

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.

**Makukha Yu.**  
**National Mining University**

## **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

market share in the total scores of my goods, wholesale companies have resorted to what to include your state medical specialist, whose duties included providing medical and ophthalmologic consultation directly in the marketplace of goods. Of course, still possible in close cooperation wholesale and retail companies operating in this market, while there are inherent relationship between corporate structural relations. Paving a parallel set of services provided by the final consumer can call a vertically integrated service. On similar services, but within a corporation already pointed marketers and ophthalmic optical market [1].

So you can see how to marketing mix of retailers and individual stores optician added a separate instrument, the purpose of which is to provide qualified advice on the conformity of the goods being purchased customer requirements. If the schedule of the qualified consultant to organize in a cyclical manner repeated consultations will bring additional benefits when working with these customers.

References:

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**Mala O.  
Dudnik A., research supervisor  
Kostrytska S., language adviser  
National Mining University**

## **THE STEEP ANALYSIS AS USEFUL METHOD OF INVESTIGATING THE MARKET**

Researching and analyzing the market is a fundamental aspect of marketing. That is why, it is really important to use methods of researching different industries which can show marketers the most accurate picture. There are many types of analyzing the macro- and micro-environment. For example, nowadays using a STEEP Analysis is becoming more and more popular, because such method is an updated version of the original PEST model.

STEEP Analysis is a tool to help you think about the wider issues that have an impact on the industry or service area as a whole, taking a five main categories into account: socio-cultural, technological, economic, environmental and political factors.

Socio-cultural factors take into account target market (changes in social trends, life-style and leisure patterns etc.). The relevant issues among technological factors include innovation, changes in technology, cost a new development of equipment and materials. The major economic factors cover extent of economical growth, loans and conditions to get a loan, income of the consumers and others. As environment is important for everyone, external environmental factors can have a big impact on strategic options of the company. Sustainability, energy-efficiency, waste disposal and recycling affect the planning process. The political and legislative elements of the