formed;

- during the event-events, it is possible to use direct sales of goods, linking them with the subject of the event.

Thus, event marketing includes all the tools to promote the brand and is one of the effective tools of advertising. The basis for using event-marketing should be the well-organized and developed marketing strategy of the organization. So the cosmetics store can use a variety of activities to showcase products and attract more consumers.[3].

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### **STRATEGY FOR INCREASING THE EFFICIENCY OF THE OPERATION OF TRADING ENTERPRISES**

*Keywords: strategy process, basic strategy, functional strategy, strategy of increase in efficiency of functioning*

For strategic management of the activity of a trading enterprise and ensuring its competitiveness, it is important to substantiate the conceptual scheme of forming a strategy for increasing the efficiency of its operation.

An overview of modern economic literature makes it possible to distinguish the

following conventionally grouped approaches to the definition of a strategy:

- the strategy as a set of certain principles, rules of behaviour of a subject, so the forming of strategy involves certain terms of behavior among the operations for the attainment of the goals, but this approach does not feed the description of organizational actions for implementation. That is, the goals are not related to the nature of the behavior of the enterprise, but determine its desired state in relation to the values in the society;

- the strategy as a sequence of actions. In this approach, the formation of a strategy is presented in the form of a certain algorithm of action, which involves a consistent approximation to a specific goal. Upon reaching the negative result, the rules of conduct are adjusted and the new intermediate result is checked for compliance with the goals set;

- strategy as the position of the company, describing the availability of resources to counter market entity or adaptation to the external environment.

Each of the allegations has the right to exist, since the variability of the content depends on the understanding of the strategic approach to the management system, which ensures the achievement of long-term goals.

However, the content of the definition, as can be seen from the review, makes it possible to distinguish two semantic meanings: the result strategy and the process strategy.

In the first case we are talking about the basic corporate strategy of a trading company, which may be one and reflects the strategic goal of the economic entity. There may be several strategies for the process as models of the behavior of a trading company.

Consequently, the strategy of a trading company is a long-term orientation, which ensures the implementation of various specific projects depending on the challenges and opportunities.

Under this approach, trading enterprises can choose the basic strategy on the following features: during the life stages of the enterprise (growth, stabilization, reduction); according to functional characteristics (cost leadership, differentiation,

focusing); Depending on the strategic level in the organization (corporate, functional); according to the functional orientation of the enterprise (strategies for improving the management of certain parameters); according to the terms of realization (long-term, medium-term, short-term).

Approaches to the allocation of strategies on the functional attribute have already been considered by economists, therefore, in the proposed concept as an alternative, strategies are allocated from this point of view.

In our view, the strategy of improving the efficiency of trading enterprises should be considered as a description of the appointment and mission of the company in the market; as a way to achieve strategic goals for maximizing profits at a minimal cost; as a direction of development of an enterprise with the necessary resource potential for this.

Thus, the investigated category as a functional strategy detailing the underlying, is a system of consistent action by the enterprise in achieving the optimal efficiency point, which provides the benefits of a trading company compared with competitors. The nature of commercial enterprises according to the studied trends has been analyzed, it should be noted that commercial enterprises are characterized by the same parameters of functioning in a competitive environment with others, and this encourages them to justify the choice of strategy very carefully.

Therefore, the strategies for their development are practically the same, and the effectiveness of the activity depends both on the availability of resource potential and on the ability to respond more quickly than competitors to changes in the factors of the external and internal environment, the demand for the consumer market and the supply of trade services by the ratio – high quality / optimal price.

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## **THE EVOLUTION OF PRIVATE LABELS AT RETAIL**

*Keywords: private labels, retail, evolution.*

Retailers in Ukraine are implementing increasingly sophisticated and aggressive approaches with their private brands to help boost margin and profits, build overall brand equity, defend themselves from competitors and fill gaps that manufacturer brands are not filling. Overall, these new strategies appear to be working, especially in these recessionary times as consumers are becoming more open to retailer brands and less attitudinally loyal to brands that don't continually meet their needs.

Although the success of private labels has been limited to certain product categories and segments of consumers, retailers continue to expand the domain of private label offerings.

A simple example of how private brands have evolved is shown here:

Table 1

Level of Evolution	Type of Private Brand	Pricing Strategy
Stage 1	Store Label "Generic"	Entry price
Stage 2	Store Label "Knockoff"	Entry price/significant discount to name brand
Stage 3	Independent Brand - Cross Category	Range from value to premium
Stage 4	Independent Brand - Focused on Specific Segment	Range from value to premium

An important part of looking at evolutionary patterns across time, categories and markets is to better understanding what is likely to come next. There are a number of emerging trends that likely will continue to evolve. Retailers are acting more and more like brand manufacturers. They either have or are developing key strategic and executional capabilities to effectively manage and grow an increasing complex private brand portfolio. This includes using more sophisticated approaches to segment the market – whether by age/lifestage, ethnicity, income, urban versus rural or whatever segmentation makes sense for a particular retailer or brand.

The world of private brands in Ukraine has never been as exciting, challenging and evolving as it is now. Even as we move out of the recession, it is likely that

consumers will be open to retailer specific brands if they offer the functional and emotional benefits they seek, with the right value equation and are communicated in a relevant fashion. Retailers must embrace the challenges and build new models for how to best exploit the opportunities today and learn into the future.

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## **HOW INTERESTING IDEAS ARE BORN IN DM AND HOW TO DEVELOP THEM**

*Keywords: direct marking, advertising, idea, communication*

The first question that arises in any newsletters, it is actually what exactly is this interesting idea that is Central to our material? David Ogilvy in his time said that without this idea, your ads will just be unnoticed and compared it with the ship, which floats in the ocean. That is, once saw and then forgot about it and in the end forgot. In DM even more necessary to have this idea, otherwise our ship will sink. So why is it so important to have an original idea? In conventional advertising the goal is to get the attention of the reader, the viewer, a passer-by. DM puts more difficult task. In addition to attract attention, get read and it is even possible to think DM needs to read or seen has awakened man to certain actions. He must either call by dialing the specified number in the newsletter, or fill in the form, or go somewhere. It is not enough just to interest him, informing him to expand his knowledge about the subject. Then how to motivate people to action? In physics there is the concept of objects: objects that are stationary. But the objects and people is even worse. People are by nature inert. Example: a British company specialized to DM, has launched a campaign to attract the attention of new customers. She began to send materials to different companies, knowing that most of them don't even read what it's about. So

they came up with this. In the package, where was the messenger material they put a bouquet of roses and wrote: "please give us the answer, before these roses die". And 19 of the 20 companies responded almost immediately. If you give an opportunity to respond to an advertisement or mailing, after some time, it's good, but even better if you motivate people to respond instantly.

Now about ideas, the creative approach. The original idea may lie in the characteristics of the communication channel that you choose. For example, one company, which is engaged in printing of photos, wanted as quickly as possible to attract attention. Was to find a creative approach. The company has purchased packages for the aircraft which were used if someone became ill. The paper, is flat and consists. At the top it is written there: "Please complete these 8 sections" and the person picking up the package, sees that something is written there and automatically begins to read it, thereby responding to the newsletter.

The next and probably the most important thing - this is an interesting, unconventional idea implies a goal for the future, i.e., something needs to go about the future, what's ahead, not about the product. Most companies fall into the trap themselves and put. Why? Yes because advertise themselves. But readers who see this information, wondering what this will give in the future, how interesting it will be. In DM no need to talk about yourself – you need to talk about its customers, potential customers. For example, one magazine ( Advertising age) on the envelope where was the messenger material pointed out an interesting phrase with the names of those to whom it was addressed. The approach and the technology here is very effective because you read his name on the envelope, the more it is very effective and draws attention to the fact that there inside. That is, if the focus is on the client, if all attention is focused on him and not to our company, success is virtually assured.

The last paragraph is what is interesting and extraordinary idea can be used indefinitely if properly apply them.

So, if the properly to apply different approaches and ideas, your mailing material will be noticed and will attract the attention of customers.

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## **FEATURES OF CONSUMER BEHAVIOR AT THE CHOICE OF DANCING SCHOOL THROUGH THE INTERNET**

*Keywords: dancing school, marketing, dancing school consumer*

Foremost it should be noted that the market of dancing services actively develops in Ukraine, lending different modern western styles and flows. Every year the amount of the offered flows broadens: vaudeville, folk, ball, modern, including Hip-hop, House, Popping, and attracting attention of potential clients. Now public positively behaves to self-perfection, development of the plastic arts and beauty of body, for this reason plenty of markets offering corresponding services that develops very dynamically and generates high profits. Except physical activities, service is a great emotional constituent for a consumer. Psychological, social, economic aspects and past experience play a major role at a choice the dancing school consumer.

Now, on the development of dancing shows and projects the most perspective segment for dancing schools are students (18-22 y.o.) that prefer active lifestyle.

Behavior of this segment of consumers must be examined not so much in life, as in the Internet space, because this space occupies high part in life of ordinary citizen, especially representatives of young people.

Based on questioning was formed the model of behavior of consumer, at the choice of dancing school over the Internet. Polled selection: students of daily separations of universities by age 18-22, that occupy active public position, participate in public life of university and city. A sample size is 125 persons.

Results can be presented as follows:

1. Awareness of necessity is influenced by public opinion, fashion and belonging of respondents to subcultures.
2. Searching for information is carried out on 75% through search the Internet, viewing sites, videos, etc., or through communication with friends, imitation of star trainers (25% of interviewed respondents).
3. Pre-purchase evaluation of options is carried out by evaluating video trainers on the Internet (65% of respondents), or by visiting free trials (35% of respondents)
4. The purchase process in 100% of cases is carried out through the physical presence in the school of dance. However, it is not necessary to associate this process with the peculiarities of consumer behavior. Most often, dance schools do not have the opportunity to pay online.
5. The consumption stage occurs in 95% of cases at the dance school, 5% of respondents chose to study online through video tutorials.
6. Post-consumption assessment may also be present on the Internet, as 80% of respondents leave their feedback about the quality of teaching and comments on the site and social networks of dance school.

Thus, it can be argued that consumer behavior in the process of choosing dance services is closely linked to the Internet at all stages of the decision process, as well as consumption.

With the growing pace of the market of modern dance services, it can be assumed that the process of searching, evaluating and purchasing will soon be completely transferred to the online network. Therefore, it is extremely important to understand and to be able to assess the behavior of the "online consumer".

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## **MARKET RESEARCH OF COFFE HOUSES IN DNIPRO**

*Keywords: market research, consumer, coffe houses, tendency*

Coffee is one of the most stable products in the market of daily consumer goods. Its consumption is characterized by high level of loyalty to the brand: only in the extreme case, the lover of the product will betray his favorite brand and move on to a cheaper option.

Annually the coffee market is replenished with new capital, the size of which reaches 200-300 million dollars. It occurs not due to the price of coffe, but due to the consumer habit.

Most often consumers drink coffe at home and at work. The coffee shop accounts for 20-30% of the Ukrainian coffee market. But this does not mean that this segment is poorly developed. Annually, the number of Ukrainian coffee houses increases by about 7-8% [1].

The segment of coffee houses on the Ukrainian restaurant market has been among the fastest growing in recent years. It has grown annually by 20-30% in monetary terms and by 10-15% in quantitative terms.

The volume of coffee houses market in the Dnipro in 2016 amounted to \$ 200 million, in 2017 this figure amounted to \$ 350 million. the annual growth of the market in recent years was 30-40%, due to the fact that the need for places for rest or business negotiations is constantly increasing [2].

According to experts, the situation on the market of coffee houses in the Dnipro, and in Ukraine as a whole, most favorable for development. The biggest players in the 3rd-wave coffee houses segment are: "Coffee Cafe", "Take a coffee to go", "High hill", "The Atelier", "White Coffeebar", "Nose", "Three beavers" ", " I feel espresso

bar ", " Double-decker cake & coffee " .

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## A MUSICAL PR

*Keywords: PR, musical PR, advertising*

A musical PR is one of the ways to attract public attention to upcoming releases. A successful advertising campaign in addition to it's attracting attention to new music, is also convincing the consumer to buy it. A musical PR is also a way to increase sales of records and popularize the artist. Here are a few options for an effective PR campaign in the music industry:

Creating a clear advertising strategy. The success of the musical project is provided by a thoughtful advertising campaign. Most often it consists of many interviews, speeches and publications. Performances, visits to the red carpet of various events and popular shows and radio / video interviews are an integral part of

a successful PR campaign. The more often the public sees or hears the artist, the more successful he/she will be.

Advertising where it is effective. It is important to place advertising where it will be seen. Like Facebook, Twitter, Instagram. There is also a Spotify - a commercial music streaming service that allows users worldwide to discover an impressive amount of music free of charge, and it has become more popular than ever. Now more than 30 million people use this service, viewing every day a lot of advertising. It's a good platform to inform millions of people about new music projects. Spotify's alternative is iTunes store. The home page of iTunes store consists of several banners featuring new music releases, giving the projects an excellent amount of exposure.

