

A study of major vendors' offers showed that they all offer the same set of brands - Rehau, WDS, Aluplust, Veka and others. Therefore, the main competitive advantages in this market are: lead time, quality of installation, installation costs, as well as price promotions and offers.

Portfolio analysis of applicants showed that their structure is not the uniform, they contain small orders from the population and large orders from industrial organizations. Approximately 80-85% of applications include an order for one - three windows, and only 20-15% of applications (contracts) come from large customers - building organizations.

All this complicates the planning of production activities and the organization of service. Among other things, there are problems of staffing and its uniform workload.

However, in terms of money orders from the population greatly exceed the orders of the industrial consumer. Therefore, the competition for the final consumer is particularly acute and requires constant effort not to lose the pace of production and sales. Competent advertising campaign is crucial for stable operation of industrial enterprises. It should be based on a good knowledge of their potential audience, as well as monitoring of changes of its consumer sentiment.

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USING VSS FOR PROMOTION IN THE WALLPAPER MARKET

In 2014, Ukraine signed an association with EU. In this context, domestic enterprises have tasks of implementing in the European market with the appropriate special methods. A review of literature and adopted practices have shown that for the Ukrainian market of wallpaper there is a number of tools that are used to promote the products in a highly competitive market.

These include:

1. The CE mark on the label of wallpaper, which confirms their compliance with applicable EU directives. This marking indicates that the wallpapers are safe for the health of consumers and for the environment.
2. RAL - trademark of quality. This sign is introduced by the Association of wallpapers Manufacturers. It signifies compliance with the comprehensive requirements and quality standards in the manufacture of wallpapers, which is constantly monitored by a neutral independent organization.
3. Standard FSC. This standard was introduced in 2009 on the basis of the almost total borrowing certificate of Rasch - FSC®. It means that the wallpaper is

made from wood obtained in accordance with the principles of sustainable usage of forest resources.

However, the European practice has a much broader set of tools in organizing chain sales in industrial markets. It is crucial for Ukrainian enterprises to quickly adapt to the rules of the organization of market relations in the European Union market and use commonly recognized tools for appearance and promotion of products, including voluntary standards for sustainable development - VSS. These tools are designed to demonstrate the position of the company as meeting the highest requirements in the industry - the use of modern technology, providing high quality products, the guarantee of security of materials. For example, for the Ukrainian market of wallpaper a valuable standard of "good" practice is the SAI. These standard advances human rights at work, driven by diverse perspectives to navigate evolving labor issues. We design and implement innovative processes that empower and inspire stakeholders and facilitate partnerships.

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EXPLORING NEW TECHNOLOGIES FOR INNOVATIVE AND CREATIVE MARKETING

Attracting new customers requires not only well-known, but also unconventional approaches. To reformat businesses' web-sites is one of the new technologies. That is why, consumers can find the business they need while they are on the road. A hypersonic sound device can be used to market products or services. First used by the military to communicate over long distances, these devices direct sound to the exact location where you want to be heard. They are commercially available now and can be used for marketing messages.

One of the latest technologies is geotagging. The geocoding process enables us to add the latitude and longitude coordinates of the businesses' location to digital concept, including web-sites, photographs, videos, news, articles and blog posts. Digital media getting tagged with business geographic information can be added to online maps. Breweries, grocery stores, hair salons and restaurants can also benefit from the geotagging thanks to better discoverability.

There are plenty of ways to benefit from geotagging. In case of small local-business all of its content can be tagged. When customers go over its content for a web-site, they can easily figure out how to get there.

Geotagging is becoming very popular for brands. The reason why companies