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THE ADVANCEMENT OF TRADING GROUP «0 % + 0 %»

Ice-cream is one of the most seasonal goods. In 2010 the ice-cream consumption by one average Ukrainian has reached the biggest point over the last 5 years, that is 3,4 kg a year. It was due to the hot summer weather 2010.

Making ice-cream, manufacturers prefer to guide certain segments of the market as it is impossible to create a universal product which would be pleasant to all. As it is known, there are such groups of consumers as people sick of diabetes, and also that who takes care of their body and doesn't dare to consume superfluous calories. Letting out the trading group «0 % + 0 %» (the consumption of sugar and fat equals zero) Lasunka Ltd. cares, first of all, of a backlog demand of the given group of consumers. At this stage the enterprise has faced that very few people knows about the existing goods. Therefore the decision to develop the program of advancement of the given trading group was accepted.

The program of the advancement of trading group «0 % + 0 %» in the market assumes the creation of omnipresence effect that is connected with feature of the domestic market of ice-cream. The secret of success of an advertizing campaign on ice-cream advancement is an originality or even provocation, omnipresence and attraction of recognized persons. For advertizing campaigns television, radio, printing mass-media, the Internet, static external carriers and transport are frequently involved.

Besides, the construction and stimulation of channels of realization are important. Several years ago the basic trade channels of ice-cream were booths, but today a share of sales through them is low. Now the basic trade channels of ice-cream are supermarkets, shops and trading pavilions. The creation of own network of retail trade is the enough defensible step for the manufacturers of ice-cream working in the local market, however large cold-store complexes resort to the help of intermediaries. Stimulation of ice-cream sale goes basically by means of BTL. Trade colored cars, booths and freezing counters are the cheapest and thus the effective tool of the advancement. Trade colored refrigerators are provided with the product-menu with all assortment, stickers with the instructions of novelties,

and in booths special cards with products take place to help the consumer with an ice-cream choice. POS-materials is the most operative and effective tool of sale stimulation in points of sale. Also it is necessary to note the efficiency of street-stoppers; these are the figures which specify that in this booth it is possible to buy our ice-cream.

Marketing actions also concern the carrying out of tastings, the organization of own holidays of ice-cream and participation in the annual holidays arranged with the Union of ice-cream makers. Other possibilities of BTL which are also actively used include different kinds of actions, competitions and etc.

The complex combination of elements of the advancement guarantees a fast and long-term recognition of trading group «0 % + 0 %».