

PORTRAIT OF THE CONSUMERS

The object is the Dnepropetrovsk Joint-Stock Company industrial complex of food concentrates which represents the complete industrial complex consisting of 6 shops of the basic manufacture, 5 non-productive departments, elevator for storage of grain, warehouse, and also functional departments and the services providing all kinds of activity, that are necessary for release and realization of quality production.

The enterprise has own branched out network from 49 distributors delivering its production in all regions of Ukraine. The share of the market of Ukraine of mark «Gold» in commodity group Dry breakfasts made Grain:

- In 2006 year – 21 %
- In 2007 year – 25 % (according to NVP Aktiv_97)

The share of the market of Ukraine on commodity group makes coffee drinks about 60 %. Drinks soluble with useful additives - about 70 %

The enterprise is the owner registered Gold Grain, Salute, the entertainment Is tasty.

Joint-Stock Companies DKPK let out production of such kinds, as:

* coffee the natural soluble; * coffee drinks and drinks, soluble with useful additives; * dry breakfasts (corn-flakes, sweet and salty small pillows); * confectionery products (wafer); * food concentrates (soups); * desserts (kissels); * breading cracker.

Each kind of production means certain qualities of production which are focused on absolutely different consumers.

From the given positioning follows: target audience – people, 10-45 years (a kernel – 18-37), in percentage a parity-it of 67 % of women and 33 % of men stretched in a leg in due course and watched over health, ready to pay attention on the natural and qualitative foodstuff. As to level of the income of buyers production is calculated on classes "average" and «average +».

The accent is made on the people who are watching figure. Basically consumers are interested in corn-flakes of "Gold Grain" production - a way to a harmonious figure since the childhood. Corn-flakes "Gold Grain" is for

preservation of girls harmonious figure, at the age from 15 till 28 years. The main feature of manufacturing of Joint-Stock Company DKPK production is a high quality assurance of let out production, uses only natural raw materials for manufacture. There are various ways of measurement of consumers' satisfaction, but the Dnepropetrovsk industrial complex of food concentrates of Joint-Stock Company has underlined for itself the following:

- The analysis of complaints and offers which are left by consumers,
- Carrying out of regular interrogations (times in 3 months) consumers.
- The analysis of the data of production realization, given by distributors.

So, as a result of last interrogation of consumers' loyalty to production, 72 % of consumers prefer the product and the quantity grows more and more which tells about the improvement of quality of Gold Grain production, comparing with the previous year. Consumers consider as lacks production presence not in all trading networks of a city. Over given Joint-Stock Company DKPK question carries on negotiations with grocery networks for cooperation.

Thus, marketing of the relation with the consumer, Joint-Stock Company the Dnepropetrovsk industrial complex of food concentrates is based not only on attraction of new consumers, but also that it is much more important, - deduction of consumers. The enterprise has accurately defined for itself, it wishes to reach what level of mutual relations with various segments of the market and target audience.