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MARKETING ANALYSIS IN INTERNATIONAL SUPPLY POSSIBILITIES

Doing business internationally, companies face up the problem of suppliers and buyers (consumers) essential quantity and quality motivations. The quality aspect means the comparative analyses the essential motivations for suppliers and buyers (consumers). The quantity aspect requires conducting research of internal possibilities in strengthens competitive positions of supplier in foreign market.

Exporting issues of Ukrainian chocolate candies to Turkey have various aspects. By analyzing the Turkish market, it has been revealed that besides a huge number of confectioneries, chocolate products share is not sufficient. In Asia, chocolate hasn't traditionally been the sweet of choice, but as Turkish economy grows the demand is influenced the numerous treats.

Chocolate sweets are in great demand in Turkey, in particular during the Islamic holidays such as Kurban and Ramazan, when people buy the 30% of total annual sales of chocolate desserts. For this period local companies increase manufacturing of all types of confection both for national and international consumption.

Some Ukrainian companies such as Roshen, AVK, Konti export their products to various parts of the world. After analyzing their product lines, AVK has been selected as the best exporter. It is important to research the macro- and microenvironment to estimate it's export possibilities.

It is necessary to select macro environment indicators of opportunities and threats. The positive influence could be shown by the results of the research of such factors as:

- adaptation to Standards (TSE) – high level of costumers' confidence;
- custom duties (5%) – very suitable for exporting goods;
- taxes rate (20%; VAT -8%) – they are less than in other countries;
- infrastructure – high transport network, developed banking and insurance systems;

- high level of chocolate consumption;
- the ease of business doing (69 position);
- large population (75 million inhabitants);
- open for new products;
- new technologies;
- level of incomes per capita (minimal wage – €405,2).

However, the adverse side of the indicators is related to the problems of:

- problems with perception of a new product (for a daily consumption) – they can be avoided by demand stimulation by advertisement;
- adapting to TSE;
- customs rise;
- corruption;
- Company’s social orientation of company.

The results of detailed analysis are illustrated in table 1.

Table 1

Microenvironment for AVK in Turkey

Competitors	Intermediaries
<ul style="list-style-type: none"> - product is not represented on shelves of supermarkets; - Incredible amount of potential rivals by the companies in Turkey: Ulker, Sholen, Eti, Sarelle, Nestle, Sagra, ect. - Potential exporters from Italy, Ukraine, Russia, Belgium, etc. 	<ul style="list-style-type: none"> - Supermarkets(such as Migros, DiaSa, ok, Tansa , Carrefour) - Advertising agencies (for example, Amade tabela, Sitevizit, Berna Korkut production.) - Logistic companies for transporting to the country and in big cities.
Suppliers	Consumers
<ul style="list-style-type: none"> - No suppliers, the product will export in ready to use format. - Lack of experience in delivering. - Conditions and terms of supply - Sales system: terms and distance 	<ul style="list-style-type: none"> - Increasing annually number of chocolate consumption - An idea of changing big packages of chocolate to small ones.

It has been analyzed that by the Ansoff Matrix the manufacturer is predicted to use the market development strategy. It means that the company will adapt old product for Ukrainian market to a Turkish one, using some specific marketing instruments, particularly adapting packaging, using special advertisements, changing the name of some chocolates, etc.

According to the Turkish Internet survey data regarding the chocolate products more than 70% of respondents are interested in new products on sweet market and all of them buy chocolate at least 2 times per week but prefer the Turkish product (more then 90%). However, it could be explained with Turkish people mentality and patriotism. The taste (60%), brand image (25%), price (10%) and package(5%) were identified as the most sensitive items in making choice.

I offer the following recommendations to avoid various problems in the analyzed sector:

1. It is important to make sampling choices in supermarkets with the aim of product promotion. Moreover, public opinion poll can be conducted.

2. The problem concerning national standards in Turkey (TSE) can be solved by previously considering the main idea and total requirements for chocolate goods.

3. If Turkish consumers do not perceive chocolate candies for everyday consumption, the company should launch advertising campaign to persuade target audience to consume chocolate products.

4. The company should add social oriented themes to sweet wrappers.

To summarize, the results illustrate the idea of exporting chocolate sweets to Turkey. Both macro- and microenvironment are suitable for starting this business in big cities of analyzed country. The Internet survey has also positive influence for the new product in Turkish market. However, there are some problems with adapting chocolate candies to new consumers and their habits, but with previously learning standards and motives of potential costumers these issues can be avoided by the company.

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MARKETING INSIDE US

Youth marketing – such names this trend today – isn't the new phenomena. Particularities and prospects to orientation for youth auditorium were known since youth became solvent category of the population.

Playing on her weakness had become gradually the main source of income of many companies in production sector. Perspective novelties inevitably attract young pairs and girls of whole world, causing to itself great interest.

Everyone wants to dress beautifully and fashionably at our time. This desire isn't caused only himself, social and cultural ambiences influence on person's opinion. Youth will be orientated on surrounding at choice of shop, at choice of clothes or any other things.

Youth is accepted consider people until 35 years old. This target auditorium comprises student and working people.

The modern young people strive for express its internal "I", but not always may realize it to life.

Let's consider how the consumer preferences depend on them social and cultural ambiences.