

Originally the company name was Phoenix, and its logo depicted a phoenix with unfold wings. Then, the company changed its name to Firefox, and on the new logo the fiery fox embracing the globe was depicted. The uniqueness of the logo is not questioned. Also a pretty good example is the logo of the world famous company, which develops software Microsoft. Since 1978, with the first logo, Microsoft moved towards simplifying its corporate identity. Nowadays the logo is ridden of unnecessary elements.

As a result, we can conclude that, to re-brand means not only to change the corporate identity, logo, and other components of the brand, but to save the elements that audience perceived as strengths of the company and make the brand unique.

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CHARACTERISTICS OF THE MARKET B2B MARKETING

To improve the efficiency of work in the current economic environment some companies are the structural subdivisions of supply chains and value chains. These relations develop on the B2B market. The main objective of market mechanisms and marketing tools on the represented marketplace is to provide a more flexible and efficient development of value chains. If marketing copes poorly, competitiveness of individual companies, their for med chains and the whole economy will decline.

B2B sphere includes both products and services such as machine tools, tankers, audit, consulting, hardware servers and software. A special feature of this market is that the end consumer of products, both goods and services, is not a private customer who meets his own needs as an individual but an organization, company, enterprise that solve industrial, administrative, information or other problems of their workflow.

To describe and characterize B2B sphere there is the term "B2B - the market" in the modern literature. It is defined as a system of economic relations, the subjects of which are legal entities. It is a society where commercial organizations of different ownership forms can be found. B2B is the market or the industrial market that is generally opposed to the consumer market, although the same manufacturers often can work on both markets and use the same brands for each of them.

B2B sphere supposes communication of one business with another, technology of automated cooperation between the two sides, and whole sale sales and purchases. This mechanisms focused on the interaction not with the end consumers of goods and services but with another company that buys goods and services in order to produce its own products or provide its services.

By B2B – communications in the broad marketing sense we can understand the communication necessary for the promotion of the offer, the contents of which are the means of production as well as accompanying goods and services that directly or indirectly serve the production process at some stage of the product life cycle.

The purpose of B2B communications is to build partnerships, find reliable suppliers for their own production, consumers of raw materials or finished products—equipment and instruments or different services.

According to the nomenclature of products and the total number of transactions the B2B market exceeds the end-user market, goes through many links of the long chain forming the value of the product.

B2B Marketing helps to find such a link in the value chain, in which the entity is able to provide the biggest value at the lowest cost, in comparison with competitors. It aims to develop a compelling offer, to find effective solutions for pricing, communications and distribution.

The main task of any company is the ability to instantly respond to the momentary market situation for a few hours, and then it will certainly become widely popular with customers. Those who have time to create more value before the others are "owning" the market now. According to this relationship between the subjects on the B2B market are so important in building a successful business.

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TOURISM MARKETING

Tourism marketing is activities of constant coordination of offered tourist services that are in demand, and the company's ability to deliver them quickly and efficiently to the traveler.

The purpose of tourism marketing is a work that makes a profit on service and customer satisfaction. From this viewpoint, the marketing must serve a clearly defined task: how to operate successfully.

The main elements of the marketing complex of a travel company are:

1. Tourist Product
2. Price
3. Sales
4. Communications

The tourist product is set of goods and services that meet the needs of tourists. Travel services include hotel, transportation, tours, translation, household and others.

The complex of services provided by the travel agency involves separation of basic services from tourist service and support services that ensure conducting of the tour.

Under conditions of constant changes in the market, the most important task of travel companies in the field of marketing is market researches. Without them, the company will be unable to operate in a business environment, analyze markets, monitor competitors and customer needs.

Activities of travel company should be consistent with the information from the outside. Tourism market is very dynamic, and lagging from competitors threatens failure.