

tomorrow it is not.

Choose colors and shades, which you use in your logo. Remember not to overdo.

Test your logo. Make sure that your logo will look great in different sizes, that you didn't use too much bright colors.

To sum up, a logo is of a crucial importance for promoting your company. You should take responsibility for this. If you do not do it, your business can fail.

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## **MANIPULATING CUSTOMERS WITH BRANDS**

When choosing a toothbrush, one doesn't look at its color because one needs it solely to clean one's teeth properly. When choosing a coat, one doesn't look at the label because the coat simply needs to be warm. But not all people think this way, and this is the main problem.

There are two words, "brand" and "trademark", which are thought to be synonyms. But is it really true? There are a lot of trademarks in every branch of production and only a few brands. Brands are tools that have been created to manipulate people using imaginary advantages.

The needs of people are unlimited. When someone purchases something he/she wants, he/she is keen to get something else, which is better, more fashionable, and more modern. Brands take advantage of this weakness. For example, every year the company Apple presents a new iPhone, which differs from the previous model not a great deal. However, people don't think about this, they wait in long queues and blow their last money on a new model.

"To make people happier!" – it is the slogan of all brands. Of course, happiness is different for everyone, but a lot of aspects of happiness are shared. Every brand tries to stand out of the pack. "We will make you happier than other brands will", they subtly advertise and try to creep into your favour. They want consumers to choose exclusively their own brand in the future. Brands take advantage of one's most familiar feelings: loneliness, weakness, fear etc. They hint that one can change one's life only with the help of their products. Brands promise consumers the world just to choose their specific brand.

Everyone has an ego and tries to show people that he/she is better than others. Everybody wants to say: "Look, I'm not like you, I'm more successful than you, feel jealous of me!" One can see that people buy very expensive things because they think that it makes them better. A consumer will not look more beautiful in jeans by "Levi" and be stronger in athletic gear by "Adidas" than in other brands. Mineral water by "Evian" will not make you healthier than other types and using "Zenith" electronics

will not make you more successful than others. This is a lie we can see in advertising.

Think about how brands earn money when consumers buy new cell-phones, go to restaurants, or check into hotels. One can avoid being a brand victim by choosing affordable products that sufficiently meet one’s needs, rather than making purchases solely based on brand names.

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## GLOBAL FLORA MARKET: CURRENT STATE AND TRENDS

Global flora industry is one of the most dynamic industry which has achieved significant growth rates during the last few years. Within this industry a distinction can be made between the main 4 groups: cut flowers, foliage, plants and young plant material. Exact figures about the worldwide production of flowers and plants don’t exist. According to AIFH estimates, the total production value reaches about €25 billion annually. Other sources tend to make higher estimations ranging from €30 billion to €50 billion per year.

Analyzing flora producer market the trend of internationalization is noted. Since, the 1980s, production of flowers has started to shift from countries that have traditionally been consumers and growers (Japan, USA, Germany, Netherlands) towards other new producing states (Colombia, Ecuador, Kenya). The main reason of it is that new growers provide lower labour costs, availability of land, good climate and fiscal incentives. Nevertheless, European producers are capable of producing top-quality products, investing in high-tech cultivation techniques.

Table 1

World production of flowers and potted plants (in million euro) [1]

Country/area	2012*	Share	Country/area	2012*	Share
EU	11.292	42.6%	S. Korea	598	2.3%
China	4.096	15.5%	Ecuador	514	1.9%
USA	2.931	11.1%	Brazil	454	1.7%
Japan	2.512	9.5%	Kenya	368	1.4%
Colombia	902	3.4%	Others	2.176	8.2%
Canada	657	2.5%	Total	26500	100.0%

\*most recent available year

Today, a vast majority of flower and plants growers, supplying Europe, are increasingly required to document their compliance with different social and environmental standards. Consumers are no longer only concerned about price, quality, products safety, but also about conditions under which products are produced. On the one hand, most growers from highly developed countries participate in one or more certification schemes to comply with buyer requirements and business partners demands. On the other hand, growers in developing countries tend to focus on sales and production, reducing costs, but not on getting some certification.