Activity in social media. Today, social networks play an important role in the world. We use Facebook and Twitter in everyday life. But, they have also become an important PR-tool. Each artist has an account in one (or several) social networks, which you can follow. The most effective activity in social networks is an interactive campaign. The artist does not just tweet advertisements, but also interacts with subscribers in the social network (question-answer, collaboration with other performers). Thus, the artist becomes closer to the public. This creates an agiotage around the project, which is the object of the PR campaign.

Collaboration. Cooperation with various well-known brands is effective advertising method. Musicians often advertise products of brands like Pepsi, Coca Cola, Nike and even Mercedes. This, in turn, draws attention to the artist himself. Cooperation with other musicians and celebrities also has a positive effect on the progress.

All of these are the most used and effective methods of PR in the music industry. There are many other options for promoting the artist. PR campaigns in the music industry have unlimited possibilities. This is an industry where you have freedom of creativity.

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## **CHARACTERISTICS OF THE WATER MARKET**

*Keywords: water resources, industry, market, water bottling, competition, enterprises on water production, Ukraine*

Water consumer's resources are the most important natural resources in Ukraine, which effective usage allow not only provide the essential demands of the population, but increase the export potential of the country and form its positive image [1, p. 590].

Many scientists have been studying the problem of the water market in Ukraine: P. S. Boreiko analyzes the peculiarities of functioning of the market of bottled water in Ukraine. The scientist researches the process of formation and implementation of the complex of marketing facilities of the enterprise that produces the bottled water in Ukraine [1]; N. Yu. Malysheva researches the peculiarities of the development of the mineral water market in Ukraine and determines the main players on it [2]; O. V. Tur analyzes the tendencies and transformation on the mineral water market in Ukraine, in particular: the dynamics of the enterprises and volume of water production by its types; shifts and season fluctuations in the rates of its production and bottling [3] and so on.

Today Ukraine enters into the group of the international leaders by the stocks of the mineral water: its resources substantially exceed the internal demands. Also it is one of the leading European countries of the mineral water production, bottling and

sales. The assortment of the mineral waters of Ukraine is wide: over 500 sources of the different mineral waters were found on its territory, mainly within the Ukrainian Carpathians, the Ukrainian Shield, and the Dnieper-Donetsk Rift [3, p. 106].

The demand for the drinking water is high enough and constantly increasing, accordingly the leaders of the market put their cost that serves a guiding point for their competitors due to saving on the production scales. There is another advantage too. It is the potential of counteraction to the market leaders, for example, free production facilities and possibilities of innovations. Although the water bottling is oriented, first of all, on the raw material base; the parameter of trust to the natural sources and treatment properties of the water is very important [2, p. 57].

One of the most substantial factors affecting on the activity of the enterprise is the season character of products consumption. It stipulates the necessity to adapt them to the demand fluctuations on the market and conduct additional measures for attraction of the consumers in the low-demand seasons. The attention should be paid to the threats, which appear on the water market for already existing enterprises. The basic problem is bottling and mineralization of the water of low quality and possibility of its supply on the store shelves. These products cost substantially lower that upon condition of consumer's unawareness can serve the motive for buying them. Of course, it is difficult for the products of such enterprises to pass the barriers for entrance on the wide sales markets, but their sales on the single retail shops take place.

Thus, it is possible to conclude that there is a big competition on the water market, and the conditions of market entrance are not easy, but the access is possible. The water market has great perspective for the further development.

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## **ADVERTISING AS A TOOL OF PROGRESS OF SMALL BUSINESS**

*Keywords: advertising, small business, marketing, consumer, unique selling proposition*

The important element in conditions of market economy is existence and effective cooperation of large, middle and small businesses. In this regards a small business is considered not only as addition to the large-scale production, but also as an independent form of functioning and progress of modern productive forces. In Ukraine small businesses are presented mainly in trade and services. Now the level of competition among companies is very high, therefore small business owners try in every possible way to attract buyers using all available means of advertising.

Effective advertising is an integral part of a company's success. Specifically, it helps small businesses to make a name for them in the market and to draw attention of potential clients. Modern marketing allows small businesses to choose such tools of advertising that are highly efficient at minimal expenses.

Analyzing the practice of marketing it is possible to single out a number of basic principles of advertising campaign for small businesses:

- “Actions” (a special offer of limited duration which does not give the buyer much time to think about necessity of the purchase);

- “The special price”, so-called effect of “the limited offer” (the advertising tool when a “new” price of the goods/service is indicated on the label above the much higher “old” price);

- “The announcement of the business” (the video invitation or distribution of leaflets before opening of the business will arouse potential buyers’ interest).

As basis in choosing an effective type of advertising for a small business entrepreneurs can develop a so-called unique selling proposition which may be connected either with a unique character of products or with an interesting form of their promotion on the market.

Studies show, that it is possible to apply the following budgetary advertising tools by means of which small businesses inform potential consumers on the selling proposition:

1. Printed matter (leaflets, business cards, announcements). It is spread in high-traffic areas, into mail boxes, at stops near a company’s location, sometimes by fancy-dress animators.

2. Advertising in printed mass-media. For savings of the budget it is necessary to choose local printed editions where announcements can be placed either for free, or for a moderate price.

3. Advertising on the Internet.

- Creation of a company’s own site provides the opportunity to inform buyers on existing goods, services, current actions, offers; the contact information and other details of the seller are given therein.

- Use of social networks (Twitter, Facebook, Instagram); the information spreads very quickly, publications about the business should be interesting to users.

- E-mailing; by means of questioning and registration on a site enables creating a customer database and informing clients on discounts, new deliveries, etc. at regular intervals.

4. “Stealth marketing”. Dissemination of information about goods, services or a business by a principle “by word of mouth” unpremeditatedly by consumers themselves.

At present, advertising is one of the main tools of business progress. For small businesses advertising is not only important, it is a key moment in competition and attraction of clients. The success of a business depends on knowledge of nuances and literacy of use of advertising tools.

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## **SELECTING AND APPLYING SEGMENTS IN A FREIGHT TRANSPORT MARKET**

*Keywords: macro and micro segmentation, freight transport market*

Over the past 3 years, the volumes of trade between Ukraine and Eastern Europe has significantly increased as new Ukrainian enterprises enter the new markets, and the consumption of imported products has increased in the Ukrainian consumer and industrial markets. Accordingly, the volume of international cargo shipments has significantly increased.

A significant player in the freight market is Freighter Company DELLA. DELLA is a large, private company specializing in the transport of ordinary cargo and food products with an annual cargo volume of more than 780 thousand tons per year. The transportation geography is Ukraine and CIS countries. In 2015, the annual volume of cargo transportation was 550 thousand tons, in 2016 - 720 thousand tons, as of October 2017 - 710 thousand tons. The main office of the company is in Poltava, Ukraine. The fleet consists of 7 cars with a capacity of up to 10 thousand tons each. All cars comply with European environmental standards. The branch of cargo transportation from Ukraine to the CIS countries has more than 40 companies. Entering the market is unobstructed; it requires registering a PI and having a transport for cargo transportation. Among consumers, 75% are regular customers and

35% are consumers who access the company's services from time to time.

The company provides cargo transportation services from all regions of Ukraine to all districts of the CIS countries. The ability to order delivery is daily, the shipping is irregular (the shipment is sent as the order is received). You can make an order by phone, as well as on the website. The site is optimized for the consumer, where you can calculate the distance, find out the price for shipping, convert currency, find out the route of the order and make payment. The structure of the company consists of a director, 2 administrators, a legal, financial and marketing department, as well as a support service. The top management of the company has a high experience in this industry, is not afraid of risks with a mixed style of decision-making.

Freighter Company DELLA is focusing their activity on the transport transportation segment between Ukraine and CIS countries, which comply with all European standards and can pass through all EU countries without hindrance, having high technical and economic indicators.

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## **MARKETING ROLES IN IT**

*Keywords: IT company, marketing, market analyst, product manager, copywriter, designer, SEO-optimizer, price specialist*

Despite the fact that every self-respecting IT company, as a rule, has its own department, performing marketing tasks tactical level of marketing in the IT company should be represented by a number of marketing roles, among which you can identify the role of market analyst, product manager, copywriter, designer, SEO-optimizer, price specialist. Let's consider the main tasks of each role.

*Market analyst's* role means systematic analysis of the market, collecting and analyzing data needed to make important strategic decisions. The second analysts task is searching for potential customers and entering customer's data into the databases.

*Product manager* analyzes the requirements for the product and draws up product plans and determines the priority of project elements development.

*Price specialist's* role includes the tariff and price development for expected software products and outsourcing services.

The role of *Copywriter* consists of writing marketing texts (numerous brochures, leaflets, etc.), filling company's website with information and keeping it up to date and sometimes writing technical documents for users.

*SEO-optimizer's* task is to promote the company's products on the internet: banners, contextual advertising and marketing social networks.

*Designer* in IT company has the same range of task as in any other company: making logos and other elements of corporate identify, carrying graphical design of all advertising, marketing materials and company's website.

*Sales manager's* task is to contact with all potential customers, whose information was collected and entered to the CRM-database, in order to sign a contract for selling goods or services.

The role of the *business analyst* also involves direct communication with the client, but with the goal of formalizing his business requirements and presenting them in the form of a technical assignment for the development team. In addition, the business analyst accumulates general information about the needs of the target audience.

Due to the huge competition in the IT market companies need promotion to be able to struggle with their competitors for customers. That's why marketing plays important role in IT business. As IT still develops in our country marketing professionals would play one of key roles in IT business for many years.

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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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## **SOCIALLY RESPONSIBLE MARKETING AS A PATH TO OVERCOME A CRISIS OF OVERCONSUMPTION**

*Keywords: crisis of overconsumption, socially responsible marketing, personal enhancement, man-made demands*

Crises, resulting from contradictions and increased competition, are the integral part of any market economy. Currently, acceleration of changes in external environment, progress of globalization processes, complication of economic interrelations concerning manifestations of crises and their influence in terms of macro- and microeconomic level deepen significantly, stipulating the necessity to identify paths of their overcoming and the development of anti-recessionary programs. Scientific sources specify different crisis types according to the object of the contradictions arise: economic, social, and political crises; crisis of overconsumption, and crisis of overproduction. Increase of manufacturing output in the USA and Western European countries on the basis of use of scientific and technological advancements was typical for the end of 19<sup>th</sup> century and early 20<sup>th</sup> century. Such economic situation in the advanced economies continued to persist up to the world economic crisis of the thirties and, after its termination, during short period up to the World War II. Crisis of overconsumption closely connected with overproduction is the tendency of the recent decades [1]. In this context, during the period, character of the crisis becomes increasingly threatening at a new qualitative level.

During different historical periods, different countries solved overproduction problems, using various approaches. In the period of manufacturing development it was a new market sweeping and holding by mother countries. Political will to solve both local and global military conflicts is the means to solve a number of problems of ruling elites including: switching attention of unprotected social classes to primary needs in safety and solving financial problems through the possibility to debit “for a war” significant expenditures of the state budget and to get over a consumption crisis: destructions and significant material expenditures stipulate restoration of normal, minimally comfortable living conditions.

Searching for paths to overcome overconsumption crisis is important economic problem. They should be driven by the provision of balance between production and consumption, normal distribution of personal income, by overcoming imbalance as

for the capital concentration. Particular attention should be paid to the search of human and socially responsible ways of the crisis overcoming which can be determined as the implementation of informed [2] or, in an extended sense, socially responsible marketing. We believe that following paths to overcome the crisis are important: 1) popularization of personal enhancement and self-awareness through focusing on values being common for the society (family values, healthy lifestyle, environmental friendliness, conscious nonaggressive public spirit, religious tolerance, mutual respect and loyalty to deviant personalities) to create “healthy” society; 2) governmental support for unpopular professions (working professions, nurses etc.) to overcome disproportions in employment and to meet first priority requirements of the society as for the wealth and services; 3) conservation of professional talent pool of the national economy while developing comfortable labour conditions to prevent employment disproportion at megalevel; and 4) life-long learning promotion and availability of educational resources taking into account permanent changes in living conditions; providing personal competitiveness despite the age, gender, and social status which will provide earnings for member of the society and, as a result, creation of consumer demand as a substitute for the necessity in social and governmental support of unprotected social classes.

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## **FEATURES OF MACRO AND MICRO SEGMENTATION FOR THE CHERKASSY CHEMICAL PLANT "AZOT"**

*Keywords: macro and micro segmentation, industrial market, manufacturing enterprise*

Macro and Micro segmentation are the 2 most basic ideologies that would define the path of any marketing strategy. They refer to the size of the market (number of consumers) that is to be reached by a marketing campaign or advertisement. Macro-segmentation centres on the characteristics of the buying organisation, thus dividing the market by: company / organization size, geographic location is equally as feasible as company size, SIC code (standard industry classification), purchasing situation, etc.

