

**Skorovarova M.
O. Poznyakova, research supervisor
Donetsk National University of Economic and Trade
names after M. Tugan-Baranovskiy**

APPLE PROMOTING IN UKRAINE

The leading corporation on production of computers, laptops, mobile equipment and the software of "Apple Inc" received wide popularity the release of the first personal Mac computers, Macintosh and MacBook laptops, and also ON "MacOS". The American corporation "Apple", made original furor, having let out a line of audioplayers "I-Pod", and hundreds thousands music fans from all over the world have an opportunity to download and listen to various compositions from the Internet.

The way of promoting of Apple in the Ukrainian market is successful. Excellent design and excellent quality of assembly of each mobile device, beginning from Macintosh computers and finishing communicators of "iPhone" allowed to make this company a leading leader in production of mobile equipment. The Apple corporation still pays the closest attention positioning of the company among the competitors. For this reason, on a site of the company the set of big photos of various production of Apple corporation is presented. One of distinctive features of the Apple company is also that the company develops simple short messages which the buyer easily perceives on hearing and remembers: "Revolutionary laptop. Wide screen. Break among mobile devices". Certainly that such simple slogans are perceived by audience much easier, than, than the developed proposals of competitors. Forecasts of the most eminent resources, such as CNN Money, say that with a big share of probability of an action of the apple giant will grow further. Thus, Apple don't seek to take the first places absolutely on all positions of "grandness" of corporations. For example, in the Forbes list which includes the most innovative the focused companies, Apple today take rather modest 79th place. Not to mention that Apple is far not in a top of the most large-scale employers. But in other list of the same Forbes Apple takes an honourable first place as the most expensive world brand. From here a conclusion — to achieve success, it isn't necessary to try to be the first everywhere. It is worth choosing key positions on which it is necessary to succeed.

Distribution methods: In Ukraine production of the company is realized through a network of shops - partners. Sellers of the class premium are obliged to sell company production not below the recommended prices (in practice popular goods are on sale for 5% of dsit of the recommended price).

The Apple is a brand. And a brand, in turn — not simply goods, and style, a way of life, a culture element. Brand — it not beautiful packing and a being remembered logo, a brand offers the value or even supervalue. Brand — a certain new property, quality, visible or hidden which allocates a product among other and for which the consumer is ready to pay more. Success of a marketing dechyatelnost of the Apple company is displayed by successful results of sales of production. This results from the fact that the company promptly gains popularity, and also more and more people buy Apple production. It should be noted and that the Apple has a sick percent of international sales.

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