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USING VSS TO PROMOTION IN THE MARKET OF BED LINEN

Ukrainian company-producer of baby bed linen «Little Sonia», activity of company behaves to textile industry. Textile products are name fabrics and finish goods from different natural and synthetic fibers. In the conditions of rapid expansion and globalization of market of Textile, companies have a problem to provide high quality of the products. In European practice a number of instruments and methods is worked out for this purpose.

Most interesting and useful to the management of textile workers a standard is good practice- GOTS. GOTS - Global Organic Textile Standard. This standard watches the process of production of goods from organic fibers that controls all technological processes from a production to marking.

Products labeled as organic GOTS must contain at least 95% certified organic fibers. Thus, without the use of synthetic fertilizers, pesticides and toxic magnesium defoliant (not pesticides, insecticides, fungicides). Bleaching is based on the oxygen (no chlorine).

Production: use of natural raw materials, machining, respectively, limited the use of certain chemicals allowed. Standard functions to expand the business supply chain from production to disposal, forms the infrastructure markets of textiles.

Thus, application of standard of GOTS - Global Organic Textile Standard will profit very for a company «Little Sonia». It will show the personal interest of parties, that production «Little Sonia» comes true from environmentally clean fabrics, without chemical admixtures. The presence of certificate will give to the consumers of confidence in environmentally clean commodity and will attract plenty of consumers, because mothers, as a rule, do not spare money on the children and want for them the best, especially in the questions of health. Similarly in connection with signing of agreement with and with the swift changes of position of Ukraine in the international area, give an opportunity, due to standards, equally in rights to compete on international market.

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MARKETING PERSONNEL TECHNOLOGIES AS A KEY FACTOR OF SUCCESSFUL TERRITORIAL DEVELOPMENT

Market create preconditions for competition between investments and skilled labor force, market and influencing spheres. In such situation, marketing tools' usage is becoming a necessary condition for all entities that have the aim to sell their goods

or services and to strengthen its competitive position.

The aim of our research is to justify an effective mechanisms' implementation and ways to increase the employees' competitiveness (especially young specialists), using modern marketing tools.

Costs reduction and the obstacles removal in a certain area rise of the company's image and prestige, as well as make positive changes in investment climate for the enterprises and industries based on the successful advantages' use.

Marketing efforts of the regions (territories) should be aimed at the effective implementation its territorial functions, which are striving to achieve the best result in their socio-economic development. They include: residence's places; recreation and economic activities; improvement management and infrastructure; increasing the enterprises' competitiveness in the region (on the certain territory).

Marketing staff-technologies' implementation will ensure the regional competitiveness as well as their entities in Ukraine through employers' demand analysis and projecting the labor market development [2].

However, under conditions of the raising competition, exacerbation crisis and reducing demand, the attention should be concentrated at marketing researches. Goals become available for some market segments, able to improve the existing vacancies, to reduce the number of unsolicited specialists and facilitate job searching. As a consequence, reducing unemployment will be demonstrated in the region (or certain territory).

Orientation to the modern educational process with the purpose to prepare high qualified specialists for the labor market can be reoriented by changing evaluation criteria of training in educational establishment and along with the evaluation of success and other parameters of readiness to enter future employee to highly efficient work in the workplace. The overwhelming majority of the proposals made by results of conducted research on the educational process' improvement are reduced to the necessity to improve practical courses and trainings, to expand professional connections with production structures, business and other market entities as well as strengthen participation of employers in this work [1].

In this case, the main task is rebuilding of professional orientation of youth. Existing system determines that among school-aged children and their parents the conscious approach to choice of future profession is absent mainly. There are stereotypes on the "necessary" or "useful and light" professions. Today advantages are provided by prestigious or/and a popular (at the moment) professions, which can have no demand in the labor market in the future.

It is necessary to reorient the State Employment Service for the joining professional orientation of youth during the period of study, not only in front of university's graduation.

External territorial factors that affect to the staff marketing are: 1) situation in the labor market; 2) modern developed technologies; 3) specific social needs; 4) legislation; 5) HR policy of companies-competitors. Internal factors are: 1) personal goals and objectives; 2) financial resources and 3) human potential. It is necessary to increase the interactive role of marketing personnel-technologies between the labor market, employers and employees.

As a conclusion it should be noted that the state has to encourage joint efforts of business and authorities, which will provide improve the legislative, organizational, administrative, structural and financial basics, as well as program and target mechanisms regulating interaction and social partnership between the state structures, educational institutions and business in the improvement of employment. And marketing personnel-technologies should contribute its development. Employers' market orientation includes labor force identification required for hiring that is provided by the balancing of labor forces and employment opportunities. This includes professions' evaluation requirements for the creation of the necessary organizational structure at the enterprise. Therefore, measures on preparing relevant (really necessary!) categories of employees must be implemented.

References:

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FRANCHISING IN MARKETING ACTIVITIES

Today, franchising has become a true philosophy of business, new progressive system of business ethics and business relations in the world. According to experts franchising is one of the most dynamic ways of doing business.

Franchising is a form of collaboration between legally and financially independent parties, which suggests that the party owning a successful business with a known brand, reputation and other intangible assets (the franchisor), transfers to another (franchisee) the possibility to use this system under certain terms.

In its present form franchising was born in the USA in the second part of the nineteenth century. It is believed that the first franchise agreement belonged to "Singer" company, which signed it a century and a half ago for sales of sewing machines in the US. The largest number of companies working on the franchise system is concentrated in the following areas: chains of restaurants and cafes, grocery stores, construction and reconstruction activities and so on. Franchising is widely used in retailing and wholesaling, in the provision of various services (accounting, insurance, auditing, legal, courier, tourism, design, IT technology). Among the most well-known companies that have become famous through franchising are "Coca-Cola", "PepsiCo", "McDonald's", "Nike", "Xerox", "Kodak" and others. In Ukraine, the fastest growing franchising companies are "Potato House" and "Pizza Celentano".

In recent decades, not only American, but also European, Japanese, Canadian,