Micro-segmentation on the other hand requires a higher degree of knowledge. While macro-segmentation put the business into broad categories, helping a general product strategy, micro-segmentation is essential for the implementation of the concept. Micro-segments are homogenous groups of buyers within the macro-segments. The most common criteria include the characteristics of the decision-making units within each macro-segment.

Demonstrate the selection of segments for the Cherkassy Chemical Plant "Azot".

*Macro segmentation.* To segment organizational market, a company can use macro segmentation variables like an organization's size, its location and the industry it is a part of.

Organizational size: Large Enterprise

Industry: Chemical Industry

Geographical segmentation: national

*Micro segmentation.* Each company buys differently from other companies in its industry, and a seller needs to develop a detailed understanding of how each company buys.

Choice criteria: Selling price; company image; trust of the company.

Decision making unit structure: Simple

Decision making process: Prolonged

Buy class: When a company is buying an item for the first time, it will prefer suppliers who will have the patience to educate the buyer company (New task).

New suppliers can make a pitch but they have to compete hard against the incumbent supplier because of its proximity to the buyer (modified rebuy). The incumbent supplier should get the order when the buyer continues to buy the same item in the same way. New suppliers can make a pitch, but they have to prove that they are decisively better than the incumbent (straight rebuy).

Purchasing organization: Centralized purchasing is associated with purchasing specialists who become experts in buying a product or range of products. They are more familiar with cost factors, and strengths and weaknesses of suppliers than decentralized generalists. In decentralized purchasing, users and technical personnel have a lot of influence and it is important to understand their requirements.

Organizational innovativeness: segment since, follower.

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## **THE SUPERMARKET TRADING HALL PLANNING DECISIONS FOR DIFFERENTIATION**

*Keywords: consumer behavior, differentiation, supermarket, trading hall, trade-tasting areas*

Traditional means of attracting consumer attention lose their effectiveness in a highly competitive environment [1]. To make an effective decision on the planning of the supermarket trading hall, it is important to think through the various methods and take into account the factors of consumer psychology and consumer behavior. Philip Kotler argues that the differentiation is the cornerstone of successful marketing [2]. The marketers recommend planning the supermarket trading hall not only by classical methods, but also implement innovative elements, for differentiate from competitors [3].

We propose to include in the layout of the supermarket's trading hall an innovative element – permanent *trade-tasting areas*, where the visitor can sit down for a short time, relax and gain strength for further purchases. Also visitors can try new products of different brands, including private labels, conduct their tasting and immediately make a purchase.

It is proposed to introduce into the retail network of supermarkets "Varus" permanent *trade-tasting areas*, which will greatly improve the image of the supermarket and increase the number of visitors. The permanent *trade-tasting areas*' name may be "The Feast of Taste".

It is necessary to allocate separate areas of the store for products that will be tasted by consumers. Suggested product groups for "The Feast of Taste" are the following: 1) meat and sausage products; 2) cheese; 3) confectionery (cakes, biscuits etc). The following categories of goods can serve as a tasting range: 1) Supermarkets "Varus" private labels: "Varto", "Vygoda", "Domashniy koshyk"; 2) Novelties offered by suppliers, but there are doubts, whether consumers will appreciate this product and whether it is worth buying it.

The permanent *trade-tasting areas* "The Feast of Taste" includes: a refrigerated display-counter and 2 double tables with chairs where consumers are invited to sit down and taste the offered products. Fig. 1 shows the layout of such trade-tasting areas.

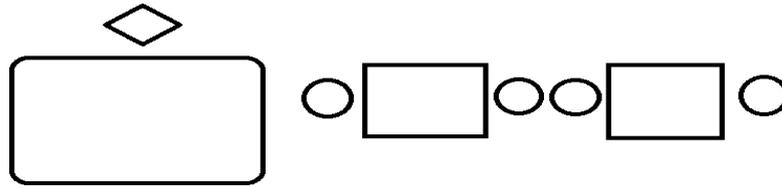


Fig.1. Trade-tasting area planning

The legend is: a rectangle with rounded corners is the showcase-counter; a rhombus is the place of the seller-consultant; rectangles are the tables for tastings; mugs are the chairs.

Behind the counter there will be a sales consultant whose duties will include cutting products and forming canapes as needed, as well as communicating with customers and selling products offered. Design of *trade-tasting areas* should be based on the overall design of the "Varus" supermarket.

A good solution for trade-tasting areas is to arrange the events, for example, to invite cheese makers or confectioners, who can tell a lot of interesting things and hold a master class. The person who is engaged in the favorite business, in which the eyes are burning, is able to infect others with their enthusiasm. Customers, listening to the stages of making cheese, or favorite cakes, the secrets and complications associated with this, will be impressed. And this will help create the added value of this product in the eyes of consumers.

It will also be useful to arrange a feedback by interviewing the sellers in the trade-tasting areas and find out which products people like most of all and buy. Also instead of the traditional book of complaints and suggestions, there will be a set of bright stickers, where every visitor can leave a response or suggestion regarding the operation of the trade-tasting area and the range offered.

It would be nice to put wooden planks next to the trading areas, where visitors can attach their stickers-reviews with the help of clips. Of course, the reviews can be very different, including negative ones, but the staff can always remove inappropriate or spoiling the atmosphere of the store and focus on the bright and positive. Based on the psychology of perception, people tend to trust the majority. And if the product or

service is already tested, the reviews hang, then the brain signals to us that it is already "not scary," there have already been others and they liked it, and at least it is not dangerous.

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### **HOW TO MAKE AN EFFECTIVE E-MAIL IN DIRECT MARKETING?**

*Keywords: direct marketing, effective e-mail, direct-mail, letter, digital marketing, marketing campaign, marketers*

Nowadays direct marketing is one of the most important forms of advertising, where organizations communicate directly to customers through a variety of media. This type of marketing uses different direct channels, such as physical mail, e-mail, telemarketing (phone), short message service (texting), broadcast faxing, couponing, direct response TV (commercials or infomercials), insert media, face-to-face selling, door-to-door flyers/leaflets. The main idea of direct marketing is to be concentrated on the target group of customers and work with them directly. Moreover, effective direct marketing campaign should include a specific call to action. As for the result, companies try to achieve feedback from the customers, who are interested in their products and services.

Most direct marketers focus on learning digital marketing using social media, mobile marketing, search engine marketing and possibly email. Looking for ways to improve overall marketing results, marketers think about using direct mail. With everyone getting bombarded by digital campaigns, a well-done mail can really stand out.

In digital campaign the effective direct mail should include the following points:

- Every sentence in the e-mail should develop the idea of mail and have the answer to the question “So what?”
- People are usually busy and don't have a lot of time, so the mail should draw their attention
- The letter should be easy to read.
- People love to find out the information about themselves.
- A mail is not a guarantee of buying, but can be an incentive to an action

Using these points, marketers can increase their chances to create an effective e-mail. Then, adding useful tips with correct structure in direct mail, marketers will attract more readers. Shortly saying, the direct-mail works when it is done well.

The first step in writing a good and effective letter is a preparation which consists of three points - focus, background material and unique thoughts.

The second step is writing a letter. The opening paragraph plays a major role. It should include strong offer and a point of difference with other groups. If done effectively, this will draw attention of readers and make them read the rest of the mail. It is important to greet recipients by name in the letter and possibly even emphasize their name in a different color.

The main part of the letter gives the numbers the marketer includes, the sorts of services he provides, his plans for the future. The e-mail should not be long, because people won't read every word. They just catch the main information, that will be interested for. The interesting fact is that people love finding out the information about themselves and being addressed personally. Marketers aim the letter to the certain reader, so they write directly by using the word 'you'.

The last paragraph should sum up all the information and describe how the

marketer`s offer will help to solve the readers problem. The other element that contributes to effectively concluding a letter is the signature in the bottom. As marketers have the database, they can find client`s name there and address the letter to this particular person. Get the correct person to sign it, ensure their name and position within your group is clearly stated underneath. Consider using a different color for the signature, possibly the same color as that used for the recipient's name in the greeting.

Therefore, it will be useful to use the Postscript. A lot of researches repeatedly show that a majority of people read the P.S. before they read anything else. In some cases, the P.S. is actually the only thing they do read. Marketers try to do a call to action, like "Hurry up, join as a member today...", "Sign up as a volunteer now..." and etc.

In the end of letter, marketers add a link of their company website, where readers can get more detailed information.

To conclude, direct marketing is an important instrument of sales which gains the increasing value every year. And writing an effective letter (direct-mail) allows the increasing company`s income and this is why it is one of the most effective tool of marketing.

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## **ADVERTISING AS A COMPONENT OF MARKETING STRATEGY**

*Keywords: marketing, advertising, marketing strategy, business*

Nowadays, there is a steady trend of growth and development of enterprises in completely different spheres of activities, while the level of competition is also constantly growing. To optimize and develop business, companies that want to function effectively need to develop a marketing strategy – a detailed plan of business management and organization.

The marketing strategy of the enterprise makes it possible to understand how to plan and implement all kinds of activities aimed at realizing plans and tasks. The marketing strategy is connected with the actions aimed at increasing sales and income of the enterprise. The marketing strategy allows optimizing the use of the company's resources, properly organizing the marketing of its products and successfully promoting them.

One of the main elements of the marketing strategy is the development of a program of promotional activities. The first step in developing an advertising program is to define its goals. These goals depend on the previously adopted decisions, the characteristics of the target market, the situation and the global marketing strategy of the company. The main purpose of advertising is to increase the volume of sales of goods and services. Within the framework of a unified marketing strategy, advertising actively influences production, which should only produce products that are in demand in the market.

Providing consumers with information on goods and services through various media is the main function of advertising. Advertising is addressed to a wide range of people and aimed at attracting attention to the object of advertising, forming and

maintaining interest in it, as well as promoting the market.

As in modern conditions it is marketing that insures the socio-economic nature of the activities of market entities, advertising is an essential element of marketing communications. A distinctive feature of modern advertising as an element of the marketing strategy is not just the formation of demand, but the management of it within the selected group of consumers. The market reflects the specific tastes and requests of consumers, and the purpose of firms is to maximize penetration into selected market segments.

Thus, advertising is an essential component of the marketing strategy, an effective means of influencing the audience of consumers in the communication process. The success of advertising results primarily from its purposefulness, systematic character, close connection with the planning, development and production processes of the product, as well as with research in specific market conditions and the organization of trading activities. Therefore, understanding how marketing works and what role it plays in the marketing strategy, advertising is mandatory for a successful business.

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## **MARKETING – ART, SCIENCE AND MAGIC**

*Keywords: marketing, clients, qualified prospects, media*

Many people think marketing is mostly art and just a little bit of science [1]. In this context, let us take into account that there are two audiences: prospects and consumers (clients). Prospect is potential consumer or client qualified on the basis of his or her buying authority, financial capacity, and willingness to buy. In order to identify people who want to get products and brands the company produce, and have

the money to spend on it, the marketing has a special term – it calls them qualified prospects [2]. It is marketing that turns prospects into consumers and clients.

In this regard, it is necessary to investigate how the people found out about some company/product before turn into prospects and consumers. The results of such an analysis conducted by Warwick Mihaly help him classify clients by following mode: 1. He or she came across the website. 2. He or she is a family or friend. 3. He or she discovered company/product via online media. 4. He or she is a past client. 5. He or she discovered company/product via printed media. 6. He or she discovered company/product via television media. 7. He or she discovered company/product via word of mouth [3].

Understanding the next step – what proportion of prospects convert to clients – is the most important insight to gain. According to Warwick Mihaly’s research results [3] it is found out, that online media generates the greatest percentage of prospects – 25%, but converted into clients only 5%. Family and friends generates 19% of prospects, and are very successful in converting them into clients – 73%. Printed media and website together represent only 2% of prospects and 0% of clients. Past clients – 5% of prospects and 100% converted into clients. Television media – 10% of prospects and 25% converted into clients. Word of mouth – 18% of prospects and 43% converted into clients.

If we consider marketing as magic, then it should be noted that there are three types of audiences: Uninformed, Unimpressed and Amazed [4].

The Uninformed: Think back to when calling your product “the best” was met with little resistance and when we were able to manipulate our audience with relative ease. Our audience used to be uninformed about psychology, trickery, and marketing double-speak. The Uninformed were not dumb, nor gullible, they were simply...uninformed. Today, however, consumers have moved on and moved up, evolved by digital, social, and easy access.

