



Fig. 1 Drawing. CRM-system benefits

The presence of such a system will simplify most of the functions in marketing, such as customer segmentation, analysis of their actions, accounting responses to certain stimuli, needs forecast for specific types of solvents, control frequency and the volume of purchases and more.

Based on the experience of most implementations, the time required personnel to perform the actions necessary to work with the client are reduced by at least 10% with the introduction of CRM-system. This is mainly due to the acceleration of access to information, automate routine tasks and reduce the time for internal communication and workflow.

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ROLE OF STRATEGIC PLANNING IN SHAPING ECONOMIC POTENTIAL OF THE REGION

Key words: strategic planning, region, socio-economic development, priorities

The report examines the main issues of strategic planning of regional development, conclusions on the role and place of strategic planning for the formation of economic potential.

At present Ukraine's entry into the European regional structures and the question of drawing techniques implementation of strategic planning of regional development. Current rates of change and increase of knowledge is so great that strategic planning is the only way to formally predict future challenges and opportunities. That is why the issues of development and implementation of strategic planning of economic development in Ukraine gain in terms of transformation of market relations of particular relevance.

Domestic science does not yet have sufficient theoretical research in strategic planning of regional development. But a significant contribution to the study of the problem made by such scholars as Berdanova A., B. Vakulenko, Tertychka V., Kutidze LS, Nikolenko GA, Pushkar S. et al.

The aim is to determine the role of the main problems and strategic planning of regional development in the formation of their economic potential.

Strategic planning - is an adaptive process by which the regularly developing and adjusting the system rather formal plans, review the content of measures for their implementation through continuous monitoring and assessment of change.

Strategic Planning of Regional Development has the following stages:

- 1) develop the concept of regional development;
- 2) study the important proposals;
- 3) formation of system programs.

The development of regions of Ukraine at the present stage of market reforms faced a number of objective and subjective factors that led to its unbalanced, asymmetric and disproportionate nature. The basis for this was the uncertainty of the strategic priorities of regional development in the crisis and post-crisis periods, regions unwillingness to steadily growing competitive pressure in domestic and foreign markets in the struggle for material, financial and human resources, the possibility of effective use of regional geopolitical location and facilities. Tactical mistakes Regional Development Ukraine (in the short and medium periodiah) mainly due to the lack of clearly defined, scientifically justified economic and social policy priorities, neglect features of long-term trends of regional development, formed and operating in the post-crisis stage of economic modernization.

To overcome these problems, we recommend the following steps for strategic planning in the region:

Stage - an overview of the region;

Stage II - Analysis of the current state of socio-economic development of the region;

Stage III - SWOT-analysis;

Stage IV - strategic vision for the future development of the region (mission, priorities);

V stage - strategic plan (goals, programs, projects);

Stage VI - Monitoring and evaluating the implementation of regional development strategies;

VII stage - analysis of efficiency and effectiveness, correction goals and methods to achieve them.

Globalization processes exacerbate the need to implement the regional development strategy that would ensure: a qualitative change in the structure of production and exports towards weight gain more technological and competitive products; innovation and investment development of regional industry to ensure its competitiveness; the most effective and comprehensive use of all available resources and potentials of the region.

Thus, an important condition for the socially important results is the application of the strategic approach as a forecasting socio-economic development of territories at different levels of governance based on the optimal combination and coordination of national and regional interests and the planning area to determine strategies for the use of territorial resources at different levels of government in the future. In this context, we can speak of interdependence and interconnectedness of strategic

forecasting and planning development and strategic planning areas.

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MARKETING (RULES OF MARKETING)

Key words: marketing, rules of marketing

I want to present some rules of marketing, which are the most important parts of improving business

I used some examples of people, which were born in America and made their business very progressive because of their own qualities and creative (and so useful) marketing.

Firstly, I want to note a man, who created CEO Starbucks. His name is Howard Schultz. The main rule of his career is :

1) do not be afraid to change the nature of the business

Schultz today remains one of the major newsmakers in the business media and always changes something and introduces new products.

For example, Schultz ordered to remove from the menu warm sandwiches because their smell overpowered the smell of coffee. To Starbucks looked in the eyes of consumers are not only devouring everything in its path by a shark, in the years when all the saved on the social package, Schultz, on the contrary, increased by half the cost of health insurance for employees

Second businessmen, who can be like example for a marketers is Patrick Doyle. His rule is :

2) be able to understand that that your product is stuff

Domino's Pizza, the second-largest US pizza chain after Pizza Hut, always paid attention on price than on quality. However, no one expected that the company recognizes that does not do a very good pizza, and even let it in clear text in an advertising campaign worth \$ 75 million. But this is what has decided to go a new company president Patrick Doyle in the first year after inauguration.

And the last important rule will be from American manager Alan Roger Mulally

3) remove all unnecessary

His strategy was called "One Ford» - European brands have been sold, reduced the number of platforms, even in cars options became fewer. The company had to sell Ford Ford or nothing. Due to this it reclaimed the title of a global company. When Mulally was asked how he could sell Volvo for \$ 1.8 billion, despite the fact that she was bought for \$ 6.5 billion, he simply replied that he considered it a good price.