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Effective innovation policy plays the most important role in the promotion of the innovative product. Any industrial enterprise can't work in a market economy if it is not ahead of its competitors in the process of development and introduction of new products and technologies on the market.

Technological innovations are divided into two types: product innovations and process innovations. The first type innovations, product ones, are applied to existing products. Product characteristics can be improved, because effective materials and components can be used. Process innovations are the development of new production methods, improvement of the equipment or the organization of production. This innovation creates new or perfected products, or increases production efficiency of existing products. Innovative products are specific goods. Their distinctive features are as follows:

1. Uniqueness;
2. A low degree of tangibility (materiality);
3. Ability to multiply revenues;
4. Targeting sales;
5. Novelty products and needs.

One of the features of the promotion of innovative products is a franchise. A "franchise" represents a business relationship where "one firm (the franchisor) sells the right to market goods or services under its brand name and using its business practices to a second firm (the franchisee)"

Franchisees tend to be successful because they offer a unique combination of structure and creative freedom. The business person remains an independent entity, and can do as he or she chooses, within certain operational guidelines. Innovative practices within a store can be communicated among other franchisees, raising the level of performance of all stores.

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## **ADVANCING THE INTERNET FOR A SMALL BUSINESS, IS IT NECESSARY?**

*Key words: internet promotion, small business*

In Ukraine, there are about 15 million regular users of the Internet today, and this number constantly growing. Most of them, are active audience (18-35 years). In this use of the Internet in organizing sales activities of small businesses is very important. In the Internet the organization is able to provide online consultation, explore existing markets and seek new, and look for new partners and potential competitors.

By itself, the Internet is not a panacea, and not a means to increase turnover of the company by several times. Conversely, without the proper tools and strategic

development, it is hardly possible to obtain a noticeable effect on the business integration in the Internet.

There are many variants of tools to promote your own business in the Internet, it is such as an online store, social networking, video blogs, spam, surveys. The story would be about the last of the methods.

Polls in the Internet is very convenient and effective method of research. In recent years, more and more creates specialized sites, where a user for the award passes polls. Award, passed time and other parameters are set by the customer. You can pass a poll once, and if your form will be spoiled (approx. all of the answers are the same, and a survey performed within a very short period of time) profile isn't considered and is not paid. Prices on average - 5 - 10 UAH per survey for up to 15 minutes.

Further, after the completion of the survey the customer receives the results. Looking through them in a convenient interface and using a variety of tools and options.

Our company has took advantage of this service, and ordered a survey of 300 questionnaires. The survey involved only residents of the Dnieper, in the survey found the taste preferences, the volume of purchased products, commitment to the TM, and others. For example, the undisputed leader in taste are meat dumplings with mix of beef and pork meat (62.8%) in second place with chicken (28.5%) And 34% of respondents did not acquire the meat dumplings, the majority of consumers buy semi-finished products 1 time per month (20.1%), less than 1 time per month (16.8%) Just three-quarters (72.9%) are consuming frozen meat dumplings in a package (buy these dumplings at least once every two - three months) Do not purchase frozen dumplings in pack of 27.1% of the residents of the Dnipro.

Obtained data helped in carrying out further marketing activities and significantly reduced the time and costs.

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## **DOES BRAND NEED A GENDER?**

*Key words: gender, gender advertising*

If you are interested in modern products innovations - you can see, that in our days the world divides products for men and women. Just for better understanding and easy example - products for women and girls more expensive by 37% of men's accessories. For example, this applies to cosmetics, clothing, toys and other products. However, men overpay when they buy many personal care products: men's shower gel Nivea is two times more expensive than female. We can see that gender socialization helps companies to put a price in two times higher than in a general way.

From the earlier childhood, we divide people for girls and boys. Every gender