The Unimpressed: Product placement is noticed on TV, in movies, in videos, everywhere. We face a savvy, distrusting, smart audience base now, and it’s time for us to evolve to their level. We used to control them with our sleight of hand, pretty

pictures, and fancy taglines; now they control us with their reappropriation of our messaging, direct social outreach, and their own testimonials.

The Amazed: Magicians work as hard as possible to achieve amazement anyway. The next breakout brands will be those who leverage social to amaze, who use transparency to awe, and who don't give up just because their audience is getting smarter. So think today on how you can create "wow" moments that wake up your audience and are nothing short of amazing.

And a few words about direct communication with customers. Language is a powerful tool – it enables us to connect with audiences and spur them to take action [5]. We know a lot of magic marketing words, but we should to remind at least five of them what need to be avoided. There are the following. 1. Miracle: Is what you're offering truly a miracle? 2. Revolutionary: Unless the product or service truly upends its industry, it's not revolutionary. 3. Unique: Everyone uses unique now, so nothing is unique. 4. Great: Don't be generic by using "great." 5. Exciting: This is nearly as generic as "great."

Thus, we can conclude that in order for marketing approaches to look like magic, a scientific approach to their development and art in their application is necessary.

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## **WHY CHOOSE MARKETING AS A CAREER?**

*Keywords: marketing, analysis, research, sales, branding*

Marketing is one of the most popular career destinations for newly qualified graduates. And it is easy to see why. Marketers are the people who make us.

Why marketing? If you wonder what could be your profession, then we have the right answer for you. Marketing is today's number one task which will make you the best in your work but always innovative and creative. We will put forward some reasons why should you choose marketing as the future profession.

Whether celebrating the new iPhone 8 or watching a poor product disappear from the grocery store shelves, we have all wondered why we buy certain products and not others. This fascinating intersection of marketing and consumer psychology is what makes marketing research such an appealing specialization. If you have ever wanted to design a new product, understand why people make buying decisions, influence advertising strategy, or change the layout of your favorite retailer, then marketing research could be the career for you.

'Marketing' covers a broad spectrum of roles, including (but not limited to): Analysis, Research, Sales, Branding, Creative Design, Consulting, Management, Promotion... to name but a few. This means the chances of finding a role that suits

you are dramatically increased, in turn this will enable you to excel, be satisfied and ultimately – earn more. It is impossible to estimate how many types of company or organisation require marketing personnel; marketing is not just about ‘big business’ and faceless companies. If you’re looking for something that rewards you financially – and spiritually – charitable organisations and public sector departments all need to get their names out there and you could be doing it for them.

The broad skillset you develop working within the marketing arena will enable you to achieve more success in the future. The age of specialised workers is increasingly being challenged by young, vibrant employees who can apply themselves to a range of roles. This is never truer of Marketing: a field that now relies on networking and promotion through the medium of social-media.

There are many marketing jobs that require you to be responsible to a great extent since you are ultimately responsible for reaching clientele, whether through research, branding, sales or communications. Employers expect you to acquire more clients whilst at the same time, retaining the existing clients. This means that you will have a big responsibility. If you thrive on this, then marketing is the industry for you.

Marketing allows you to be creative and to come up with new strategies that could win over prospective customers. It is perfect for everyone described as a people’s person because it involves a lot of networking and your customer skills have to be in line as well. Anyone who is already involved in advertising or public relations can easily make the transition to marketing. There could be many variations in the sort of work you will do which helps to stave off boredom and keeps you busy.

The marketing provides opportunities to grow in the working process, to get the better position or higher income. There are two sides of marketing process – agency and client side, and you should adapt to each one.

Most of the people start as the marketing assistant and then progress to marketing coordinator and finally become marketing designer or manager. The only thing you need is to be more engaged in daily tasks, to be diligent and the success will be on your way.

Marketing can take the form of written material, podcasts, viral-videos, graphic

design, physical events etc. As such the ability to be flexible is increasingly the crucial ‘personal currency’ that will enable you to succeed in the 21st century. In these challenging times, a career in Marketing can equip you with the skills you need to not survive, but thrive.

And finally we think the main reason why you should consider marketing as your future career booster has to do with innovation, this century is the period of changes, and we have to adapt to them continuously. Make a research of the market, be flexible of new requirements in your business and you will see how things change for the better.

Marketing boosts innovation; it helps us to think besides the line and to create new approaches for different problems. This is something which makes the difference in the business world, possibility to adapt and perform with innovation. That’s why the marketing profession will bring many positive things to your life.

We are future marketers and we are proud of it.

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## **A NESTED APPROACH TO INDUSTRIAL MARKET SEGMENTATION**

*Keywords: industrial market, segmentation, criteria, “nested” approach*

The problem of industrial market segmentation is to identify the best variables. We would like to discuss a “nested” approach to industrial market segmentation which was presented by Bonoma and Shapiro.

There are five general segmentation criteria which arranged as a nested hierarchy. Moving from the outer nest toward the inner, there are: demographics, operating factors, customer purchasing approaches, situational, and personal characteristics of consumers.

As an example we would like to make nested segmentation for company “InformatikaService” which is specialized on computer equipment for enterprises in Kyiv. The company was established in 2005.

The most general segmentation criteria is demographics, which includes industry, company size, and customer location. In our case, it can be described as computer equipment for medium and large enterprises in Kyiv city.

The second criterion is “operating variables”, which includes more precise identification of existing and potential customers within demographic categories. We can describe clients of “InformatikaService” as: banking institutions, trade enterprises, scientific and educational institutions, which provide commercial services and have above average financial strength.

Third factor is customer purchasing approaches. In our case there are companies which have technical support department for making decisions about new computer equipment. Also, because of complex hierarchical structure, customers should consider range of product and price specifications. That is why “InformatikaService” should provide its potential and current clients with detailed technical documentation.

Also we should consider situational factor. There are product applications, size of order, etc. We can describe our segment as companies which use computers and accessories for data storage and calculations. Size of order is from 2 to 70 computers. Usually it not more than 12 computers. If considering personal characteristics of consumers there is risk aversion, sensitivity to quality and self-confidence.

To conclude, approach of Shapiro and Bonoma is just one of many other techniques of industrial market segmentation. It helps systematically gather data about customers which crucial in marketing.

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## **ADVERTISING MEDIUM USED AT THE MARKET OF FOOTWEAR**

*Keywords: the market of footwear, advertising*

Footwear is all in one: the necessity and one of the most important parts of our image. Each year many men and women buy several pairs of shoes so hundreds of manufacturers and sellers work on satisfaction of customers' needs.

Let's take a closer look at a list of advertising mediums at the market of footwear.

- Advertising at printed publication

The advertising in print media is one of the wide spread ways of footwear distribution. Most of all advertising are used in print media by companies producing women's footwear. As a rule, companies producing cheap goods use such magazines as "PINK" or "VIVA!" for their advertisement.

Companies producing expensive footwear place their advertisements in women's glossy magazines such as "VOGUE", "ELLE", "COSMOPOLITAN", etc. Enterprises producing men's footwear also post their goods in men's magazines such as "MEN'S HEALTH", "GQ" and others. But they do that less often.

Special advertising and informational magazines are published for activation of moving goods, for example: "LEATHER-SHOE INDUSTRY", "SEASON'S FOOTWEAR" "SHOES REPORT", designed for both consumers and professionals in the sphere of production, design and sale of footwear, accessories, leather products and related products.

- TV advertising

At present TV advertising is not very popular. In most cases this advertising medium is used by chain footwear stores for consumers of the average and low income. Such messages are focused on price reasonability and attraction of attention to rebates.

- Radio advertising

It is of heavy use. This advertising medium is popular when it is necessary to inform consumers about running events or sales. Not high prices allow organizing frequency in posting adverts and increasing memorability or locking up the silverware if a listener has missed the message before.

- Exterior advertising

It is not the most popular type of advertising in comparison with others. Such an advertisement cannot reach out to with all potential consumers efficiently. It is rather aimed at consumers to remind of the company. Such advertisement is of image nature and used by famous companies. It often happens that the advert is the shop position indicator.

- Internet advertising

Internet advertising is widely spread at footwear market. Majority of companies (in particular producers of modern youth's footwear) use this type of advertising placing their banners and messages on the search engines and different websites. Many companies producing footwear have both, internet websites and cooperation with e-shops, where the customer can have a look and order footwear without leaving home.

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## **FRAMEWORK OF NEW-COMING PHOTOGRAPHERS FOR MARKETING STRATEGIES**

*Keywords: marketing strategies, photographer's blog, via email, social networking, SEO, video marketing*

Nowadays photos are widely used in marketing as they are one of the best ways to visualize goods or services being promoted or advertised. Unfortunately, the majority of talented and original photographers are not well aware of marketing and its specific requirements to a photo which may be used.

This paper proposes a framework of marketing strategies for a new coming photographer which is built on 4 main questions.

## CONTENT & TARGET AUDIENCE

*The first question is about a target audience and their values:*

One should to put themselves in the client's shoes and imagine what issues might interest them. Think about all the frequently asked questions, objections, worries, apprehensions, and doubts people may have when just thinking about hiring a professional photographer. There's a wealth of ideas in that alone. Thus, you can create a dialogue with your ideal consumer or some kind of connection with them.

## CLIENT & EXPIRIENCE

*How can I create a positive and memorable experience for my clients?*

A good piece of advice is to create interesting content that will "attract a customer". It can be a unique corporate style, pitch, play with light - the main thing is that it attracts and enthralls your customers. Social media and e-mail marketing systems are great places for these relationships development, turning potentially indifferent ties into dedicated fans.

## BUSINESS & ALLIES

*Question three is about strategic business allies and how photographer can build productive relationships with them.*

This one is concerned with getting others to help spread the word about photographer and photography business, but in a slightly more personal and direct way.

It's important to remember that this should be useful for your network, and then ask about any services that you might need later. Obviously, these relationships don't happen overnight, so there is no better time to start creating a network of business allies than right now. The photographer must identify his/her best strategic allies in the field of business in which he is located, and work on creating relationships with mutual benefits. It takes time, and the photographer needs to give a lot before asking anything in return.

## PROMOTION & SOCIALNETWORKS

*And finally question is how should your potential customers find you?*

To ensure good work, information about the activities of the photographer

should be presented on all media channels.

The site of the photographer or his portfolio is his face. Facebook, Twitter, Pinterest and other social networks are all channels on which this person can be promoted.

Everything from the photographer's blog, via email, social networking, SEO, video marketing and from any other channel, should lead to a website or photographer portfolio and start your own process.

To sum up, these are the main questions that every new-coming photographer should ask himself. These questions constitute a certain system that needs to be established. Without a well-established system, this business is as good as dead - none of them means any prospects, prospects do not mean any conversations or orders for photo session, which means no customers and no sales.

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## **DETERMINATION OF THE PSYCHOTITUDE OF POTENTIAL BUYERS ON THE MARKET OF ELECTRICAL EQUIPMENT**

*Keywords: buyer's psychotype, consumer market, technological product, promotion on the market*

To successfully promote the product on the market, it is necessary to determine the target audience of consumers, which in turn causes a number of problems associated with the "supply of products". One of the solutions to these problems is the possibility of segmentation of consumers by psychotypes depending on the priority values of life, and choose the part of consumers for whom the product is most appropriate. Knowing the psychotype of the consumer, we can create ads oriented to

it, brands.

As the goods for analysis, an electric kettle PHILIPS HD9321/20 (cost of 1179 UAH) presented in the picture 1 [1].



Fig. 1 – Electric kettle PHILIPS HD9321/20

Table 1

Characteristics of the considered electric kettle PHILIPS HD9321/20

A type	Normal
Power	2200 W
Scope	1.7L
Type of heating element	Hidden (disk)
Housing material	Metal / plastic
Dimensions in the package	20.8x22.2x30.6 cm
Colour	Stainless steel / black

The analysis showed that the most suitable psychotype for this product is – “Careerists”, for the following reasons:

- a strong metal kettle with polished stainless-steel body is characterized by a long service life;
- elegant illumination of the on / off button notifies the process of heating the water;
- the filter from the scale provides the purity of water and a kettle;
- built-in stainless-steel heating element ensures fast boiling and simple cleaning;
- 4-component safety system to prevent short circuit and boil-off water (auto shut-off after boiling / removing from the base).

All of the above data confirm what the “careerists” value - brand, quality, time saving, prestige.

Analyzing the chosen psychotype of the consumer of the products, it is possible to offer the following measures for promotion of the product on the market:

- the creation of aggressive advertising in the style of the winner / leader;
- emphasis on the prestige and reputation of the brand;
- selection for the product of the best properties.

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## **DIFFERENCE BETWEEN INDUSTRIAL MARKET AND CONSUMER MARKET**

*Keywords: industrial market, consumer market, motivation, decision about the purchase*

Industrial market is the market which produces goods and services, with inputs like labour, land, and machinery and more. In economics this is also called as a secondary market. In Consumer Market the good and services produced by the industrial products will be consumed by the consumers. In economics this is also called as a primary market.

