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USE OF AN INDUSTRIAL EXHIBITION IN PROMOTION OF MINING EQUIPMENT OF YASINOVATSKIY MACHINE BUILDING PLANT

Industrial exhibitions have become a usual even nowadays. The industrial exhibition is a short-term event held periodically and usually at the same place by a certain number of enterprises (exhibitors) by means of samples (exhibits) to represent the offer of the goods and services of one or several branches, and aspire to inform end users (or/and intermediate) about its products to increase sales.

Exhibitions occupy the second place after personal selling, direct sales by mail and advertising in printed media. Participation in expositions can show all positive sides of the goods – features, qualities, the price. The exhibition allows potential clients to see the goods in operation, to compare, draw conclusions about quality of the goods or given services and firm's profile.

The purpose of the given work is to analyse exhibition activity of Yasinovatskiy Machine Building Plant. Today Yasinovatskiy Machine Building Plant is the leading manufacturer of continuous miners of the widest purpose for the CIS. Many developments and technical decisions are unique, and reliability of equipment is tested in the most severe conditions of mines in Donbass and Russia. The equipment is delivered to more than 30 countries round the world.

Uniqueness of machines and equipment allows for designing continuous miners of any complexity, including customized ones, which has no parallel in the world, due to design engineering office on the continuous miners at the factory.

The extremely important quality of success is flexibility in the approach and individual work with each customer. It is expressed in technical requirements for each product, in pricing policy, in conditions of payment and in irreproachable performance of obligations on warranty service of production. One of directions of marketing activity of the factory is participation in work of special-purpose exhibitions where it is possible for manufacturers of mining equipment to meet

face to face with miners.

Such communications help to define directions of advancement of mining mechanical engineering, to promptly eliminate design defects and to improve mining equipment. Besides, the exhibition provides for estimation of competitor firms achievements and definition of the pricing policy for the production.

Research has been done on an example of heavy continuous miner KSP_42. First, it is the most powerful continuous miner for driving a working to deposits of coal with deep burial and on especially hard rock. And secondly, as of today it has no operating equivalent either in Ukraine, or in Russia.

This continuous miner can work in mines, dangerous for emission of methane and coal dust, copes with driving tunnels and allows passing up to 400-450 meters of underground workings monthly.

For stimulation of selling continuous miner KSP_42 it was decided to use such tool of marketing communications as participation in an industrial exhibition «The 11th International special-purpose exhibition of coal-mining and processing technologies and the equipment Coal/Mining - 2010».

The choice of the given exhibition has been conditioned by the fact that «Coal/Mining-2010» is a unique coal forum in Ukraine and one of the largest in the countries of near and far abroad. On the total area of 19310 m² 16 countries were presented — Ukraine, Russia, Kazakhstan, Belarus, Germany, Poland, Czech, the Great Britain, the USA, Turkey, Slovakia, the republic of South Africa, Israel, China, Norway, Denmark — by 494 companies' production, modern technologies and industrial samples, including operating ones.

Results of Yasinovatskiy Machine Building Plant participation in the exhibition were the following: the display of plant was visited by 10 340 experts of mining industry, and about 30% of equipment were sold directly at the exhibition. The largest transaction was signing an agreement with the State enterprise "Selidovugol"(Donetsk area of Selidov) for the purchase of continuous miners, including continuous miner of KSP_42, for the amount of UAH 54.6M.