

country, business taxation analysis, etc. Such services is certainly facilitate search of places for investment and minimize the risks associated with investment planning, because the lower the investment risk, the higher the territory investment potential.

According to international study of Anholt-GfK Roper Nation Brands IndexSM in 2015 the strongest national brand become the United States, taking the 1st place , and overtaking Germany - the leader of the ranking in 2014. Also in the top five leaders of the Anholt-GfK Nation Brands IndexSM includes the UK, France, Canada. Russia, in its turn, climbed to 3 positions up and took 22nd place of the national brands world ranking. [3]

Over the past 30 years, such tool as national branding was developed in many countries around the world. It creates an emotional attachment and loyalty to a particular region, in global terms; it has the task to improve the country, which entails the interest of the investment community. However, many countries still have to clearly formulate and implement a branding strategy, which in the future will bear fruit and stimulate the economies of these countries.

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FORMATION OF ENTERPRISES STRATEGIC PLANNING

Key words: the strategy, enterprise planning products

In the minds of becoming Suchasnyj ekonom chnogo rozvitku nasho Kraina vinika bagato power schodo strateg zbutu promislovo produkts v tchiznyanimi p dpri mstvami. Tom dosit relevance to the power of companies Je s drive v rno sformovano that ch tko strateg on zbutu produkts v tchiznyanogo virobnitstva at the market nshih kra n for rozshirennya svo h mozhlivostey that konkurentospromozhnost scho no Mensch Je vazhlivim.

At a time when Ukraine prevailing crisis and a very unstable economic situation is difficult to predict and develop long-term or strategic plan for industrial enterprises. To domestic products had the opportunity to appear on foreign markets, it must be fully certified, tested and must use properties that will distinguish it from the competition. This would create competition between companies and make them competitive.

To achieve the strategic objectives of the plan or businesses should nuty came to tactical planning. It provides a true resource allocation and neot'yemnoyu is part of

strategic planning. One of the main strategies is to analyze the needs of consumers. In this review all product quality, which tends improved consumer and enterprises. Another strategy could serve as an opportunity to refocus the marketing of domestic products to the markets of other countries. Also, companies should be marketing specialist who could analyze and predict the strategies to solve problems and normal functioning of the company.

Enterprises have to adapt to other markets and the environment, as well as the unstable economic situation that has arisen in our country. Thus, if the data events will be involved in the implementation and operation of domestic enterprises, they can generate effective strategic plans for their productive work, as it will help to overcome some barriers and break new ground on the issue of new more advanced products.

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ANALYSIS OF MAKING A PURCHASE DECISION CONCERNED INFORMATIONAL&ANALYTICAL SERVICES (BASED ON R.BLACKWELLS' MODEL)

Key words: consumer behavior, purchase decision, services, industrial market, B2B, informational services, analytical services

Nowadays information is ubiquitous product that has extremely great importance both in everyday life and in business. Gradually potential interest in informational&analytical products increases due to improvement quality of education, sectoral specialists' scholarship and promoting of an entrepreneurship and market thinking. There is model by Rodger Blackwell which is base for analysis of industrial consumer. This model is more popular for analysis of consumer market, but it's can be applied also for industrial market because there are purchase decision made by individuals both for industrial&consumer market. For example, the decision making model about purchase of informational&analytical services for fruit&vegetable business has such appearance now.

Step 1. Realization the need

The benefit of using of such product comes down to financial and property risks from an incorrect managerial decisions concerning tactical and strategic activities of the entity in the agricultural sphere. Companies are interested in getting of market information in both operational cut and long-term cut. Possessing similar information, the entity can minimize risks of loss of profit and is more effective handle own commodity remaining balance. Accordingly, the primary need that company meets – is need for information ownership of which may help meet the need