Having examined a large number of scientific sources on this matter, we have determined the following distinctive features of these markets.

### *Consumer Markets:*

- Buying decisions solely made by individuals.
- Fast purchasing decisions. No need to go through approval process.
- Bigger markets - many segments/target groups exist (e.g. demographic, age specific, race, etc.).
- Often, segments/target groups could be "unaware" of company's brand image.

Thus, it's up to the company to create the long lasting image to potential

customers using emotional, social or demographically marketing strategy - something to connect the goods with potential customer.

*Industrial Markets:*

- Buying decisions made by multiple buyers in the company.
- Slower purchasing decisions. Purchasers/managers must get an approval from the VP or the CFO in order to buy an expensive capital item.
- Smaller markets - few segments/target groups exist. Often, these groups are employers from companies looking after purchasing decisions (e.g. purchaser, managers, etc.)
- Business segments/target groups are often educated. So in order to effectively market to these groups, companies must show facts and figures as to why their product is better than competitors.
- Forms a long-term and ongoing relationship with vendor.

As such, a B2B sale tends to be more strategic than B2C sales. While B2C selling tactics tend to appeal to buyers' emotions, B2B selling tactics are often appeal to a buyer's rationality.

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## **TRENDS IN THE MARKET OF MOBILE PHONE ACCESSORIES**

*Keywords: market, mobile phone accessories, trends, smartphones*

Market of mobile phone accessories is growing year after year. It's a perspective market for a business. It should be noticed that mobile accessories include a wide range of different goods such as phone cases, chargers, earphones and headphones, digital media, screen protectors etc.

It was established that the growth of the market is directly related to the

widespread implementation of a smartphone around the world. Such tendency is steady and will remain further in next years. In the year 2015, the number of produced smartphones globally was around 1.43 billion. In 2016-2017, 10-20% growth of these indicators is observed and this is expected to increase in the coming years[1].

Mobile phone accessories market has been estimated to be valued at US\$ 60,420.0 Mn by the end of 2016 and is expected to attain revenue of US\$ 93,011.2 Mn by 2023, expanding at a CAGR of 6.4% during the forecast period 2016-2023. [1]

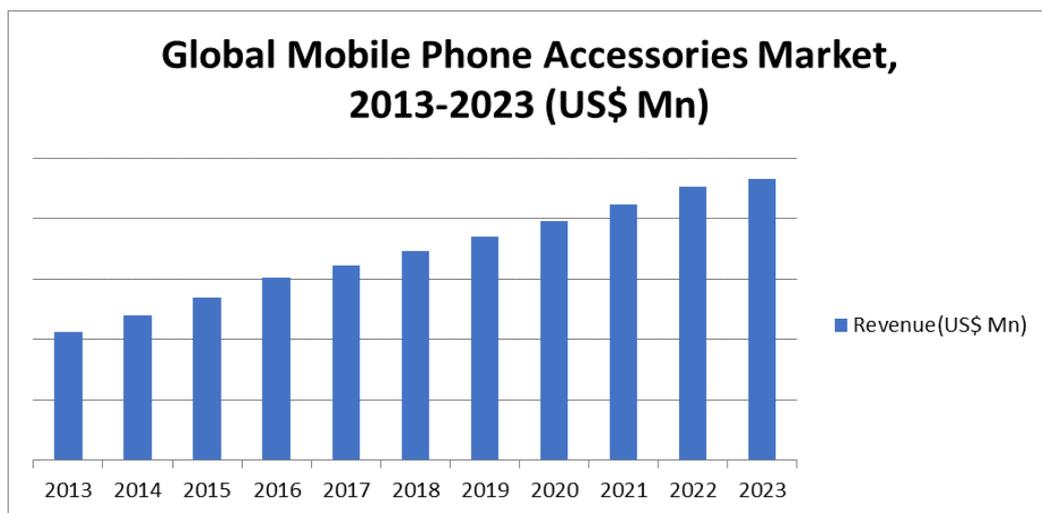


Fig.1 The structure of the global mobile phone accessories market (revenue) (compiled by the author, based on [1])

Further, technological advancement in the mobile phone accessories is the factor that is driving the growth of the market. Furthermore, the online channels are also contributing towards the growth of the market as consumers prefer to buy mobile accessories from online stores rather than local stores as it offers convenience to the customers with various discounts. With the emergence of online stores, the consumers have been offered a diverse range of mobile phone accessories such as colorful protective cases, cartoon characters, and superheroes and famous celebrities' cases.

However, the growth of the market is hindered by the high demand for low-priced accessories. [2] Lack of brand awareness and poor economic conditions in

under-developed countries are hampering the growth of the market. The market growth of the mobile phone accessories is also hindered by the presence of intense competition from the local players which offers the competitive prices to the customers due to the low cost.

One of the most popular products among mobile accessories are: digital media (25%), phone cases (23%), phone chargers (22%), earphones or headphones (18%) [3]. The share of phone chargers (especially powerbanks – portable phone chargers) is rapidly increasing. It's assumed that the percentage will be accounted for 35% by 2018.

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## **MARKETING STRATEGY IN THE INSTAGRAM**

*Keywords: marketing, istagram, social networks, promotion*

Social networks today have become one of the most effective marketing tools. Their audience has long exceeded the potential audience of not only any printed media and radio, but also television! We'll talk with you about marketing in one of the youngest, but also dynamically developing social networks - Instagram. Today, it already has over 150 million users, 15 billion downloaded photos, and about 1 billion

likes on a daily basis. And your main goal will be just to recapture these likes.

To begin with, it should be noted that Instagram is a social network that specializes primarily in photographs taken from a mobile phone, and therefore the main advertising content will be of a graphic nature. At the same time, since the summer of this year, it has been possible to download short clips to the Instagram (not longer than 15 seconds), which adds even more opportunities for an intelligent marketer.

*The target audience.* All information that is written below is general and may vary depending on your target audience. Adolescents are most active at one time, adults in the other, and the elderly in the third. It is these features that should be taken into account.

The information below applies to all Instagram users, which means that it will carry a fairly generalized character. However, for a start-up company that's enough.

*Video.* Yes, video is a new way to promote your product to Instagram, but do not forget that it is quite popular among users. So, according to statistics, one photo gets likes from 35-40 subscribers from every thousand, and video only from 27. Conclusions do it yourself. At the same time, you can not completely ignore the video - otherwise you risk being in the last car.

*Best day and best hour.* The activity of users in Instagram is distributed unevenly. But, given that it is distributed around the world, and if your products are also popular all over the world, then you can work 24 hours 7 days a week. If you are focused only on your territory, then the following facts will be useful to you.

By their effectiveness (the largest number of likes on the number of posted entries) indisputably lead the weekend - Sunday and Saturday. A little from Saturday falls behind Friday. But the most unproductive day is the middle of the working week - Wednesday.

*As for the time, then everything is ambiguous.* Photos are most actively commented during working hours - from 8 am to 5 pm. But the video - on the contrary, during non-working hours - from 5 pm to 8 am. The explanation is quite simple - you can see the photo easily and quickly, and you need to spend time on the

video, and even include the sound.

*Likes, not comments.* Do not try to involve your people in a discussion. Remember the statistics - on 100 likes only three comments. And Instagram is exactly the social network where a person should see your picture, be impressed, remember it, put it and go further. Do not forget - in fact the majority of visitors sit from a mobile phone, instead of from the computer. So it's not very comfortable leaving comments.

*Hashtags.* Hashtags is an excellent opportunity to attract additional customers to your page. Here it is important to observe two rules: 1) The more hashtags, the more clients will come to your page. It is desirable that to any photo you have more than 10; 2) The hashtag can be as many as you want, but all of them should belong to your photo. Otherwise, instead of attracting additional visitors, you will push them away.

And lastly - remember that the success of the marketing company in Instagram depends on the first impression. It is necessary to achieve such an effect that the user looked at your photo, was impressed by it, put the kid and moved on to the next one. You do not need to count on "thoughtful" people or a re-impression. It is important to immediately impress your potential client. No one will return to your photo again.

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## **TOP 10 TRENDS IMPACTING THE HOSPITALITY INDUSTRY**

*Keywords: digital marketing, segmentation, SMM, SERM*

### *Catering to millennials*

A 2017 survey based on Bank of America data showed that millennials showed the most growth in travel-related spending over the last year, to the tune of a 31 percent increase over the previous year. And they are posting pictures of their visits on social media. According to Internet Marketing Inc., 97% of millennials post photos of their trip—and impressions of the experience—when traveling.

### *Tech explosion*

The majority of guests today are self-sufficient, tech-savvy travelers who are comfortable using apps or mobile websites. Hotels need to make sure their offerings are up-to-date and user-friendly. At business meetings and conferences, travelers expect hotels and conference centers to have high quality tech equipment and a knowledgeable support staff.

### *Influx of international visitors*

International leisure travel is on the rise—Dubai International Airport has become the busiest airport in the world. Hotels must be able to provide services in a multitude of languages, and tailored experiences properly suited to the culture and unique needs of their international visitors.

### *Increased emphasis on health and well-being*

Guests today are taking charge of their health; hotels are responding with well-equipped fitness centers, pools and spas. Increasingly, travelers are expecting innovative wellness options. In addition to healthy food options, growing trends include lighting that energizes, air purification, yoga spaces, in-room exercise equipment and even vitamin-infused shower water.

### *Need for seamless technology*

Seamless connectivity across platforms and devices is growing more important. Many hotel groups are offering mobile check-in and digital concierge services.

### *Sustainability rules*

Eco-friendly practices are becoming the norm, as properties focus on renewable energy resources and water scarcity. Many hotels are installing solar panels and updating systems so that air conditioners and lights automatically switch off when

guests leave their rooms.

#### *New roles for staff*

Many travelers seem to prefer technology to human beings - they want to check-in digitally and don't mind if a robot delivers room service. This will give staff the opportunity to focus on more personalized service, as opposed to rote tasks. A quick search for hospitality jobs includes the titles social media coordinator; creative lead, events and experiences; menu planner; audio-visual technician; and yoga instructor.

#### *Destination promotion*

The explosion of social media is causing hotels to become more involved in destination and self-promotion. Many are featuring guests images and tweets on their websites; some are even using the material in their advertising campaigns.

#### *Real-time damage control*

If a hotel guest is dissatisfied, he or she can easily complain on Facebook, Twitter or TripAdvisor. Hoteliers must be able to quickly respond. Engaging with customers and responding to their needs through these public forums help maintain positive guest relations and drive future bookings.

#### *Unique perks*

With so many brands to choose from, properties need to find a way to stand out. Some are offering free daily wine tastings in their lobbies or bars; some are incorporating sophisticated informational screens in bathroom mirrors; and others are giving away curated set lists of downloadable music.

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## **REBRANDING**

*Keywords: brand, branding, rebranding, positioning, promotion, marketing communications, trademark, brand uniqueness*

1. Rebranding is known marketing tool all over the world. Nowadays, when the market is full of new competitors offering different innovative product and the product life cycle is not so long, rebranding has gained its popularity as a method of providing life-cycle prolongation. That is why this paper Is aimed to raise awareness of rebranding by describing its main stages and giving some tips how to rebrand a company, services or product.

2. Rebranding is the creation of a new look and feel for an established product or company. The usual goal of rebranding is to influence a customer's perception about a product or service or the company overall by revitalizing the brand and making it seem more modern and relevant to the customer's needs.

3. There is a variety of Possibilities include repositioning the company and vision to reflect a change of focus, setting the company apart from its competitors, updating the corporate image to appeal to a younger market, expanding the business scope, and reflecting a significant merger or acquisition.

4. Types of Rebranding.

5. A four-step rebranding process for channel partners. They are:

Step 1. Discover what makes you different To find out what makes you different, you need only ask your customers a few simple questions: Who from our company do you rely on most and why? What is the one thing we provide you that no one else can? What can we do better?

Step 2. Define Your “Ownable Space”

Step 3. Craft Your New Brand

Step 4. Do a Final Sweep

6. Good examples of rebranding are reflected.

7. To sum up, to succeed in rebranding and business managing in particular you should take all the mention steps. Don't forget to gather feedback in order to be sure you are on the right way.

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## **MOBILE APPLICATIONS LIKE RESTAURANT BUSINESS INNOVATION**

*Keywords: restaurant business, gadgets, innovations*

The restaurant business is one of the most profitable branches of the world economy, in the XXI century becomes the leading direction of economic and social development of Ukraine. International experience shows that modern tourism infrastructure is a necessary prerequisite for the active and successful promotion of this industry to the state market.

At the same time, restaurant economy also plays an important role in the implementation of socio-economic objectives. Its main purpose is to provide the population with culinary products and to organize a high level of service according to its needs.

