

Sidak A.
L. L. Palekhova, research supervisor
National Mining University

THE CHOICE OF BRANDING GOODS OF FOREIGN COMPANIES FOR PROMOTION AT THE UKRAINIAN MARKET

In the modern scientific literature the considerable attention is given to brand of management methodology. So, for example, specifics of procedures and methods of sales, branding of goods are studied in D.Aaker, G.Armstrong, F.Kotler works, J-J.Lamben, T.Nilson, M.Porter and others and also in works of O.Golovlyov, J.Prihodchenko, I. Rojkov, etc. At the same time researchers, basically, lean against on a rich empirical experience of the western firms. More often, the sale of goods of known trademarks is considered as an indispensable condition of steady position of the trade enterprise and is one of the key factors of its profitableness and competitiveness.

Thus, practically there are no works in which the sound approach to a ruler choice of branding goods and a creation of actions for promotion of new, the same kind of goods, which would consider the features of object and specificity management of the Ukrainian market.

However, the last years in connection with the general qualitative change of preferences of the Ukrainian buyers at the Ukrainian market, in particular at the clothes market becomes more and more attractive to foreign mass brands. At present there is a wide network of leadership shops of the international brands in Kiev and in the large regional centers, which increase in a share is expected approximately on 20 % in the nearest years.

The other tendency of clothes at the Ukrainian market is changing of format places of clothes sale of well-known TM. So, for example, at the beginning of 2003-2005, 70 % of goods were realized through the ware markets in Dnepropetrovsk, 27 % through the small shops and only 3 % - through the brand shops. Today the accurate tendency of development of brand shops is observed, where the western standards concerning registration, comfort, and service are realized.

Today, however, there appeared rather new problem as for the Ukrainian market – the absence of updating of the trading offer. The present trademarks of clothes are known already to buyers, but there are rather limited in quantity and duplicate each other in shopping centers and are characterized by standard quality

and practically do not compete in the price. Therefore, working out of a problem of advancement on the market of clothes of a little-known brand in Ukraine is actual, has scientific and practical value.

According to our researches, 75-80 % of the Ukrainian youth are pleased with the American fashion, that's why the goods of American company Abercrombie and Fitch Co ("A and F") have been chosen for the offer. The company advances three brands of clothes in the world market: Abercrombie, Hollister and Gilly Hicks. These brands are united by the general idea: it is the daily youth clothes, an adequate parity of the price and quality, the same cost of the goods worldwide. At the same time clothes of these brands essentially differ in style and the representation form.

The particular interest for studying represents brand Hollister is directed on youth of 16-24 years. The clothes of this brand embody the idea of quiet lifestyle of Southern California, as well as common sense and positive energy, and differ in a good cut, high quality and the reasonable price.

The brand style Hollister also represents bright and original design which is unknown to the Ukrainian consumer at present. The standardized design and the atmosphere of a floor space (certain furniture, lamps, enterer cloth and coloring, music etc.) are carefully developed with the purpose of a certain trading image creation which distinguishes a brand image. Hollister`s firm advertising uses regular models for creation of rollers, posters and photos which display friendly atmosphere, comfort, mobility and simplicity of youth`s life.

The further researches will be devoted to studying of possibilities and ways of adaptation of marketing ideas of brand Hollister to features of the Ukrainian market on an example of the Dnepropetrovsk region.