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FIGURING TARGET CUSTOMERS IN ORDER TO DEVELOP AN ADVERTISING CAMPAIGN FOR A FURNITURE COMPANY "INLUX"

Identification and study of the target customers is one of the most important tools in the development of the advertising business. Explanation of the features of the target audience allows you to select a specific format and content of promotional products, to ensure their targeted buyers who are interested in furniture production enterprise "Inlux."

In the process of marketing research, we must identify the types of potential buyers furniture company " Inlux " examine their consumer profile, break them into groups according to their consumer preferences. Knowing the characteristics of each subgroup of consumers and the degree of their loyalty to the furniture production enterprise "Inlux " can identify subgroups that are for us, the most interesting and promising. In general, the closer the subgroup to loyal users of furniture products "Inlux", so it is important for him. Enterprise "Inlux" should be linked to the target audience and the benefits that it wishes to receive from the advertised goods. Subsequently identified benefits will form the basis of advertising appeal. Benefits should be linked with the motives of purchase.

Today, 90% of income "Inlux" of the proceeds from sales of furniture catering businesses - restaurants, cafes, bars, diners, pizzerias, etc. And only 10% of production is sold to individuals who buy this furniture for their homes, houses, etc. For the development of advertising in the first place it is important to study consumer preferences of subjects catering business. This group of potential buyers was divided into subgroups as to the cause of buying furniture. Exploring this factor, we found that about 65% of purchases is made to change the old furniture to the new. Questioning revealed that such purchases restaurateurs committed approximately every 5 years. About 35% of purchases of furniture are made with the opening of new establishments catering.

In Dnepropetrovsk 01.01.2012 operates 1,217 subjects restaurant business. It should be noted that the number of cafes and restaurants in the city of Dnepropetrovsk is decreasing every year: every year about 70 closes and opens about 50 new companies. Of these, only 70% are over 5 years old. Thus, each year about 850 companies form a subgroup, which may want to replace the old furniture to the new, and 50 enterprises need to buy new furniture for the opening.

However, not all companies that operate more than 5 years, have the financial ability to change the furniture. Therefore it is important to differentiate among those having income "above average" and "high", which is important to have a beautiful

design and new furniture. For enterprise "Inlux" this subgroup of potential buyers of most interest. During the investigations it was found that on 01.01.2012 in Dnepropetrovsk operates approximately 210 such companies - night clubs, restaurants and cafes. Moreover they have a steady change of furniture more often - about once every three years.

Of the group of individuals may be potential clients households that own their own homes, cottages and villas. Questioning revealed that furniture "Inlux" Are interested in these households, which houses more than 200 square meters, and which have a total income of not less than 16 thousand UAH. a month. Such households in Dnepropetrovsk about 5% , ie about 18.5 thousand households. Of them a year become furniture only 12%, ie approximately two thousand households.

Thus, studies have shown that the target audience company "Inlux" is divided into two groups: subjects of the restaurant business (90%) and individuals (10%). The subjects of the restaurant business can be divided into two groups: those who may want to replace the old furniture to the new (about 850), and companies that need to buy new furniture for the opening (50). However, for "Inlux" greatest interest is about 240 subjects who have a level of income "above average" and "high." Of these, about 70 companies a year may become buyers enterprise "Inlux." Of the group of individuals may be potential customers about 2 thousand households. Further studies should be done to determine consumer preferences, the level and frequency of purchase of each of the groups/sub-groups of potential buyers enterprise "Inlux".