

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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## **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.

STEPP 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

analysis consider political stability, financial regulation, consumer protection and protection of market.

The circumstances STEEP Analysis is conducted may include times of uncertainty, information overload and disorganization. Thanks to a STEEP Analysis, the impact of the change can be assessed, key decisions for information overload can be made, strategic options can be chosen in times of disorganization.

STEEP Analysis can be applied following the five-step plan. To execute the plan, the external environment is to be analyzed; the trends within the environment in question are to be assessed; the trends and the related issues are to be identified; the future directions of the issues are to be forecast and implications derived. All of the above may impact the future strategic initiative.

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## **SMALL ENTERPRISES AND THEIR ROLE IN MARKET DEVELOPMENT**

Contemporary Russia is actively involved in the development of market relations and free enterprise. As we know, the small business is the foundation of market economy, and therefore, both practitioners and theorists pay more attention for it. The issues of small business in Russia are widely covered in the papers of A. Biryukov, B. Misakov, S. Totorkulov, A. Sharov and others. But, in general, there is no common understanding of the development of theoretical and practical problems of small businesses in the economic literature, making it necessary to study the factors affecting the development of small businesses.

However for an enormous country such as Russia, small enterprises may just be a connecting link, which ensures continuous work of large industrial businesses. Its activity sums up to 17% of the GDP in Russia. Moreover approximately 25% of the work places are occupied there. It should be mentioned, that around three million of sole proprietorships work in our country, although this figure gradually decreases, due to the financial weight towards sole traders.

A characteristic feature for small businesses is tough market competition, which is often something that enterprises are not willing to endure. That is why the active growth of new enterprises is accompanied by its active ruin.

Let's look at the dynamic of the coefficient of "fertility" and "mortality" of small enterprises in the period from 2005 to the 1st quarter of 2012 (Fig. 1). According to the diagram, in the 1st quarter of 2012, the fertility rate of small enterprises is 22.3, which is 0.6 less companies than in 2011. The mortality rate of small enterprises is 21.4, which is 5.1 companies more than in 2011. In practice, six