With the onset of economic transformations, the profitability of restaurant services became the main goal of the enterprises, whose achievement, working on a limited segment of the consumer market, due to the low level of living of Ukrainians. The influence of external factors has led to the fact that more than half of enterprises

of the restaurant industry in Ukraine are unprofitable. Ukrainian restaurateurs have to take into account national nuances - low purchasing power of the majority of the population, the lack of a well-functioning supply system, and the shortage of highly skilled personnel.

One of the most acute problems in the market is the problem of supply of products and alcoholic beverages. Restaurateurs argue that suppliers offering quality products unduly overestimate prices, while the restaurateur, due to competition, can not increase the price of food, and therefore reduces profitability. Another problem for the restaurant business is the lack of enough advertising, so restaurants need to constantly innovate to remain competitive in their segment and to be two steps ahead of competitors in order to increase their competitiveness.

The Ukrainian restaurateur must come up with something new every day. It is thanks to such searches of competitive advantages, marketing in the sphere of restaurant services goes to a new level and it is smart phones and gadgets.

It's no secret to anyone that mobile smart gadgets play a big role in human life. Various social studies indicate that the average user spends about 1-2 hours on the smartphone every day. That's why some Ukrainian restaurants are already using mobile applications, because they have a lot of benefits, namely:

- The restaurant always knows the audience coverage, because the number of active users and the number of downloads of the application
- Ability to use its style and design in the application in the same way to compete with "style"
- Using a mobile application for a delivery service, a discount card.
- Authorization allows users to find out the location of the user, the cost of the restaurant, which dishes he chooses and other consumer information.
- The use of push messages, allows you to report news, promotions and events on the phone, even if the user does not go to the application.

Consequently, mobile applications in the restaurant business offer quite large opportunities for improving and expanding services, opportunities for feedback, and the use of advertising only for the target audience.

But consumers are ready to use applications in Ukraine? A survey conducted on the Internet by Facebook users indicates that of 100 respondents, 68 are ready to use mobile applications and consider them to be useful. Therefore, gadgets are an innovative future for restaurant business.

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## **INVESTIGATION CONSUMERS NEEDS OF HAIRDRESSER SERVICES IN DNEPR CITY**

*Keywords: advertising program; beauty services; demand*

The aim of the research was to determine the range of beauty services that is relevant for consumers and the types of advertising sources that are popular among the target audience. The research was carried out at the exit from the shopping and entertainment center "Most City" and on Ekaterinoslavsky Boulevard from March 13 to 19, 2017. According to the calculations, the sample population was 174 women, while the results were obtained with a reliability of 85% and a maximum error of 5%. We present the results in Fig. 1.

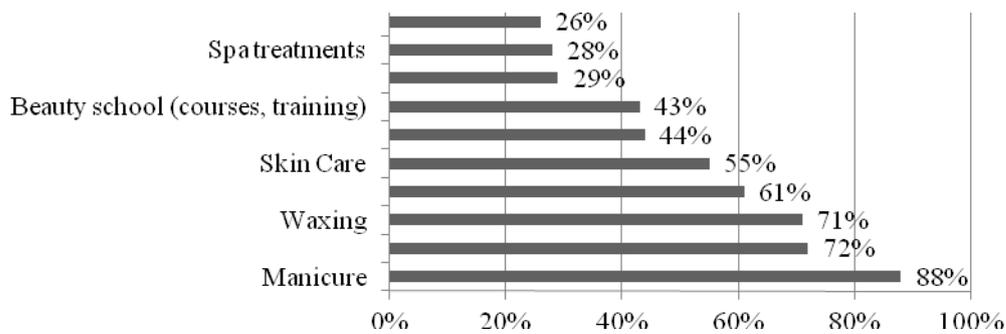


Fig. 1. Rating of services for demand (the total number of responses regarding use and the desire to start using services)

Two services have been allocated from the above rating, which have a high level of demand (more than 40%) and have not yet been introduced in the beauty salon PROVANCE: wax depilation services and training services (training courses - makeup, hairdressing and etc.).

According to the results of the study, four advertising media can be identified: TV commercials, external advertising, postcards (coupons, flyers) and message distribution (SMS, e-mail).

The results of the research will be taken into account when planning a new range of services and an advertising program for the enterprise.

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**INVOLVING MARKETING IN THE MARKET OF FITNESS SERVICES**

*Keywords: the market of fitness services*

Modern marketing means more than developing a good service, setting an

attractive price for it and bringing it to the consumers of the target market. Companies must have continuous communication with existing and potential customers.

Everything changes in the age of high technology. Customers change too. Therefore, it is very important to adapt to the existing audience.

Classical marketing (Outbound) – it is a way of progress, which all are accustomed - radio, television, e-mail distribution, banners, billboards. The main strategy of such promotion is to "shout" out their competitors. The calling slogans are in boldface, offering to buy a club card for the action. Customers have already ceased to believe such primitive content. They are sick of being pressed all the time to buy one or the other service. Think about it:

- About 45% of the total volume of emails is not even opened by potential customers.
- 85% of people try to skip advertising on TV, radio, etc. as soon as possible.
- About 80% of people in the 25-35 age group leave online resources due to importunity of advertising.

The main task of involving marketing (Inbound Marketing) is to attract the attention of a potential customer and not an attempt to buy it.

First of all Involving marketing means creation of high-quality content that will acquaint a potential client with a fitness club. At the same time acquaintance should occur in the most natural way for the client.

It should be noted that Inbound consists of two components:

1. Content or content of the advertising message.
2. The way this content is delivered to the audience.

When promoting a system involving marketing, the whole strategy is based on the use of web resources (fitness blogs, forums), because the Internet space is much easier to analyze, through which direct access to the target audience is opened.

Involving marketing is directed to work only in those advertising channels that are needed by your potential clients, which they are located and where they usually look for the necessary information. The advertising in them will not be intrusive

(thematic forums, portals with e-mail subscription by subscription, blogs and webinars about healthy nutrition, etc.).

Involving marketing is more complex and more complex approach. It is necessary to think about how to develop the personality of a fitness club, to make sure that the client experience in the club was memorable for its members. To promote the club this will work much better than any stock.

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## **SEGMENTING CONSUMERS TO PROMOTE A NEW PREMIUM BAKERY**

*Keywords: consumer market, motivation, segmentation, bakery product*

Market segmentation, in the broad sense of the term, is defined as the process of subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand. Understanding who's in primary and secondary markets can make the task of marketing independent bakery far easier and more profitable. Allowing a potential market segments to go unexplored can result in lost profits and marketing failures.

The analysis showed that special products can be a major market for independent bakeries. By product type, the market is divided into social (80% market), functional (3% market) and premium (5% market). Premium bread does not have state subsidies and does not have state regulation in pricing. As a general rule, premium bread is produced by independent mini bakery and mini bakery in supermarkets.

In 2016, mini-bakery "Bulochnik" opened new product-high-quality bread, which focuses on new customers and develops expanded revenue streams. To successfully promote the product, there is a need to build an appropriate segmentation

strategy.

Market segmentation involves three elements: (1) the mission of the bakery in the segment; (2) the macro segmentation strategy; (3) the micro segmentation strategy.

Macro segmentation strategy is also called a grid of lines:

What? - This is the definition of the market in terms of goods.

Whom? - This is the definition of client markets.

How? - This is the definition of the market in terms of technology to meet specific needs.

The macro segmentation strategy would depend on the bakery's size, its location, technology and the competitive environment.

As for the primary market, five major segmentation strategies are (1) behavior segmentation, (2) benefit segmentation, (3) demographic segmentation, (4) geographic segmentation, and (5) psychographic segmentation. Since bread is a necessity product, it is bought regardless of socio-demographic criteria, that is, people of all ages, gender, incomes, professions and social status levels.

By carving up the addressable market into smaller segments, a mini-bakery can focus its resources on niches that the larger bakeries may not be addressing. So, the premium bread is distinguished by a significantly higher price and, in many cases, by higher quality characteristics. Therefore, on the one hand, the withdrawal of a new premium product requires a clear understanding of the income level, lifestyle and gustatory interest of final consumer. For example, not every person likes the same bread with grains or low-calorie products. On the other hand, the market segments should be measurable and large enough to generate consistent profits and justify the bakery's marketing and other investments.

Regarding the mini-bakery "Bulochnik", approximately 76 per cent of all residents, located in the neighbourhood of sales outlet, are with medium and high income. Thus, this segment covers approximately 3,040 households or 9,120 individuals that can be attributed to potential buyers. Questionnaires show that only 72 per cent are the most frequent buyers of premium bread. The level of bread

consumption per capita per year is 26 kg per person. The price of premium bread is UAH 20.8 per kg on the average. A brief calculation shows that the target segment is approximately UAH 3.6 million.

It is clear that the given volume of the market the mini-bakery can divide with the main competitors. A competitive analysis is necessary to understand what market share can cover our bakery.

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## **HOW TO SPEND EMAILING MAIL AND NOT GET INTO THE LIST OF SPAMMERS?**

*Keywords: direct marketing, anti-spam, spam*

In direct marketing, as in any other environment, there is one who constantly interrupts preventing him from conducting it. In direct marketing, as in any other environment, there is one who constantly interrupts preventing him from conducting it. This is a very strict rules of network etiquette, and constant allegations of violating it, and hostile attitude of system administrators, who will do everything possible to keep your company from failing. These are anti-spam software that are becoming more inventive and struggling not only with spam itself but also with direct marketing.

There are three reasons for spam:

The recipient of the e-mail, unlike the usual one, pays for delivery always. Even when it seems like you do not spend a penny, you have to understand that any e-mail, even if the unlimited-internet user is always a paid one.

The Internet is created by people belonging to a single social stratum with their own views on the problems, rather better than the average in society.

By virtue of tradition and due to intuitive understanding, e-mail is the medium of communication of a higher level of privacy than usual.

If you order an ordinary mail, then you help her develop her business and she is grateful for it, and in the case of the provider, despite the fact that you are hauling him traffic, he hates you. Because he thinks you're killing his business. It needs to be understood and accepted. Today, in some countries, spam accounts for around 70% of total traffic. Therefore spam is an enemy of direct marketing.

The common mistake of all who apply email-mailing is that this tool is used by marketers as they are accustomed - according to the principles of classical "old-school" advertising: the more coverage and coverage, the better. This approach gives rise to the desire to send letters more often, more and all without parsing. So spam is born, and after it the annoyance of subscribers, the "burnout" of the base and ultimately the lost income of the store. Purchasers involved in paid advertising frustrate and cease to respond to letters: a small part of them explicitly refuses to send (unsubscribes), and the bulk of the population ceases to respond to letters - does not open them and does not follow the links.

Spam is a mass mailing of correspondence of an advertising or other character to people who have not expressed the desire to receive it. It is believed that spam is just a mass mailing, but it is also a single sheet. If it is, in simple words, "not in the subject" - this is also spam, and even more so if the user has said that he does not want to receive mail, and the sender does not pay attention to it. And how, nevertheless, to provide professional services in the field of direct marketing and not to become a spammer?

First, build your own database. You need to collect users who are really interested in your mailing, and in any case do not impose. If a person does not subscribe to you, it means that you do not need to send anything to her later. Then you will have those who are interested in your information and will not have problems with those who, so to say, want to get rid of you. And you must have the legitimate right to use the information that you distribute.

Secondly, create your own mailing lists. This requires a separate person who will look for really interesting and useful information, collect it, and send it so that users become even more. You can also create your own design sites - it's harder, it's

the next level after mailing. That is, if a company wants to sell something related to dance, it will have to create a site dedicated to it, and work further with the first and second time. The most difficult thing is to create your own virtual communities.

The main thing is to follow the principles of personal communication: collect information about a person, contact in person, answer questions and offer exactly what may be of interest to a particular buyer. If this is a clothing store, you should definitely know the size of the buyer, understand the style of the composition of previous purchases. The "human" approach works better than an automated service.

But the most important thing is to fulfill all promises, to adhere to the principles of privacy and so on.

There is an Internet Association Security Committee that is seriously involved in spam fighting. At the moment, they do not have a single methodological recommendation for system administrators, so they do not provide 100% protection.

Consequently, direct marketing is not as simple as it seems at first glance. If you do not take any measures in relation to it using electronic media, and leave everything as it is, then it will simply disappear.

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## **ANALYSIS OF THE DYNAMICS OF THE MINERAL WATER MARKET**

*Keywords: the mineral water market*

Studying the dynamics of the industrial market has some features that are related to the stability and duration of the business relationship. In this regard, this article

considers such issues as the dynamics of springs for soda water, the dynamics of production, the structure of sales for the main types of mineral water - carbonated and non-carbonated.

Analysis of market dynamics showed that demand for carbonated water is declining. (see Table 1, Figure 1) In 2015, the decrease from 2014. amounted to 9.7 million decaliters, and in 2016. in relation to 2015g. a decrease of 3.9 million tons., and by 2014. 13.6 million decaliters. In general, the growth of the market in 2016. in relation to 2015g. was 4%.

