

definition of the possible circumstances that may cause development.

4. Determination of the circumstances that are important for the local authority and citizens, which influence the employment, sales, income and expenses, economic productivity, labor quality and living standards in the territory.

Territorial positioning is the most important strategic decision, based on the SWOT-analysis results, studies of target markets and the other tools usage of marketing information' processing which affect the development of the territory. A key indicator of any territorial well-positioned segment of the market is gross territorial product per capita based on purchasing power parity. Another important indicator is market share of concrete territory. If the territory's market share is higher (by sum its economic entities' activities), its competitiveness is higher too. If region produces more, total costs per unit in this area due to the effect of economies of scale will be lower comparing to other competing territories. Consequently, the position of this territory will be more preferred.

We should notice significance such a modern tool for territorial promoting as Internet marketing. Now in Ukraine it is difficult to find a region that doesn't have a website. But available information is often limited by general characteristics of existing organizational structures and brief information about the leaders. Potential investors (foreign and native) or internal businessmen have difficulties to obtain the necessary information about the region or get in touch with the source of such information. Much of the website's content can be declared on its main (title) page, but absent in reality. Available information becomes obsolete more quickly than it is updated. Meanwhile, by means of Internet it is possible to realize presentations of key regional projects quickly, cheaply and fully, which are worthy of business attention and foreign investors. By means of this tool it is possible to have a conductor for all stakeholders. Thereby it could become a passive tool for the active improvement the financial competitiveness of the region.

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THE POSSIBILITIES OF USAGE OF GUERRILLA MARKETING IN UKRAINE

In present-day highly competitive business environment, there is a strong need in unique, engaging, and thought-provoking concept for solid marketing strategies to attract new customers and increase a company's profit. The main purpose of this thesis is to examine new, but highly effective guerrilla marketing concept in practice.

Guerilla marketers can get you anywhere: on your way home from work, in the car, bus or train, on the streets, on a cafe terrace, in front of your house, or at major events. It is like love: you will find it at the moment when you do not expect it at all! And at the moment, when you notice an advertisement and start thinking about its message they get what they want – your attention and interest.

The original definition of guerrilla marketing was determined by Jay Conrad Levinson in his book "Guerrilla Marketing" (1984) as “the act of executing an unusual or unexpected marketing activity in a common, everyday place in order to generate a buzz for products or services”. (3)The concept of guerrilla marketing was invented as an unexpected and unconventional system of promotions that relies more on time, energy and imagination, rather than a big marketing budget. (4)

This concept focuses on low cost, creative strategies of marketing. Basic requirements are time, energy, imagination. Profits, not sales, are the primary measure of success (5). The main emphasis is on retaining existing customers not on the acquiring new ones.

After conducting this research, it was found out that the guerrilla marketing approach is suitable not only for the firms with limited budgets, but also for well-established corporations. Also, it should be emphasized that the main feature of this concept is the cost efficiency, because managers invest time, efforts and creativity instead of money, and, eventually, this type of investment becomes justified and yields substantial returns. However, companies should take into account possible negative aspects of guerrilla marketing. It is important to know the target customer base and act accordingly, without provoking negative feelings and associations.

In the hectic of today business world, marketing has a tendency towards continuous formation and development. The number of companies and the level of production grow, and the costs of promotion in sales are on the rise. The necessity of companies for rapid adjustment to incipient changes has made it almost inescapable to take into account unconventional marketing such as guerrilla marketing.

Guerrilla Marketing is differentiated among other, generally accepted, promotional tools by its unexpected effect and therefore can be titled as ‘outbox’ marketing. Unconventional, unusual and inexpensive approaches of Guerrilla marketing strategy give an opportunity for smaller companies with limited resources to reach their target group and stay on a competitive arena lucratively. When a Guerrilla campaign is organized, the investment of creative ideas remunerates companies with more success than massive financial investment.

Guerrilla marketing has some advantages and disadvantages. It is crucial to take both into consideration before choosing to move forward with a campaign.

Table 1

Guerrilla Marketing Pros And Cons

| Advantages | Disadvantages |
|--|--|
| <ul style="list-style-type: none"> – Cheap to execute; – Allows for creative thinking; – Grows with word-of-mouth; – Publicity can snowball. | <ul style="list-style-type: none"> – Mysterious messages can be misunderstood; – Authority intervention; – Unpredicted obstacles; – Potential backlash; – Strategic risk; |

Guerrilla marketing is one of the best marketing and advertising strategies that can be used to enrich the aesthetic and functional values of brand and create a distinctive competitive position in the current economic situation in Ukraine.

The benefit from Guerrilla marketing strategies will contribute to revitalizing of the advertising industry and commercial movement on the Ukrainian market, which will activate Ukrainian economy.

A year after the revolution began, it is clear that Ukrainian economy faces a downturn that impacts negatively on the Ukrainian advertising industry.

Therefore, it is essential for marketing and advertising experts to think constantly about of new platforms, cutting-edge media and provide different ideas, which fit the current economic situation.

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USE OF THE 'RESPONSIBLE TRADE' TOOL

International company INTERPIPE is one of the world's top ten manufacturers of seamless pipes. The company's products are exported to 80 countries worldwide through a network of sales offices located in the key markets of the CIS, Middle East, North America and Europe. INTERPIPE tubular products are certified for the compliance with the requirements of the major international standards: API 5CT, API 5L, EN (DIN), ASTM, JIS, and GOST.

However, currently, the Ukrainian market is experiencing general decline in production and exports, especially in the oil and gas sector, which is a key client of pipe companies. New trade restrictions for the pipe market, which are introduced primarily on the part of Russia, have also significant impact. Whereas Russian companies account for 31% of the buyers of the Ukrainian pipes. As a result, INTERPIPE faced with the problem of significant losing of its core market of seamless pipes for the oil and gas industry.

To save sales, INTERPIPE needs to increase its share in the Western markets, using the best methods of product promotion in these markets. In this area,