

new markets, and ways to improve marketing and manufacturing program. Analyzing an industry's competitive pattern can help directors and marketing managers make strategic and tactical market decisions.

In conclusion, the competitive environment, properly defined, indeed represents a potentially fruitful source of marketing ideas. The competition is not only the engine of trade, but also contributes to: the development of marketing, creative approach to business development, generation of new ideas, and creation of innovation and the introduction of other competitive advantages.

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VERTICALLY INTEGRATED SERVICE AS AN IMPORTANT ELEMENT OF MARKETING

Key words: services, marketing services.

Currently, the consumer is becoming more demanding when making a purchase. It requires not only a high quality product that meets zinnias, but also needs attention, advice, support and service capabilities continue to repeat consultations on purchased goods. Especially this approach to the acquisition monitored in those markets and those goods where it comes to the safety of the buyer or his family when their health concerns and so on.

In this case, between buyer and seller relationships appear similar to the relationship of doctor and patient. Such relationships often occur in markets where the goods or services approach to medicine.

Analyzing optics and ophthalmology market where goods are in the majority of medical goods and services, and the majorities are medical services can come to the conclusion that the market is most responsible as the case described above.

Characteristic of this market is that numerous members of the wholesale market offer the end user a wide range of products. In order to increase market share in the total scores of my goods, wholesale companies have resorted to what is included in your state medical specialist whose responsibilities included providing medical and ophthalmologic consultations in the cities directly sell goods. Of course, still possible in close cooperation with wholesale and retail companies working in this market, and the emerging relationships inherent trans structure corporate relations. Paving a parallel set of services provided by the final consumer can call a vertically integrated service. On similar services, but in one corporations have pointed marketers and ophthalmic optical market [1].

So you can see how to the marketing mix of retail chains and individual shops optician added a separate tool, the purpose of which is to provide qualified advice on the purchased product conformity with the requirements of the consumer. If the schedule of the qualified consultant arranged in ring form, repeated advice can bring additional benefits when working with these customers.

References:

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NATION BRANDING – KEY TO ATTRACTING FOREIGN INVESTMENT

Key words: national brand, investment attractiveness, territorial attractiveness, branding strategy, investment potential, foreign investments

In a globalized economy, the global economic crisis, city and countries began to compete with each other, including for resources in order to create a favorable image of the state in the eyes of the world community, enhance reputation, and as a result, strengthening the country's respected position. An attractive national brand or as it is called territory branding, territorial marketing, branding places, is created a competitive marketing strategy in the process of development. This is an effective tool to attract human capital, investors, visitors, which is not used fully due to lack of understanding of the importance, effectiveness and profitability of territory branding.

Originally, the term "territory brand" was introduced in an economic science by British political consultant S. Anholt. In 2002 he created the concept of a national brand, its criteria (which includes such factors as people, power, exports, tourism, culture and heritage, investment and immigration), developed a countries ranking based on his own research. Accept S. Anholt, national brand studied other well-known foreign theorists Szondi G., Kotler, S. Raynisto. In Russia the issue was investigated in the work of A. Stas, I. Vasilenko and others.

Considering the importance of strategy formation and promotion of the country's image through the use of national branding techniques it should be noted that in the book "Diplomacy in the context of globalization: theory and practice", the authors defines a national branding as the application of corporate marketing concepts and practices in the countries in order to enhance its reputation in the international relations [1]. The notion of the country can be created in two ways: from the personal experience in a foreign country, or indirectly, through the media, reviews, etc. Mass stereotypes often form the basis of the country's image, for example, it is assumed that all goods produced in China have a poor quality, and the United Kingdom - the embodiment of a quality education. Sometimes these two concepts identified as a national branding (territory brand, country branding) and the image of the country. It described in the dissertations of N.A. Adrianova, Y.M. Markina, N.A. Denisova. In turn, the image of the country, can be interpreted as "a set of emotional and rational ideas derived from the signs comparison of the country's own experience and rumors that affect the creation of a certain way".[2]

For the majority of the countries, the main problem in national brand formation is to define a national idea, and in a less degree to preserve a negative stereotypes,