Table 1

Production of mineral water in dynamics, million dal., Ukraine

	2014	2015	2016	January-August 2017
Mineral water, total, including:	125,6	110,2	114,4	85,1
- gas water	85,4	75,7	71,8	53,2
- still water	40,2	34,5	42,6	31,9

\* According to the State Statistics Service of Ukraine

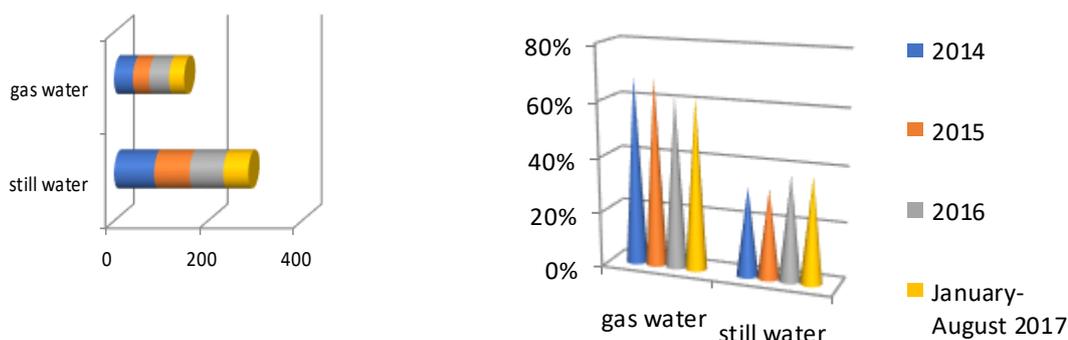


Fig.1 Dynamics of growth in the market of unsealed and carbonated water

During the analyzed period, the percentage ratio of carbonated and non-carbonated water remains practically unchanged (see Table 2). The largest specific weight is occupied by carbonated water 62-68% of mineral waters. With regard to the volume of production of strongly carbonated water, it has been produced less. demand for it on average falls by 5% per year. In general, the production of mineral water on the market remains unchanged. Growth of production Let's imagine this graphically on the diagram.

Table 2

## Structure of production of mineral carbonated and non-carbonated water

	2014	2015	2016	January- August 2017
Mineral water, total, including:	100%	100%	100%	100%
- gas water	68%	68%	62%	62%
strongly carbonated	55,3%	55,4%	48,7%	48,7%
low-carbonated	12,7%	13,3%	13,3%	13,3%
- still water	32%	32%	38%	38%

In general, the mineral water market is quite consolidated. 10 large producers occupy more than 50% of the market in the segment of carbonated water and more than 70% - still water. The remaining volume of the market is occupied by small local brands.

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## **ANALYSIS OF THE ATTRACTIVENESS ON THE INTERMEDIATE MARKET**

*Keywords: intermediate market, brands leaders, promotion on the market*

Among Ukrainian buyers semi-finished products enjoy low demand, the consulting agency Pro-Consulting writes about this in their study.

In the Ukrainian market of semi-finished products the following products are most common: meat semi-finished products (frozen and chilled); dumplings; pancakes; pizza; frozen vegetables and fruits; frozen dough and dough products; frozen seafood; others.

The main share of the market is occupied by dumplings and vareniki. The most popular are semi-finished dumplings. They are released by the market leader LLC

Trade House "Levada", under the trademarks "Levada", "Economika", "Easy leg". The second place is occupied by the company "Dobriy Kukar" and the third "Three Bears".

Vareniki are the second most popular. The leaders are the two brands "Three Bears" and "Dobriy Kukar" (in connection with the departure of TM "Hercules") was able to increase sales. The above-mentioned leaders are also the main competitors in the pelmeni market of Ukraine.

Consider the structure of the dumplings market, in the format of their subspecies. The most popular traditional dumplings are 80%, second place is occupied by ravioli 12% and in third place khinkali 8%.

**Structure of pelmeni market in Ukraine, %**

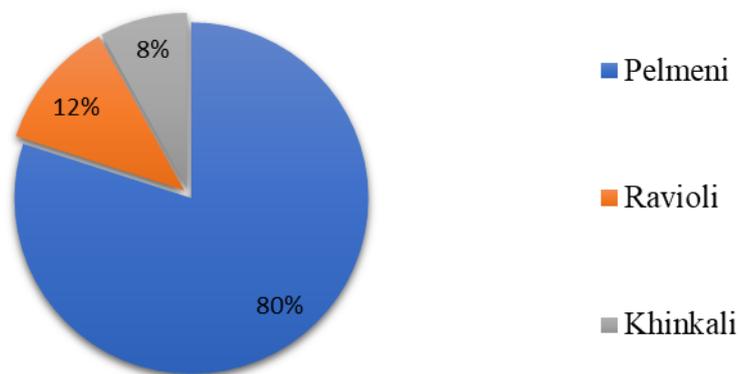


Fig. 1

If we consider the structure of the market of meat semi-finished products, then it can be represented as follows: frozen semi-finished products, large-lump, small-lump, chopped, portioned and others.

**Structure of the market of meat semi-finished products  
in Ukraine, %**

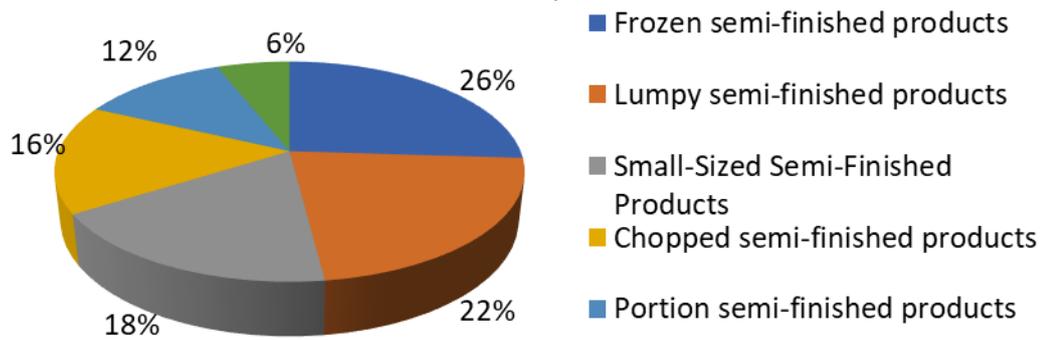


Fig. 2.

The level of consumption of meat semi-finished products in Ukraine is about 7 to 8 kg per person per year. The largest share of frozen meat semi-finished products is occupied by products of medium and low-price segment. With the increase in the income level of the population, the demand for high-price segment products also increases, however, in Ukraine, the share of premium segment products is only about 3%. The premium segment presents branded products made from natural raw materials, but such products are too expensive for consumers with low and middle-income levels.

As for the structure of the market, the share of pelmeni is about 63%, dumplings about 16%, cutlets 6%, minced meat 4%, fish sticks and burgers 3%, frozen bakery products 2%, pizza 2%.

Development prospects. Judging by the pace of development of the Ukrainian market, it can be confidently asserted that the market is young and has not yet completed its formation, in particular in the regions of the country. Today, this market is expanding almost exclusively at the expense of small regional companies. The appearance in the market of new large manufacturing companies, according to experts, is not expected.

The main problem of the producers is the raw materials base, or rather its significant reduction and the corresponding increase in the prices of raw.

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## **GUERRILLA MARKETING**

*Keywords: guerrilla marketing, advertising, promotion, shocking marketing, viral marketing, hidden marketing, Life Placement, idea of guerrilla marketing*

Nowadays there is a variety of methods of goods or services promotion, and guerrilla marketing is one of them. Guerrilla marketing is considered to be an effective and low-budget advertising options which include business cards, booklets, signs in crowded places, walking sandwiches, postcards, spam etc. The basis for increasing the demand for a product or service that allows the rapid dissemination of information among consumers is advertising, but when a company wants to save money, guerrilla marketing comes to it. This method of promotion has proved to be competitive and can be used concurrently.

The main advantages of guerrilla marketing are its low cost which allows it to be used even by small company and wide coverage of the audience in a short period of time and with properly planned advancement, this method has no drawbacks.

There are different types of guerrilla marketing:

- shocking marketing (designed to attract attention by provocative methods);
- viral (distribution of idea at the expense of interested clients);
- hidden (the target audience is not aware of the attention paid to it) and
- Life Placement (draws attention to the products with the help of dummy happy buyers).

In the Internet, information has the ability to get to the eyes of a large number of people who will promote it further, and thereby build up an ever-larger audience. Here partisan marketing appears in the form of a spam, and in the form of voluntary

distribution of advertising.

Idea of guerrilla marketing is based on its three "whales":

1. Minimum costs
2. Maximum audience
3. Creativity and originality of approach

Correctly involved guerrilla marketing tools can at incredible cost give incredible results, increase profits and ensure a stable turnover. So, originality and creativity in advertising attracts much more attention than the jammed ways of placing clips in the media and on color street screens.

Resources

1. GUERRILLA MARKETING - TOOLS AND TECHNIQUES:

[Electronic resource]: [WWW.URL: www.womanadvice.ru/partizanskiy-marketing-instrumenty-i-metody](http://WWW.URL: www.womanadvice.ru/partizanskiy-marketing-instrumenty-i-metody)

2. TYPES AND TECHNIQUES OF GUERRILLA MARKETING:

[Electronic resource]: [WWW.URL: www.memosales.ru/partizanim/moshhnyj-effekt-nestandartnoj-reklamy](http://WWW.URL: www.memosales.ru/partizanim/moshhnyj-effekt-nestandartnoj-reklamy)

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## **THE CHOICE OF THE COMPETITIVE MARKETING STRATEGY OF THE ENTERPRISE ON THE MARKET**

*Keywords: marketing strategy, innovation, company, competitors, analysis/*

Success in the market is achieved by enterprises that are best adapted to the environment, are actively implementing marketing in the production system. Today, manufacturers need the latest developments and technology in marketing to adjust the production process and develop a policy that protects it. Occasionally there is a

conflict of preferences of the enterprise, consumers and society.

Choosing the right marketing strategy for enterprise development is a painful problem, because, in an effort to improve the business, it is important to know which parameters determine its fate, which are important, and which are secondary. The strategy must ensure the achievement of competitive advantage. Formulating a company strategy is one of the most important points of its activities. The manufacturer must necessarily anticipate the reaction of competitors in response to their strategy. This is a precautionary approach, as the anticipated reaction of competitors affects the company's strategy

An enterprise can select an appropriate marketing strategy based on its competitors' reaction to the analysis of expected value. In the process of identifying competitive advantages it is important to identify the capabilities of the manufacturer [2]. The ability of the company to take advantage of the weakness of competitors and marketing opportunities is determined by the strengths and weaknesses of the enterprise itself. An in-depth analysis of production R & D, sales, distribution, product and resource development for product promotion has been carried out, and the adequacy of these resources is assessed to take advantage of existing and future opportunities. It is necessary to distinguish between the following stages of obtaining a competitive advantage [3]:

1. establishment of the basis of competitive advantage;
2. Identify opportunities for competitive advantage;
3. development of competitive strategies;
4. anticipating the reaction of competitors.

Before the innovation enterprise there are four main strategic alternatives: limited growth, growth, reduction, combination. Once the management review the existing marketing strategic alternatives, it addresses a specific strategy. To make an effective strategic choice, senior executives need to have a clear, shared vision of the enterprise and its future. The decision must be subjected to careful analysis and evaluation. It is also necessary to highlight a number of factors that influence the strategic choice and give recommendations on the use of competitive advantages [1,

c. 56-60]:

a) to focus on innovations:

- To sell to those buyers and through those channels of sale, which present the highest requirements;

- To find buyers with the most difficult needs;

- to make the rule of exceeding the most severe regulatory barriers or quality standards of goods;

- have sources of supply of advanced technologies and equipment;

- To establish for itself the distinguished competitors as an incentive for improvement;

b) Timely notification of changes to be made:

- Disclose and highlight trends in the cost of factors;

- maintain regular relationships with research centers and groups of the most talented people;

- to study all competitors, especially new and unusual;

c) improve mutual exchanges with buyers, intermediaries, suppliers, related industries, placement within the country of their activities;

d) to provide services on the market of buyers of international and multinational character.

There are four main types of competitive marketing strategies, each of which focuses on different conditions of the economic environment and various resources at the disposal of the enterprise: the strategy is typical for enterprises operating in the sphere of large, standard production; Patient (niche) strategy is typical for enterprises that have entered the path of narrow specialization; the switching (adaptation) strategy prevails in the ordinary business at local (local) scales; an exploratory (pioneer) strategy of competition involves the creation of new or radical transformations of the old market segments.

