

A special role in the exhibition activity belongs to stand-assistants. They are company's employees working in the public area of exposition. Stand-assistant must have an attractive appearance, a high level of communication skills, professional competence and knowledge of the language of the host country of the exhibition.

Participation of the company in exhibitions is an effective and powerful tool for the formation of marketing communications, especially when companies have already reached a fairly stable position in the market. Becoming the independent line of communication activities, exhibition activity combines a complex set of methods and means of the basic elements of the QMS as advertising (printed - brochures, postcards, external - billboards, signs on transport in the media, etc.), commercial promotion, personal sale (work of stand-assistants, sales representatives), sales promotion (distribution of gifts, discounts on goods which were displayed).

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"DESK" METHOD OF COLLECTING MARKETING INFORMATION

Desk research is the market research based on secondary sources of information, including: usage of specialized and general databases of own development and mentored by other specialized companies; analysis information by specialized examinations of leading expert and research organizations at the regional, national and international level; analysis of information of official bodies and independent experts.

Desk methods of marketing research include the full range of collection and analysis of information on market, demand, supply and competition, which can be received and organized staying in your own office.

Typically, the desk research uses the so-called "secondary data", that is open source information, annual and monthly reports, statistics, surveys of companies and markets in the media and others.

Without careful and thorough desk research it is impossible to assess market conditions, its volume, intensity of competition, market risks, opportunities and other fundamental factors.

Desk research are carried out for:

- market analysis (volume, saturation, growth rates, etc.)
- market forecast
- competitor analysis
- study of the structure of production, demand, supply, consumption
- analysis suppliers, patterns of distribution and retail
- analysis of pricing policy
- analysis of the risks and factors that impede market entry (legal, competitive, etc.)
- study of promising products, niches, etc.

Desk researches suggest that in most cases, you can inspect data in other

sources, compare them and find out the truth, that you can use the most objective figures.

All sources of information for desk research can be divided into:

- official (national and local regulations, State Statistic Service statistics, official reports of ministries, departments, etc.).
- internal (company annual reports, annual reports of its competitors, its sites, newsletters, etc.)
- independent (materials of specialized media, trade publications, research companies analytical reports, interviews and forecasts of experts, scientists, etc.).

Extensive desk research will help in making the strategically right decision, save you from mistakes at the start of the project. Their only drawback is that all the data for your desk research was collected by someone, not you, with some purpose, but not yours. What is more, the information tends to become outdated. Therefore, for more detailed studies targeted to your project, it is better to use desk research with qualitative and quantitative research.

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CREATING ECO-RESPONSIBILITY

Nowadays careful treatment of the environment and natural resources is one of the most important concerns. The problem is particularly relevant for companies as well as countries. Therefore, ecologically safe technologies, energy preservation, recycling, and even “eco-designing” assume great importance today.

While researching “ecological problems”, one can see an enormous number of different tragedies: the oceans suffering from waste, the atmosphere suffering from deforestation and industry pollution etc. The Earth suffers from humanity. Therefore, certain major problems are results of usual human activity and everyone must carry the responsibility. That’s why “eco-responsibility” has been recognized and built under the principle “polluters pay”.

There exist countless rules, limitations, and interdicts that make the prevention of such catastrophes possible. The most important and global of them are written in the form of laws in the constitutions of countries. It is very important to know how to apply different forms and types of eco-responsibility not only in enterprises, but also in the lives of individual inhabitants of the planet.

For this purpose dozens of evident benefits exist, but the most current are that producing eco-products and going “green” are fashionable today. Eco-marketing becomes more popular every day and acts like an additional sort of income. Only time will tell if it is a fleeting fad.

The top-5 companies with “eco-consciousness” include Nestle, P&G, BMW, Vodafone, and HSBC Holdings. They are pioneering new ways that famous companies can be environmentally friendly.