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## **NEW MARKETING TOOLS UNDER GLOBALIZATION**

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

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

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

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

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

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

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

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

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

Thus, supply chain while providing humanitarian aid includes power budget

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

Table 1

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

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

Source: elaborated based on [2]

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

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

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

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

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

References:

1. Howden, Michael., How Humanitarian Logistics Information Systems Can Improve Humanitarian Logistics: A View from the Field / Proceeding of the 6th International ISCRAM Conference – Gothenburg, Sweden, 2009. 2. Line N. Tabbara. Emergency Relief Logistics: Evaluation of Disaster Response Models . Based on Asian Tsunami Logistics Response . 2008. [Electronic resource] –Access mode : <http://driverspack.org/download/agile-framework-rmc-project/>

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

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

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

Actual condition of the furniture market

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