

improve the economic situation in the country and solve burning social problems, but just use it as a source of financing in accordance with the principles of good financial management with great benefit to the country.

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EMPHASIZING ENVIRONMENTAL MARKETING FOR ENTERPRISES

Key words: environmental marketing, environmental policy, reproduction process

The idea about environmental management is extremely significant for all areas of production especially at the current stage of Ukraine's development. An important tool for eco-management is an environmental marketing, which aims at the idea of Green Products and Services. On this basis, the process of obtaining Green Products requires the "greening" of the whole production process.

Marketing implies the activity for identifying and meeting the needs [1]. On the one hand, marketing is aimed at the protection of the consumers' interests; on the other hand, it provides the significant profits for any company [2]. Consequently, environmental marketing ensures the balance between providing the marketing products for consumers at reasonable prices, and provides an adequate level of profitability for producers and sellers.

Environmental marketing covers a set of activities at the enterprise, aimed at the consumer's needs and environmental study of the factors of external and internal environment for the enterprise. In addition, both supply and demand of environmental goods and services should be effective on the market.

Thus, the ecological functions of marketing include a complex of measures at the company to reduce environmental risks from the enterprise, improve the environmental responsibility of the business, which, finally, will lead to the enhancing of the environmental image of enterprise. Besides, environmental marketing can create a specific element in the system of "producer-consumer", which regulates the preservation of environmental and social responsibility.

The differences in analysis should identify the main differences between general principles of marketing and environmental marketing at the enterprise (Table. 1) [2]. Environmental marketing at the early stages of cleaner production requires large investments. This is necessary to meet the requirements for "greening" the society as a whole, as well as for the company to be competitive and successful.

Table 1

The differences between the principles of general and environmental marketing at the enterprise

The elements and stages of production General marketing Environmental marketing

Resource maintenance of production and services Continuity, security of supply, the implementation of quality standards Environmental consistency for maximum prevention of negative impacts on ecosystem and population

Products and services creation A wide range of accessibility. The manufacturer is responsible for the warranty on the entire product lifecycle.

Implementation of environmental obligations throughout the life cycle of products (possible inclusion of non-recyclable residues in the matter cycling)

Product turnover: consumption and recycling Maximum satisfaction of demand, needs in the manufacturer competition Optimization of resource consumption and production. Compliance with quality products and services in order to prevent adverse effects on human health, all biological populations and environment.

In conclusion, the main characteristics of the quality of environmental marketing are:

- rational use of the environmental recourses as a top priority;
- development of strategies with maximum consideration of the environmental well-being;
- development and maintaining of environmental management at enterprises;
- compliance with the principles of socio-ethical marketing during the implementation of environmental marketing.

References

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MARKET SEGMENTATION. NEW PRINCIPLES OF MARKET SEGMENTATION

Key words: market segmentation

Many companies are now entering the market fail, although each time before going on the market of a new product marketers conduct costly research to understand what consumers want. As a result, according to statistics 90% of the new products that come to market infected. Why is this happening, or consumers - are demanding and unpredictable, or blame incompetent ad agencies. Still, in our opinion the reason is different, that conventional methods of market segmentation obsolete. Thirty thousand new products every year come to the market to find its consumer. Ninety percent of them fail. Why? It turns out that we are using false methods of