

- production capacity reserve of market leaders. The maximum capacity of the company is much smaller than the capacity of market leaders. For example, market leader Agro-Soiuz, PJSC is able to produce 46 times more agricultural products and the second largest company at the market, Agroom, PJSC - almost 19 times more. Only such powerful companies can meet the needs of large farms in the Region.

- segment selected is quite large. About 38% of population of Poltava Region resides in rural areas and many of these residents have their own farms. The total demand for feed compound in the selected segment far exceeds the production capacity reserve of Alfa-Agro, LLC.

- segment selected is not basic one for the main competitors. Paying sufficient attention and learning meet the needs of the segment selected, it is possible to closely approach to main competitors. All competitors are paying attention to large farms and their proposals are targeted to satisfaction of their needs.

Thus, the target segment of Alfa-Agro, LLC shall be medium and small farms of Dnipropetrovsk Region requiring a manufacturer capable to satisfy the needs peculiar to them (such as goods dispatch in small batches).

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BRAND VALUATION VERSUS BRAND EVALUATION

In assessing the brand, two concepts “brand valuation” and “brand evaluation” are used. Both concepts are very important, but they are not the same.

Valuation is an estimation of something’s worth, especially one carried out by a professional appraiser.

Evaluation is the making of a judgment about the amount, number, or value of something.

Thus, a brand valuation is the job of estimating the total financial value of the brand. It is often defined as the amount of money another party is prepared to pay for it. The cost of the brand (brand value) is an estimate of discounted cash flows generated by the brand for the enterprise. Brands are the object of sale. A good brand of its value is significantly higher total value of all assets. There are generally three different approaches to brand valuation: the income approach, the market approach and the cost one.

To value the brand categorically there is a need to understand the modern ways which include measuring various attributes of brand like clarity, protection, commitment, responsiveness, authenticity, relevance, differentiation, consistency, presence and understanding and assigning value to these attributes in monetary terms.

Before any major brand management decisions are made, the brand should be evaluated against a set of parameters to find out its current position in the minds of consumers.

A brand evaluation is a measure of the brand's performance and it determines how powerful it is in altering consumer decisions. It is brand strength, a set of assets such as brand recognition, loyal customers, perceived quality, and associations that are associated with the brand. It can be measured in the expansion or stabilization of the consumer audience, the level of stability in the company's reputation in the level of capitalization, etc. Brands are multidimensional entities, and thus any brand evaluation needs to assess a variety of parameters. Using the relevant building blocks from the brand-planning process, internal and external criteria for an organization are identified providing insight into the brand's health.

In conclusion, building a brand is also essential to creating value. This is the tough part. Your brand establishes your company's position in the marketplace and it is created by every function your company performs. Branding is the art of reducing uncertainty when customers make their buying decision. Good branding is not only a means of creating new customers, but also retaining old ones. Furthermore, good branding offers proof that your company is uniquely capable of solving a customer's problems and differentiates your company from its competition. To ensure a strong brand, your methods must be uniformly followed for each customer. Namely brand valuation and brand evaluation will help you with it. If you do not have a system to ensure consistency for each customer, you are relying on luck.

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VERTICALLY INTEGRATED SERVICE AS PART OF MARKETING

At this time, the consumer is becoming more choosy when making a purchase. It requires not only a quality product that meets the price, but needs attention, advice, service support and further re consultations on purchased goods. Especially this approach to the acquisition monitored on the market and those goods where it comes to the safety of the buyer or his family when it involves their health and so on.

In this case between the buyer and seller relationships arise similar to the relationship of doctor and patient. Such relationships often occur in markets where goods or services are close to the medicine.

Analyzing the market optics and ophthalmology products where the majority are of medical goods and services, and for the most part, are health care, it can be concluded that the market as most clearly corresponds to the case described above.

Characteristic of this market is that numerous participants in the wholesale market offer the final consumer a wide range of products. In order to increase its