

main sponsor of the German handball giants, SG Flensburg Handewitt, while JYSK NORDIC sponsors the handball club BSV, among others.

JYSK also supports charitable causes and works together with Save the Children and Danchurchsocial. Furthermore, JYSK donate a significant sum each year to Danmarks Indsamling, a telethon fundraiser that supports humanitarian causes in Africa and elsewhere. For the tenth consecutive year, JYSK NORDIC showed its support for the Danish Cancer Society's fight against breast cancer.

Thereby sponsorship is an important area of the JYSK network that has a positive effect on its image and increase awareness of the brand. In addition, company's social activity deepens the trust of clients and attracts new customers. The network is constantly evolving opening new outlets all over the Europe.

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**Kokorewa .
Evseytseva O., research supervisor
Kyiv's National University of Technologies and Design**

STATISTICAL STUDY OF PRODUCTS IMPLEMENTATION

Key words: sale of products, statistical methods

Any company, before you start producing our own products, would conduct many of the statistical studies. One of the most important among them is the statistical study of produced goods. The product is considered implemented if it received funds from the buyer to the account of the entrepreneur. In the case of prepayment products are considered to be implemented as its shipment, and in barter exchange – if you receive goods in exchange for a corresponding value of the dispatched goods on which duly executed documents. To achieve the objectives of the marketer (which usually is responsible for this area) should do the following: you need to study the demand for products, sales markets, and their capacity, actual and potential competitors, potential buyers, the ability to organize production at a competitive price. depend on the final results, updating of fixed capital, its structure, and ultimately the financial stability of the enterprise. Historical development of the economy has changed the factors that determine the volume of sales. If it could decide the enterprise, now that competition is growing and rapidly saturated the market, on the contrary, the potential volume of sales is the basis for the development of the production program. Product sales is the link between the producer and the consumer. From how products are sold, what is the demand in the market depends on the volume of its production. Therefore, the relevance of statistical research of the product realization is the need for analysis that allows the company to produce only those goods that it can effectively and profitably implement, also in the right amount.

The rate of increase of sales have a direct impact on the amount of costs, profit and profitability of the enterprise, so an Liz and the performance of the implementation is important. Its main tasks are: assessment of the level of implementation of the plan (forecast) and dynamics of the sales of products; determining the influence of various factors on the change in the value of these parameters; development of actions for increase in sales volumes. The analysis of realisation of production is carried out in several stages: first an assessment of the performance targets for sales, (actual figures of revenue from product sales is compared with planned target, determined by the absolute deviation and the percentage of the plan), the next stage of analysis presupposes the study of the dynamics of sales. Actual revenue figures from sales of the reporting period are compared to those of the corresponding previous periods. Define growth rate, growth rate, absolute growth s conclusions are made about the number and type of the product t implementation. Therefore statistical analysis of the implementation is one of the most important studies, which is an essential guiding factor that will enable the company to operate profitably. By studying the selling tion which must be carried out by the company. Since the analysis begins with the study of the dynamics of sales of products the calculation of basic and chain rates of growth and growth a marketer has to collect a large amount of information and to carry out important and voluminous work.

**Kolechkin I., Tunkara A.
Taranenko ., research supervisor
Alfred Nobel University**

SEGMENTATION OF UKRAINIAN RECREATION AND RESORT MARKET AND IDENTIFYING TARGET SEGMENTS

Key words: recreation and resort market, segmentation, target segments, consumer, marketing research, competitive advantage

The political and economic crisis 2014-2015 led to the sharp reduction in tourist flows in Ukraine. As a result of declining population revenues, high inflation and rapid devaluation of national currency, the cost of foreign tours in hryvnia equivalent significantly increased. Therefore, the share of in-country tourists increased too. A significant proportion of in-country tourists are consumers of recreation and resort services. The authors performed segmentation of Ukrainian recreation and resort market by geographical, social-economic, demographic, psychographic and behavioral criteria. As a result of research the customer profile was built for LitO LTD (Dnipro) that is an owner of children's resort complex "Goldfish" located on the Black Sea coast in Odessa region. The target segments and target consumers preferences were defined. The results of target consumers' market research and conducted SWOT analysis allowed to confirm the hypothesis on redevelopment the children's resort complex "Goldfish" into the resort family pension for parents with children. Market segmentation results created the basis for development of management and marketing solutions for improving the company activity in the field