

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 What is more, the information tends to become outdated.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.

Yolkina A.
Palekhova L., research supervisor
Kostrzytska S., language adviser
National Mining University

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.

What are the consequences of ignorance? Why so much commotion about ecology? Maybe it will be better not to reflect on it at all, creating and consuming products without recycling the wastes, not economizing on natural resources, not caring about the next generation. What will be the outcome?

“Ecosophy” isn’t a science, but a way of life...

Zakharova K.
Pilova K., research supervisor
National Mining University

MARKET RESEARCH OF SPICES IN UKRAINE

Spices and seasonings have recently changed from the products being sold at ransom price to the mass-consumption ones. Integration with Europe and culture of spices consumption growing every year have contributed to it. Ethnical cuisine is on the rise and Ukrainians are ready more than ever before to experiment with the spices unknown earlier.

Ukrainian consumers showed interest to healthy lifestyle and, consequently, to consuming health food. At the same time, it requires stronger fragrance and product taste properties. Spices and seasonings are necessary to unite all these factors.

Therewith, consumers pay attention to product quality more than ever before and they demand from suppliers to provide the certificate of quality.

Ukrainian market segmentation of spices

Spices have a wide range of application in food manufacturing, cosmetic and pharmaceuticals industries.

In general, market of spices can be divided into 3 segments:

- The industrial sector. In this sector spices are used as ingredients for the further processing in food, drinks, cosmetics etc.;
- The retail sale sector is where an ultimate customer has direct access to the spices in their pure forms;
- The catering sector is where spices are used to cook for an ultimate customer.

Table 1

The sector segment of food and market share	Subsegments
The industrial sector (55-60%)	<ul style="list-style-type: none"> • Processing of meat, fish, canned food, sauces, bakery products, and semi-finished goods; • Manufacture of drinks; • Manufacture of food flavors
The retail sale sector (35-40%)	<ul style="list-style-type: none"> • Supermarkets; • Retail outlets; • Specialized shops; • Organic products shop
The catering sector (10-15%)	<ul style="list-style-type: none"> • Restaurants; • Hotels; • Other institutions