

The conclusion in this paper is based on the research of translation and interpretation services in Ukraine. The main findings are the following: the leading translation companies are certified to comply with international quality assurance described in ISO whereas there are sole proprietors, companies etc. that are not certified. To prove the validity of the findings an interview with a director of one of the leading translation companies was taken, the results of the interview proved that getting ISO 9001 certificate can contribute much to quality assurance of the company.

To sum up, a certification against the international standards signals the end-users about quality of a product or services and gives information to CEO of an enterprise how to provide quality assurance. Briefly, getting an ISO certificate brings to quality products or services provided by the quality assurance procedure required by the ISO. The better the quality, the more demand a product has in a market.

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THE INTERNET BRANDING AS A GUARANTEE OF THE PRODUCTION COMPETITIVENESS ON THE MARKET

Key words: branding, internet branding

The development of information technology influences our daily life quite a lot, and it means that people get much more information from the Internet, social networks and apps from their smartphones. Advertisers use it because the cost of such services is lower and the views is higher. Placing ads alone will not give the essential effect. It is necessary to develop the Internet brand in order to create positive conception and feelings of potential customers to provide competitiveness of products on the market.

Ptashchenko O.V considers that "the brand is a trademark that incorporates clear and significant set of values and attributes in the eyes of the consumer. Therefore under the term "brand" we mean a consistent set of functional, emotional, psychological and social promises for hypothetical consumer which is unique, meaningful for him and corresponds with the needs in the best possible way" [1].

Internet branding is one of the strategies that owners of the business can apply to establish their position in the marketplace. Even well-established companies are investing in creating an online brand reputation because internet branding strategies have a great influence on a brand's expansion. Nowadays the internet has a significant role in the everyday life of consumers [2].

Internet companies such as Rozetka and OLX can be nice examples. Rozetka is the Internet-shop with a large amount of goods and OLX is the site with free ads. Their advertising is distributed by the network not only through banners and contextual advertising, but also through the comments and discussions in such social networks like "Facebook" and "Vkontakte". The Internet brand may include such

elements (see fig. 1).

So, the Internet branding has the following advantages: relatively low cost of advertising, high speed of distribution through the Internet, coverage of large numbers of people of different target audiences. It is worth to note that the internet-branding is proposed to be introduced not only in the Internet companies, but also in the companies of material production. This thing can be done by integrating of an existing brand into the Internet.

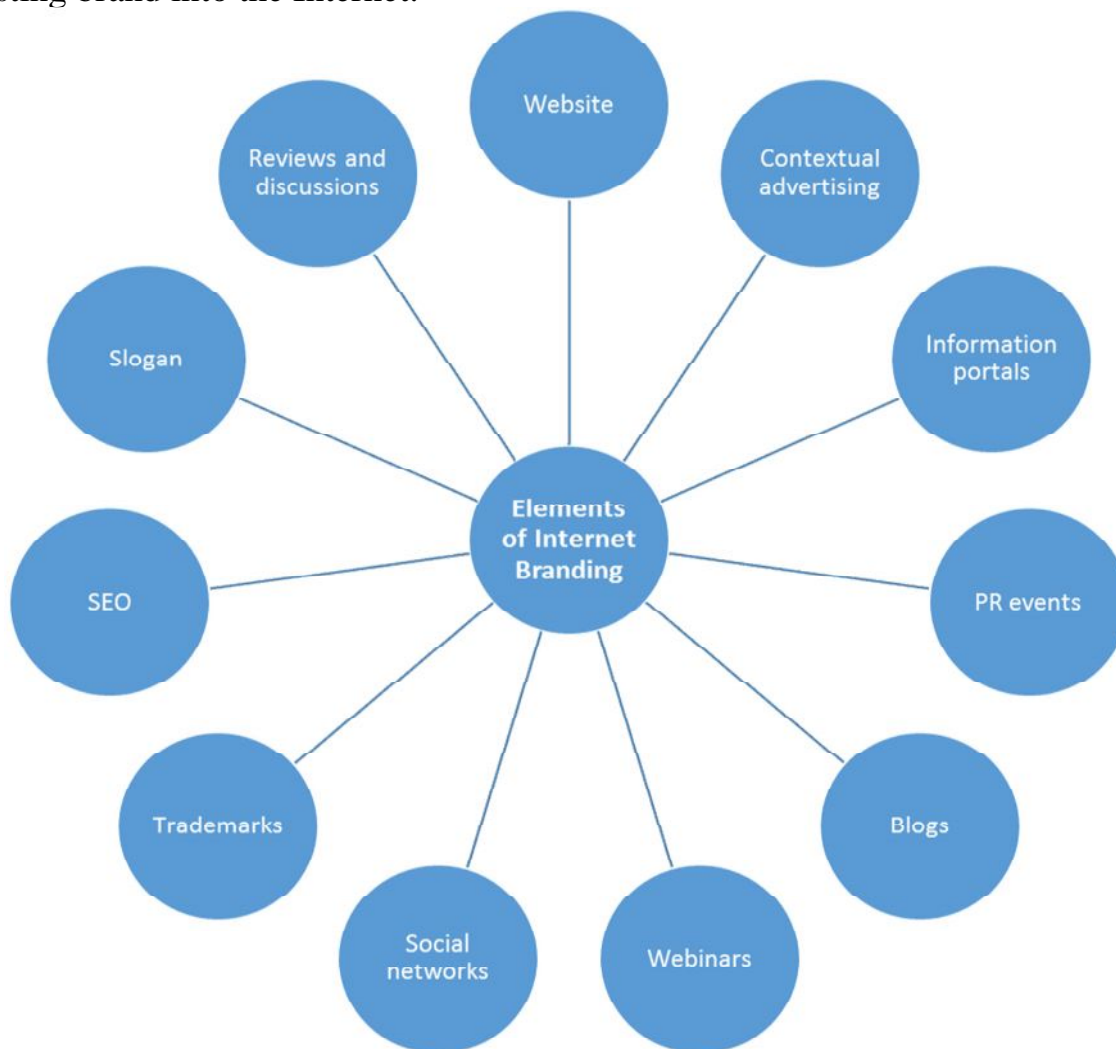


Fig. 1 Elements of Internet Branding

According to the authors, it is appropriate to do this for the organization "Buy "made in Zaporizhzhya", which unites producers of Zaporizhzhya region. It will form the positive perception and give a new information for consumers. This is increase the competitiveness of goods that produced in the Zaporizhzhya region.

Reference:

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2. Saunders P. What is an Internet branding, available at: <http://www.evancarmichael.com/library/paul-saunders/What-is-Internet-Branding.html> (access November 21, 2016).