Implementation of the strategy should be based on flexible market tactics. When developing the strategic line, it is impossible to predict all possible fluctuations of the current market situation, therefore, constant tactical decisions are necessary to

ensure the chosen course of development.

Thus, comparing the concepts of marketing strategy formation to achieve the competitiveness of an innovative enterprise [1] shows that the principles of developing strategies include enterprises with different scientific and technical potential, level of competitiveness, goals. Therefore, it is necessary to determine the specific strategies based on the existing market opportunities of the enterprise, its goals and specific conditions of activity, to conduct continuous research on the definition of ways to achieve its competitiveness and strengthen the competitive status on the market.

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**USE OF INTERNET INVESTIGATIONS TO DEVELOP MARKETING  
STRATEGY OF BUILDER STORE**

*Keywords: marketing strategy, marketing research, internet survey, market*

Acting on the market, in modern conditions of development, the trade company deals not only with the sale of products, but also gets access to a large amount of information about the improvement of existing channels of sales, and attracting customers, promoting goods and services, etc.

Successful implementation of entrepreneurial activity is impossible without developing an effective marketing strategy that takes into account current trends in the development of the economy and the tastes and preferences of consumers.

The use of advanced technologies for marketing research will provide the highest possible level of search, collection, processing and preparation of information for making operational and strategic decisions. The urgency of this topic in the current market situation is unquestionable. I would like to consider as an example building materials store " Builder". This shop is one of the most visited stores in Pavlograd. Its highly skilled employees by their work, provide buyers with the opportunity to buy quality goods at affordable prices. The target audience is middle-income buyers, which enables the " Builder " store to work in Pavlograd and settlements in the district. To improve the organization's work, it was decided to conduct a marketing survey using a questionnaire for an online survey. As a result of the survey, it was revealed that 28.6% of the respondents are regular shoppers. This is facilitated by a convenient location of the store, it was noted - 57.1% of consumers. At the same time, consumers mainly buy fasteners, household chemicals, tools- 21.4%. This is due to favorable prices. 69.2% of consumers are quite satisfied with them. Prefer to learn about news in the store, consumers from the Internet site -35.7% and television-28.6%. And attracts the attention of consumers advertising 35.7% in the Internet, 21.4% on television.

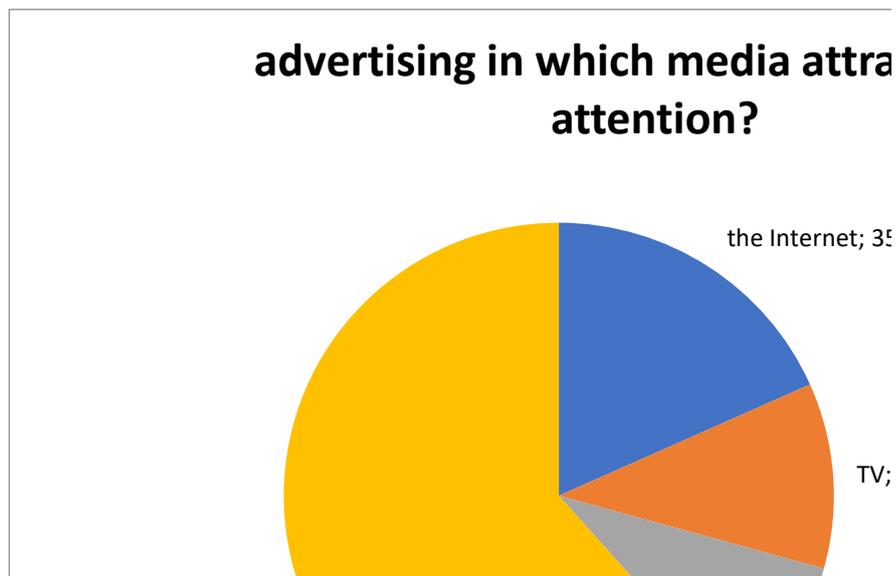


Fig. 1. Consumer preferences for the media

Thus, proceeding from the above, we can conclude that a thoroughly conducted marketing research, on the basis of which a competent strategy is being built helps determine which of the means of advertising a trading company should be given preference. To be able to concentrate limited resources and organizational capabilities on the most profitable directions of their use.

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## DIFFERENTIATION AS MARKETING STRATEGY

*Keywords: marketing strategy, competitiveness, differentiation types*

On the first stage of its activity an enterprise defines for itself the functional strategies which build the basis for its further work. The first of them is the marketing strategy. Differentiation of products is the most widely used marketing strategy. Its essence consists in the search of the features that differentiate one product from other competitor's products. Characteristics of the product, price, additional services, communication with the consumer, packaging are the main features. An example is given below.

A new bookstore begins its activity in one of the metropolises. How are its products different from the competitors' ones? First of all, by quality. The bookstore can sell books with the pages that will not turn yellow with time, and also with a quality cover. It means the differentiation of the product characteristics.

A bookstore can give discounts for regular customers or those who buy a great number of books. If it is a warehouse that purchases a lot of books, the price of any book there will be lower than in other stores, and it also means the price differentiation.

If the owner of the bookstore is a fan of fantasy, he/she will sell the books of this genre. In such a bookstore customer will be able to find a wide assortment of books, but only in the genre of fantasy. It is the specific niche on the market.

There are cases when the buyer can not personally pick up a book from the store or wants to make a replacement. A bookstore can provide free delivery of goods and replacement during the first day of the purchase. That is the differentiation of the product through additional services.

The buyer often focuses on his/her own emotion. So, the seller who is taking into account the buyers' wish finds the best product for the buyer. This also means the additional value of the purchase and differentiation through communication.

If it is a series of novels, it usually has its own specific cover with identical design. It is differentiation through the packaging.

These examples demonstrate that the described marketing strategy is widely spread on the book market but can be applied to any other one. Differentiation requires the investment of money and at the same time it allows any company to find its place on the market.

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## **MARKETING COMMUNICATION AND PRODUCT POLICY IN UKRAINE AND EASTERN EUROPE**

*Keywords: marketing communication, marketing, product policy*

Successful international marketing requires the development and implementation of marketing strategies responsive to different environments. In the emerging countries of the former Soviet Union, the economic, social and political dimensions differ in major ways from the environment Western marketers are used to at home. In light of the transitions taking place, marketers should sense an obligation to help restructure society and improve the standard of living in this region. At the same time, the opportunities for change are constrained by decades of ideological pressures fundamentally opposed to the core aspects of marketing. Therefore, marketers must design strategies which work within existing economic structures yet also contribute to the emergence of new societal orientations.

The product policy for the markets in Ukraine and Eastern Europe is heavily influenced by the technological gap between Western industrialized nations and the former Socialist countries. This gap is largely the result of the export control policy implemented by the West during the period of the Cold War, which was designed to preserve the technological advantage of the West (Czinkota and Dichtl 2015). In spite of today's openness of markets and rapid diffusion of innovation, most firms in the region are still a decade or more behind the technological standard of the West.

In positioning products, branding is a very important tool. The few international brands which used to be offered only in special restricted shops acquired an aura of very high prestige. More recently, however, consumers have discovered that Western products are not necessarily better than their domestic counterparts. A resurgence of domestic pride and fond memories of the olden days have translated into renewed

demand for domestic products, be they soft drinks, bread or soap.

To a large extent, however, branding in the markets in Central and Eastern Europe is still an empty field. Most brands still lack character and personality and remain interchangeable to the consumer. Investing in brand positioning can greatly enhance brand loyalty, especially if companies pursue a pioneer strategy. Focused branding strategies combined with a positive country-of-origin image are very effective because brand awareness can be developed quickly and at relatively low cost (Schweiger and Frieders 2014). The branding strategy must, however, be accompanied by a truly superior product in order to achieve consumer loyalty.

Marketing communication must therefore, above all, aim to reduce the information deficit of potential customers and partners. Yet it must do so in ways which are seen as honest and appropriate. It must be remembered that public messages in Ukraine used to consist mainly of propaganda, designed for ulterior motives, and despised by many.

Customers in Ukraine react more sensitively to advertising messages than customers in industrialized countries.

Consumers are interested in rational advertising which clearly states its message. They expect advertising to help them in sorting through numerous and confusing offers, and they prefer information about products to efforts at persuasion. Hyperbole engenders mistrust and builds up a psychic distance to the product and its seller. A survey of consumers provides insightful findings: 87 percent of Easterners believed that advertising makes them buy things they don't need; 64 percent believed that advertising gives a misleading impression of products; and 59 percent believed that advertising takes advantage of them (Lipman 2011).

One question often raised is whether special advertising campaigns should be designed for the region or whether campaigns successfully implemented in Western markets can be transferred. Both approaches are possible, as long as the advertising strategy takes into account the information needs of the customers in Ukraine. Practical experience shows that adjusted Western strategies can be implemented very successfully. However, it is useful to rely on local talent, which is best able to judge

local reactions, to modify existing advertisements and to create new ones for this market.

In the context of organizational buying it is worth reiterating that all the countries in the region have a history of treasuring the personal relationship. Business typically is not done between organizations but between individuals. Personal contacts and connections have long been an important organizational resource. The same continues to hold true today. Therefore, the development, building, and maintenance of long-term relationships are basic preconditions for long-term corporate success (Lehtinen 2016).

Researchers should investigate the extent to which pre-existing business practices in the Eastern Europe can be of value in furthering the marketing concept. For the marketer, all this means that rather than simply aiming for a total replacement of previous practices, it may well be worthwhile to investigate the usefulness of some of them for further progress in the societal aspects of marketing.

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### **THE 10 KEY FEATURES OF A SUCCESSFUL PROMOTION STRATEGY FOR HIGH-PRICED CHEESE**

*Keywords: promotion, segmentation, consumer behavior*

Promotion a high-priced product is fundamentally different from average price-level goods. Experts support this point of view and connect marketing efforts and high expectations of the target audience, meaning connoisseurs or hedonists, who want to get satisfaction from using a high-quality product.

Hedonists are the most sensual and emotional psycho type of all buyers categories. "Moderately" is the less common word for this group of customers, they reject conservatism, food included. They are willing to pay a high price for the level of satisfaction they get.

The main goals of the promotional plan are maintenance and growth based on increasing buyer's engagement into exchanging process. The hypothesis has been confirmed by the research of a luxurious cheese store in Dnipro city.

Marketing research was made by a survey and a field test. The results have proven that expensive cheese buyers are very scrupulously in the process of making a purchase.

The main criteria in the process of making a decision for them are:

1. Product range and quality have to match with the standards of the countries and manufacturers.
2. A store should follow trends. For example, healthy food.
3. The direct connection between a store and popular brands, manufacturers.
4. Brand style elements in the interior design of the store.
5. Club type of sales is allowing to communicate with other connoisseurs of products.
6. Provide shelf space for goods and decorated shop windows.
7. Brand style and high quality service.
8. Staff training and engagement in the process.
9. Providing additional services and bonuses to regular customers.
10. Recognizability of a brand among other competitors.

## PROMOTION METHODS BASED ON THE DETERMINATION OF PSYCHOLOGY TYPES OF POTENTIAL BUYERS

*Keywords: buyer's psychology types, promotion methods, consumer market*

The question of the potential buyer's psychotype is researched using the washing machine "Hotpoint-Ariston RSSG 602Z UA" as an example. The product is for the average price segment, cost 5799 UAH.



Fig. 1. The washing machine "Hotpoint-Ariston RSSG 602Z UA"

Table 1

The analysis showed that this product has the following characteristics

Color	white
Type of machine loading	frontal
Maximum load weight	6 kg
Dimensions (HxWxD)	85 x 59.5 x 42.5 cm.
Energy class	A ++
Class wash	A
Class of pressing	C
Main functions	the washing temperature selection, the spin speed selection, the washing machine drum cleaning function, start delay function, additional rinsing

Safety system	protection from children, protection from leaks
Setting programs	a program for the care of cotton fabrics, a program for preventing damage of very delicate things' fabrics, wool washing program, mixed clothes washing program, a program for washing down products, a program for washing children's things, dark underwear washing program, stain removal program

These characteristics are best suited for buyers with the “Philistine” psychotype due to the following arguments:

- There is a focus on the family, children, health. There is a protection from children in the security system, a program for washing children's clothes, for washing various types of clothing and delicate fabrics and the “Anti-allergy” program.

- Offer more for a lower price, plenty of various functions, security systems, low energy consumption and for an average price of 5799 UAH. Therefore, the warranty period for the machine is 1 year, for the motor is 10 years.

- Discounts and promotions are offered. The “Philistine” are very responsive to these promotion tools.

- Perception of price accents - non-rounded numbers of the prices.

The conducted researches show expediency of the following promotion activities:

- Focus on family, safety, health in advertising;
- Emphasize the importance of how many benefits can be obtained for such an “Insignificant amount”.

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