

A productivity boost lies at the heart of all efforts to provide African coffee farmers with a viable business case and increase the sustainability African coffee production. However, lack of knowledge, finance, and organisation continues to prevent millions of coffee farmers from raising their productivity and income levels.

**Lubenets M.
Shynkarenko N., research supervisor
National Mining University**

THE ROLE OF SALES PROMOTION IN ACTIVITY OF SMALL BUSSINESSES

In present circumstances, when intensification process of priority interests of consumers in the system of economic relations generates aggressive competition for sales markets, one of the most important conditions the efficient operation of enterprises on target market becomes continuous communication with existing and potential customers. Therefore, each an enterprise begins inevitably to act as a source of communications and a generator of different means of promoting information about products and services on the market. And given that small and often medium-sized businesses do not have sufficient material resources to carry large-scale promotional and PR-activities, the main tool of communication often acts exactly sales promotion. Sales promotion has gained significant and formed the basis of communication technologies, the implementation of which helps enterprises to consider market needs and to compete.

Increasing competition forces enterprises to make concessions to consumers and mediators in marketing their products through promotion. The term «sales promotion» is commonly definition incentive measures which are designed to accelerate the sale of certain products and (or) to increase its sales volume in due time. Businesses use the method of sales promotion to trigger a rapid response from the consumer.

Sales promotion has a multipurpose orientation (to consumers, sellers, intermediaries) and is used to support inform and motivate all participants of the sales process with a view to create continuous flow of sale of products or services.

Among the main objectives, that must be fulfilled by sales promotion, are the following: to provide rapid growth of sales products of the enterprise; to encourage more consumers to try the product, to buy or to carry out the re-acquisition; to encourage intermediaries and employees own sales department to focus efforts on implementation of the products of the enterprise.

The choice of means of sales promotion depends on the objective. All means can be combined into three major groups:

–an active offer (contests, games, lotteries);

- an offer in-kind (premiums, samples of products);
- a price offer (sale at discount prices, discount coupons).

The influence of means of sales promotion is usually short-term, it complements the advertising and public relations, therefore it cannot be used to form of a stable product benefits.

There are certain limitations in sales promotion. In particular if the enterprise will continuously promote sales, that it can deteriorate the image, because consumers will perceive discounts as evidence of the deterioration of product quality and they may stop buying it at the regular price. Besides, consumers can consider the prices too high for this product.

Methods of sales promotion must be carefully considered, so undertaking a promotion must be remembered that:

1. Sales promotion will be effective only when its use is associated with the lifecycle and is consistent with clearly defined goals.
2. More effective is relatively a short sales promotion. Short-term measures encourage consumers to quickly reap the benefits.

For effective sales promotion of products enterprises must identify the main objectives and necessary means of promotion; to develop an accordingly program of sales promotion and to make sure control over its implementation and to assess results.

Despite all the difficulties, today sales promotion is widespread especially among small businesses. Generally, this is due to the fact that a cost of sales promotion less than advertising a cost enterprise. Sales promotion allows adapting to short-term fluctuations in demand and supply, and to take into account differences between consumer segments; to encourage consumers to use new products instead of using one and the same.

Small businesses need to competently approach to the process of sales promotion, to foresee possible difficulties and to invent original solutions to emerging problems – it will allow companies to increase turnover, to improve profitability and to gain maximization of their profits.

Lukyanenko V.
Palekhova L., research supervisor
Shvets O., language adviser
National Mining University

INFLUENCE OF SPONSORSHIPS ON CONSUMERS OF ACTION SPORTS GOODS

It's not a secret, that action sports industry has been an increasingly growing over the last 5 years. Experts say that, global market may be from 900 to 1300 bn \$.