

and equipment is an important resource of increasing energy efficiency. In spite of the fact that it requires a lot of investment, the cost of technological development is 2 or 3 times less than the cost of equivalent increase in fuel and energy production.

At the same time many countries with emerging markets (China, India, Russia and Ukraine) continue to develop power-intensive factories (ferrous and non-ferrous metallurgy, chemical industry and others) and to use obsolete technologies. Moreover, in these countries it is possible to expect a growth in power consumption in connection with the rise in living standards and changes in the way of life on one hand and the lack of ways to reduce the energy intensity of their economies on the other. Therefore, nowadays there is an increase in consumption of energy resources in the countries with emerging markets while in the developed countries the consumption remains at a relatively stable level.

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FEASIBILITY OF USING MARKETING TOOLS IN THE CONTEXT OF INVESTMENT STRATEGY FORMATION AND IMPORTANCE OF THEIR INTEGRAL USE

Business management, regardless of its profile, bases in many respects upon the notion of “strategy”. Strategic management takes planning and analysis as its basis, and investment strategy formation is surely one of the most important dimensions of strategic planning. Investment strategy appears to be an efficient tool of long-range management of company's investment activities.

Business investment strategy formation may use various methods as a basis. Nevertheless, for product companies keeping to a differentiated portfolio strategy, using portfolio analysis tools turns out to be more typical. However, it is notable that using a single tool cannot meet the company's demand for an adequate investment strategy, therefore, formation of a balanced strategy provides for using a number of tools at the same time.

Another important aspect that points out the necessity of tools integral use is the fact that different methods use different data as their basis and rely on different indicators. There is no possibility, and more often no need, to take all the data into account, but to focus on a single group of indicators is neither a correct solution in terms of strategy.

And as far as differentiated portfolio companies are concerned, to achieve the best result it is important to use different methods with accessible and reliable basic data on the one hand, but with illustrative findings – on the other. In terms of portfolio analysis tools the best and the easiest methods are Boston Consulting Group matrix (BCG-matrix), General Electric/McKinsey matrix and Shell model. The reasons to integrate these three models are, first of all, the ease of use, small but illustrative range of data, and quite descriptive findings. Moreover, Shell model being

similar in building to GE/McKinsey provides with some basic strategies for different findings and research results.

Though each model has a few drawbacks – among them are chosen criteria categoricalness, partial statics of models and potential subjectivity in certain factors impact assessment – their integral use enables companies to eliminate them. This drawback turns out to be the consequence of small data range, as basic data limitations causes findings limitations. That is why in order to form a balanced and adequate investment strategy it is crucial to analyse company's product portfolio from different points of view using different methods and tools.

On the other hand, basing on small number of data simplifies the process of tools application itself, and makes it easier to choose a method or their set in a certain situation. Models' simplicity, and elegance, enables to undertake all the calculation, and make a strategic decision in a short period of time, which is crucial in terms of dynamic market.

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OVERVIEW OF DNIPROPETROVSK CATERING MARKET

According to estimates restaurateurs catering market is saturated with no more than 50%. The growth rates of the restaurant market are falling for the fifth year. In 2008, the turnover of restaurateurs increased by 12% in the past - 10% (to \$ 2.2 billion) this year, growth is unlikely to exceed 8%.

Catering establishments have become more democratic, open a lot of businesses in the lower price segment. Therefore, in financial terms, the increase is less than the quantity. After earning a fine dining restaurant with comparable incomes five fast foods. Indeed, every year segment of "fast food" is growing by 35%, outpacing the general market indices.

In Dnepropetrovsk are 40%, or slightly more than 2 thousand. Of 5.25 thousand. All catering establishments. The share of Dnepropetrovsk accounts for about \$ 700 million Posted in General money - 35% of the total market. Residents of the city and guests prefer restaurants middle segment (average check 70-200 UAH) - they hold 65% of the market. Deals (up to 40 USD per person) fast foods since 2010 holding second place in popularity - about 25%. The share of expensive restaurants account for less than 10% of the turnover of the capital market.

At the current pace of development in the restaurant market to meet the needs of Dnepropetrovsk in food "away from home" will take about five years. To saturate the market in general - not less than 10 years. Even in the most active segment of "fast food", this process can take up to 8-10 years.