

3. Partnerships (loyalty program involving several firms). The uniqueness of such programs is that it increases the value of loyalty programs. The gist of it is this: the buyer getting a discount or a bonus at one of the participating companies, can automatically count on bonuses and discounts at other participating companies. Thus, the desire to participate in programs of this kind have "our" customers increases

4. Personalized customer care. This method involves an individual approach to every client, regardless of his status in the company.

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INTERNET TRADE: PROS AND CONS

The development of Internet global network, the search for new sales markets of products and the increase the number of people who spend a lot of free time in the Internet – all this was the precondition for the emergence and development of Internet trade. Thus, according to the well-known research firm Forrester Research number of Internet users in early 2013 year was near 2.2 billion, which is about 32% of the world population. At the same time, we can see constantly growing amount of time that users spend on the Internet. This contributes to the increasing integration of professional activity in this network, conduct online seminars, conferences, auctions, etc. [1].

Internet trading - is a form of trade in which all activities are related to the sales of goods which are carried over the Internet. In this case, the internal processes, which are related to the organization of trading activities, can be implemented by various electronic means. This topic is relevant for present time, because the increasing competition induces companies to use and improve existing information systems and create new ones. Ignoring by enterprises worldwide network reduces their competitiveness. Lack of time causes more consumers to make purchases through the Internet, and this in turn leads to even greater development of Internet trade [2].

To the basic advantages of Internet trading in comparison with off-line or traditional trading, we may include the following:

- transnational character;
- almost unlimited number of potential customers;
- absence of geographical restrictions;
- low transaction costs;
- small amount of initial investment associated with the lack of having to buy or rent retail space and commercial equipment;
- convenience;
- prevention of bad integrity or inexperienced sellers;
- wide choice;
- simplicity of integrating the movement of goods;
- simplicity of conducting the market research;

- cheaper prices;
- great potential for development of the clients-system, without risking that the system will find a different place to work, as so often happens with sellers that have gained experience.

Among the disadvantages of Internet trading, we may include the following:

- difficulties of sellers to attract attention of customers, as the client in the majority is not ready to move exclusively to online trading;
- in the system of Internet trading is missed the effect, that is possible only in personal contact “buyer and seller” and that reaches through the grace of sellers, their intuitive abilities and the ability to sell even not very desirable product for the buyer;
- the inability to provide immediate purchase. Depending on the physical store location delivery can take from several days to weeks;
- absence of opportunities for buyers to assess the quality of the goods, especially this is important when buying consumer products; absence of contact with the actual product [3].

Therefore, Internet trading has more positive aspects than negative compared with the traditional trade. The development of Internet trading in Ukraine is extremely important, because it is an effective tool that will allow to enter the world market for many Ukrainian companies, primarily, for companies that provide commercial services, also for firms and software developers.

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ANALISIS OF THE PROBLEMS OF ENERGY SECURITY

The global energy problem is the problem of providing mankind with fuel and energy now and in future. Shortage of energy resources became a global concern in 1970th when the power crisis started. The increase in oil prices (by 14.5 times in 1972-1981) created serious difficulties for the world economy. The global problem of fuel and energy supply is still extremely important nowadays. The increase in consumption of fossil fuel is thought to be the major cause of global energy problem. Acceleration of fossil fuel extraction and production has led to serious deterioration of environment.