

products [3].

Thus, Relationship marketing is a versatile creator of economic security. This is a manifestation of the greatness of marketing in general.

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## CONSUMER ANALYSIS OF ALFA-AGRO

Market segmentation is the division of consumers into groups, that is segments, distinguished by relative homogeneity of demand, tastes, preferences and response to certain types of marketing activity.

The ultimate goal of target market segmentation is the selection of the consumer segment, the needs of which will become the focus of the company's activity.

It is reasonable to divide the market of agricultural products of Dnipropetrovsk Region into 3 parts:

- large farms (legal entities);
- medium farms (mostly individuals, rarely sole proprietors);
- small farms (individuals).

According to the State Statistics Service of Ukraine, large farms constitute about 68% of the total demand for agricultural products in Dnipropetrovsk Region that in terms of money equals to 20, 65 bln. UAH. The rest 32% of the consumption of agricultural products are allocated between medium and large farms in the ratio of 7 to 1. The total of these two segments is 9 71 bln. UAH.

Target segment selection. For target segment of Alfa Agro, LLC it is appropriate to select medium and small farms. The most important reasons that confirm the correctness of this choice are the following:

- production capacity reserve of market leaders. The maximum capacity of the company is much smaller than the capacity of market leaders. For example, market leader Agro-Soiuz, PJSC is able to produce 46 times more agricultural products and the second largest company at the market, Agroom, PJSC - almost 19 times more. Only such powerful companies can meet the needs of large farms in the Region.

- segment selected is quite large. About 38% of population of Poltava Region resides in rural areas and many of these residents have their own farms. The total demand for feed compound in the selected segment far exceeds the production capacity reserve of Alfa-Agro, LLC.

- segment selected is not basic one for the main competitors. Paying sufficient attention and learning meet the needs of the segment selected, it is possible to closely approach to main competitors. All competitors are paying attention to large farms and their proposals are targeted to satisfaction of their needs.

Thus, the target segment of Alfa-Agro, LLC shall be medium and small farms of Dnipropetrovsk Region requiring a manufacturer capable to satisfy the needs peculiar to them (such as goods dispatch in small batches).

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## **BRAND VALUATION VERSUS BRAND EVALUATION**

In assessing the brand, two concepts “brand valuation” and “brand evaluation” are used. Both concepts are very important, but they are not the same.

Valuation is an estimation of something’s worth, especially one carried out by a professional appraiser.

Evaluation is the making of a judgment about the amount, number, or value of something.

Thus, a brand valuation is the job of estimating the total financial value of the brand. It is often defined as the amount of money another party is prepared to pay for it. The cost of the brand (brand value) is an estimate of discounted cash flows generated by the brand for the enterprise. Brands are the object of sale. A good brand of its value is significantly higher total value of all assets. There are generally three different approaches to brand valuation: the income approach, the market approach and the cost one.

To value the brand categorically there is a need to understand the modern ways which include measuring various attributes of brand like clarity, protection, commitment, responsiveness, authenticity, relevance, differentiation, consistency, presence and understanding and assigning value to these attributes in monetary terms.