

## **MARKET'S RESEARCH OF THE CHILDREN'S GOODS**

Among the major categories of children's products, first of all, we can mark such as products for new-born children, clothes, toys. A special place among the another categories of goods are takes clothes for children. In recent years, the clothes market for children has increased dozens of times and turned into an independent branch of the fashion industry.

Kids ' store "Toto Plus", (city Dnepropetrovsk, 14b Gazeta Pravda avenue) is felt all the influence of market features and threats.

In Ukraine, market is developed all time. According to the analytical center COMCON, the children's goods market is near 25 milliard UAH in 2013, every year this indicator is increased by 15-20%. Every year in Ukraine about 500 thousand children are born. Children grow very quickly, so parents should renew and buy again a lot of new clothes and things. Crisis is less affected on the children's clothing market . 65% of the expenditure of children are spent to the food and clothes in crisis conditions and wage-out. Therefore the demand for children's clothes is stable and year-round, and the business is interesting for investment.

The researchers are found that share of the market kid' store "Toto Plus" consist 3.1%. Its main competitors are kid' stores "Toys" (5,1%), "Parade of Toys" (4.2%) and "Snail"(3,8%) and "Umka" (2,8%). If we calculate Harpendel – Hirschman's index, we can draw a conclusion that the market is not monopolized and weak concentrated (one firm takes less than 31% of the market, two firms together take less than 44% of the market, three firms together take less than 54% of the market and four firms take 63% of the market). That is, the market condition is favorable for the competition's development.

However, if we speak about kid' store "Toto Plus" we see powerful threatening effects. Today the market is been quite saturated and the proposal for separate groups of goods exceeds the demand. Secondly, the infinite opening of new retail and wholesale sellers of children's clothing, increasing volumes of imported goods quickly increase competition. Threaten trendy is the fall in the purchasing power of the potential audience.

We need work hard on the marketing programmer, to care about our professional level and quality of service. We should leap forward and meet clients' wishes very quickly.