

## **THE OPENING OF A NEW FILIAL BRANCH CENTER OF A SALE OF PURIFIED WATER**

The consumption of butylated water in Dnepropetrovsk increases by 4 per cent year. In addition to that, analysts underline that citizen prefer concretely noncarbonated potable water. The high level of potable water demand is accounted for the pollution of water resources.

The firm “Silver water” supplies the purification and delivery of potable water since 2010 year. During 3 years of their work, they built a perfect reputation and became trustworthy, submitting to citizen of Dnepropetrovsk water only with the best quality. To clean water, they use only profession equipment with a specially selected cleaning system. Accordingly to people’s demands they chose that system.

The firm “Silver water” implements about 850 000 of liters a year. The market share for production is 21 percent. The firm works only on Lenin district. There are two main competitors working in the same district. There are two points of water cleaning that “Silver water” uses. A consumer can come and accrue deperated water or to accrue a tare for clean water. The firm plans an opening of new center of purification water in Dievka. Because there is no center of water purification in this district. The citizen of this district should go to Communar to buy water and it takes about twenty minutes by bus or they use some water filters that are not gainful.

The center of water purification will be built on the place of people’s centralization. According to this fact there will be considered following standards:

1. The center has memorized architectonic shape, color scale that symbolizes cleanliness, freshness and confidence, memorized logotype with a name of product and trademark;

2. To provide a good visibility of center;

3. To provide a free place in front of the center;

4. To provide a place for free parking of automobiles;

5. To provide the working hours of center from 9 am to 21 pm without break.

6. To give an attention to activities for raising public awareness about quality of water, some useful traits of it. Sellers should follow the rules of polite communication with consumers.

An address advertisement will be used. The bright, recognizable flyer with characteristics of product that contain the name of trademark, brief information about the quality of product, cost of one liter of product; working hours of the center, additional collateral services, address of center.

The flyer will be percolated nearby metro of Communar, because there is a terminal station of a share taxi that goes to Dievka, an address delivery to post boxes of flats and offices.

The product price will be used on an equal footing with competitors – 0,5hryvnas/liter, which provides a good demand of product and formation of client base. The accompanying commodity prices were fixed with minimal markup with an aim to attract clients. The service staff of company should wears corporative working cloth: an apron, headgear, one-off gloves (in accordance of norms and rules of SES), madden by standards of a company.