

Given this data, the government and enterprises, it is necessary first of all, to develop environmental responsibility among the population and encourage them to sorting garbage, through the use of marketing tools: social and informational advertising, understanding the formation of the need to respect environmental standards, promotion of environmental values, events in the format of "Clean City", "City without garbage", attract young people to promote the idea of reducing the anthropogenic impact on the environment. It is recommended to use the experience of countries such as Germany and Switzerland, which have achieved the greatest success in the field of recycling (over 80% of waste, of which 50% is used as a secondary raw material; for comparison, Ukraine as secondary resources are used for only about 5% of municipal solid waste).

Importantly to bring to enterprises and households that sort of rubbish - this is an important need, both from the environment, first of all, and by the development of the economy. For example, it is estimated that the first phase of work in recycling of garbage in the industrial turnover in Ukraine can attract hundreds of thousands of tons of recycled resources and increase production on millions of UAH, herewith significantly reducing energy costs, create thousands of jobs.

Maintaining the quality of the environment requires the development of appropriate legal measures, specifically the improvement of the legislative structure in the field of ecology and control over its execution. State stands to weaken the control of the activity of enterprises for garbage disposal and increase the impact on population: a system of fines and punishment, administrative responsibility for environmental offenses.

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DISCOVERING THE POTENTIAL OF CAFE BRIGANTINA FOR AN EXTENDING THE MARKET SHARE

Brigantina has been the successful café on the market in Volnogorsk for 17 years. The full service is provided. The main services: providing the food in accordance with an assortment for permanent customers, the organization of banquets. Café's contingent is the middle-class people aged 30. There are two players provided similar services at similar prices and have an approximately similar share on the market. These are such cafes as Olimp and U Petrovicha.

Now the enterprise has a problem such as the lowest attendance among customers, and because of it there is no large income amounted 6.2% from the main company's income. Therefore it is necessity in discovering the inside potential of enterprise and searching the ways of its realization.

The studying of the market potential capacity shows that the solvent population is amounted 18 319, the average attendance in this café is amounted the 1 time in a month, an average bill is 30 grn. It means the potential capacity of the market is $18\ 319 \cdot 1 \cdot 30 = 549\ 570$ grn. The real market's capacity is 123 264 grn so the market's potential is $100\% - 123264/549570 \cdot 100\% = 77.6\%$ or $549570 - 123264 = 426\ 306$ grn.

255 dishes per day can be made due to the production capacity, it is eaten the 1.5 first courses per man in the average. Thus the kitchen can serve $255/1.5 = 170$ men in a day. it is served only 5 men in a day (excepting the weekends and Friday, the banquets are conducted on this days), the quantity of visitors is amounted $5/170 \cdot 100\% = 2.94\%$.

Brigantina works 8 hours in the average, the average time of taking meals is an hour by one visitor, and the quantity of places is an equal 50, then the hall can contain: $8 \cdot 50/1 = 400$ men in a day.

It means that the hall can be holding the certain quantity of people who can really be served by the kitchen. If the café can serve 170 men in a day, Brigantina works only 4 days without banquets, the average bill is 30 grn, and 4.28 weeks in a month, so the monthly income is $170 \cdot 4 \cdot 30 \cdot 4.28 = 87\ 312$ grn by working on full capacity. The real income is 2568 grn, so an enterprise can earn $87312 - 2568 = 84\ 744$ grn in a month. For full realization of the potential capacity it is necessary to attract share of potential market: $84744/426\ 306 \cdot 100\% = 19.9\%$.

Carried out the analysis we can say that Brigantina uses badly the production capacity (only 2.94%), and for the full usage it is necessity to attract 19.9% of potential market. But only 22,4 % of potential market uses the café's services. We can make a conclusion that it is necessary to carry out the marketing investigation in the future which applies to the discovering of customer's preferences. After that it could make the further strategy of café's promotion on the market and determine the necessity of changing the assortment and price policy.

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SPECIAL FEATURES OF THE MARKET OF PLASTIC WINDOWS IN DNEPRODZERZHINSK

Dneprodzerzhinsk has a fairly developed market of plastic windows, which includes a set of firms that implement and install this product. The main product range includes window systems, doors, various accessories and other related products. In this regard, the market offers not only imported products (Poland, Germany), but also those of Ukrainian producers.