

The studying of the market potential capacity shows that the solvent population is amounted 18 319, the average attendance in this café is amounted the 1 time in a month, an average bill is 30 grn. It means the potential capacity of the market is $18\ 319 \cdot 1 \cdot 30 = 549\ 570$ grn. The real market's capacity is 123 264 grn so the market's potential is $100\% - 123264/549570 \cdot 100\% = 77.6\%$ or $549570 - 123264 = 426\ 306$ grn.

255 dishes per day can be made due to the production capacity, it is eaten the 1.5 first courses per man in the average. Thus the kitchen can serve $255/1.5 = 170$ men in a day. it is served only 5 men in a day (excepting the weekends and Friday, the banquets are conducted on this days), the quantity of visitors is amounted $5/170 \cdot 100\% = 2.94\%$.

Brigantina works 8 hours in the average, the average time of taking meals is an hour by one visitor, and the quantity of places is an equal 50, then the hall can contain: $8 \cdot 50/1 = 400$ men in a day.

It means that the hall can be holding the certain quantity of people who can really be served by the kitchen. If the café can serve 170 men in a day, Brigantina works only 4 days without banquets, the average bill is 30 grn, and 4.28 weeks in a month, so the monthly income is $170 \cdot 4 \cdot 30 \cdot 4.28 = 87\ 312$ grn by working on full capacity. The real income is 2568 grn, so an enterprise can earn $87312 - 2568 = 84\ 744$ grn in a month. For full realization of the potential capacity it is necessary to attract share of potential market: $84744/426\ 306 \cdot 100\% = 19.9\%$.

Carried out the analysis we can say that Brigantina uses badly the production capacity (only 2.94%), and for the full usage it is necessity to attract 19.9% of potential market. But only 22,4 % of potential market uses the café's services. We can make a conclusion that it is necessary to carry out the marketing investigation in the future which applies to the discovering of customer's preferences. After that it could make the further strategy of café's promotion on the market and determine the necessity of changing the assortment and price policy.

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SPECIAL FEATURES OF THE MARKET OF PLASTIC WINDOWS IN DNEPRODZERZHINSK

Dneprodzerzhinsk has a fairly developed market of plastic windows, which includes a set of firms that implement and install this product. The main product range includes window systems, doors, various accessories and other related products. In this regard, the market offers not only imported products (Poland, Germany), but also those of Ukrainian producers.

A study of major vendors' offers showed that they all offer the same set of brands - Rehau, WDS, Aluplust, Veka and others. Therefore, the main competitive advantages in this market are: lead time, quality of installation, installation costs, as well as price promotions and offers.

Portfolio analysis of applicants showed that their structure is not the uniform, they contain small orders from the population and large orders from industrial organizations. Approximately 80-85% of applications include an order for one - three windows, and only 20-15% of applications (contracts) come from large customers - building organizations.

All this complicates the planning of production activities and the organization of service. Among other things, there are problems of staffing and its uniform workload.

However, in terms of money orders from the population greatly exceed the orders of the industrial consumer. Therefore, the competition for the final consumer is particularly acute and requires constant effort not to lose the pace of production and sales. Competent advertising campaign is crucial for stable operation of industrial enterprises. It should be based on a good knowledge of their potential audience, as well as monitoring of changes of its consumer sentiment.

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USING VSS FOR PROMOTION IN THE WALLPAPER MARKET

In 2014, Ukraine signed an association with EU. In this context, domestic enterprises have tasks of implementing in the European market with the appropriate special methods. A review of literature and adopted practices have shown that for the Ukrainian market of wallpaper there is a number of tools that are used to promote the products in a highly competitive market.

These include:

1. The CE mark on the label of wallpaper, which confirms their compliance with applicable EU directives. This marking indicates that the wallpapers are safe for the health of consumers and for the environment.
2. RAL - trademark of quality. This sign is introduced by the Association of wallpapers Manufacturers. It signifies compliance with the comprehensive requirements and quality standards in the manufacture of wallpapers, which is constantly monitored by a neutral independent organization.
3. Standard FSC. This standard was introduced in 2009 on the basis of the almost total borrowing certificate of Rasch - FSC®. It means that the wallpaper is