

Quite a famous can be considered on the territory of Ukraine unregistered Women's movement "Femen". The main their task is to struggle for women's rights and the main driving force for focusing the general public, is that they always go to protest topless.

So, as we see from the examples of above mentioned, nudity in advertising as well as in other aspects of life, always attracts attention, and therefore the main objective of marketing is its proper use and the creation of effective advertising, which will cause the desired effect.

References:

1. Aroma Marketing [Online]. Available: <http://medical-dictionary.thefreedictionary.com/Aroma+Marketing>.
2. Hulten Bertil (2011), Sensory marketing: the multi-sensory brand-experience concept, *European Business Review* 23 (3): 256-273.
3. Green Trade & Development [Online]. Available: <http://www.green-markets.org/context.htm>.

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## **FORMS OF MANUFACTURER-SUPPLIER RELATIONSHIPS ON THE EXAMPLE OF MACHINE-BUILDING ENTERPRISE**

Manufacturer – supplier relationships are a key area, covering a wide range of economic, legal, organizational, technical and other issues. Especially, this problem is essentially for the manufacturer producing components for the machine-building enterprises.

The machine-building enterprises that produce intermediate goods (complete units and details for other productions) depends on the position of their consumers. It includes volumes of their production and price policy because components by themselves don't create additional value, but they are a necessary part of a final product.

The relationship between consumer and manufacturer of components provides strong technical interdependence and require from the manufacturer the most complete satisfaction of consumers needs for components with necessary characteristics. On the other hand, for ensuring necessary characteristics of their components, manufacturer must provide production of relevant materials and raw materials delivered by supplier. At the same time suppliers are focused on the market in which individual manufacturer of components is not a determinative one. Therefore, the decision in the sphere of manufacturer – supplier relationships is an important aspect of marketing planning.

A stronger manufacturer–supplier relationship will enhance realization throughout the whole chain. In this way, supply chain integration is as a key driver of company strategy and promotes the need for a better understanding of the integration process.

To investigate this problem we use Bensaou's types of manufacture-supplier relationships [1]. Based on his research of buyer and supplier specific investments Bensaou identifies 4 types of buyer-supplier relations. (Fig.1)

In Ukraine, manufacturers that produce components for the machine-building enterprises have specific relation with their supplier.

For example, we will consider the relationship of machine-building production of Ltd "Dnipropetrovs'k Drilling Equipment Plant" with their main supplier Interpipe. Interpipe is the integrated pipe and wheel company, a member of the TOP 10 list of the world's largest seamless pipes' producers. It supplies tubular products to Ltd "DDEP". This relationship is characterized by limited substitutes that means few buyers and few suppliers of tubular products, low ability for both the buyer and supplier to achieve benefits of scale and a large market share of both companies. Therefore, we can consider that this relationship as a strategic one.

In these strategic partnerships both companies strongly depend on each other. The reason for this interdependence is both parties investing heavily in the relationship causing the switching costs to be high. Trust and performance satisfaction plays an important role. Trust is one of the main dimensions of this relationship. Loss of trust or the non-performance of contract would immediately have an effect on the relation.

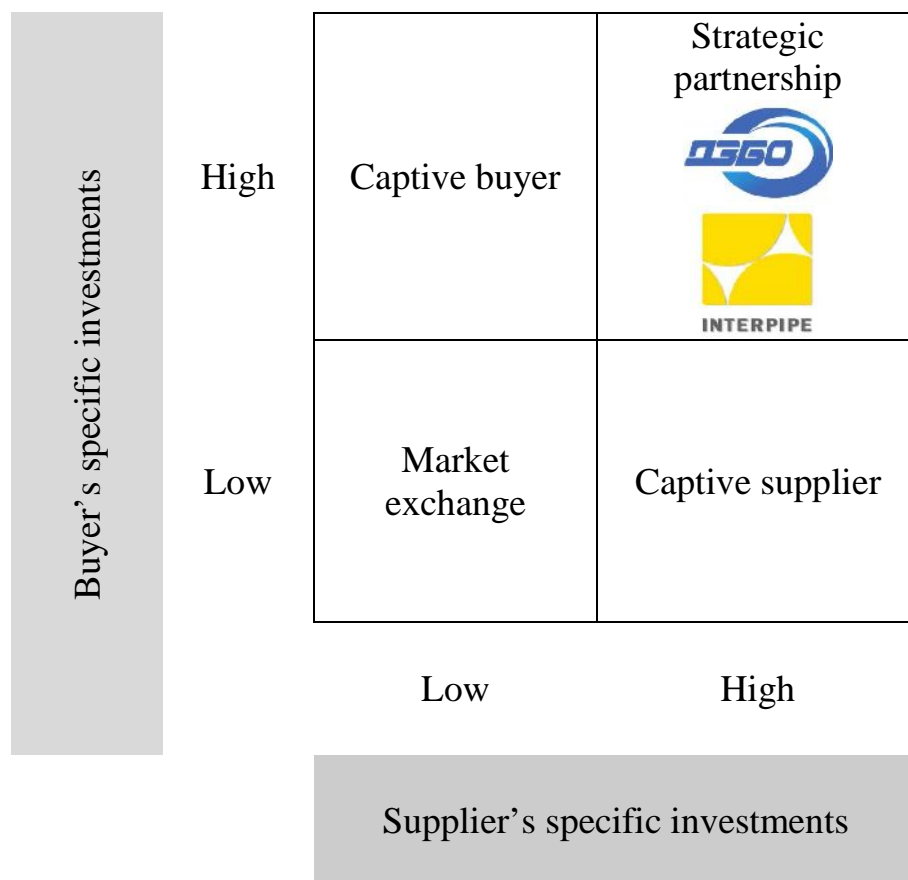


Fig. 1. Types of manufacture-supplier relationship on the example of to Ltd "DDEP" and Interpipe

We recommend considering trust with such dimensions as satisfaction, adaptation, power/dependence, communication and commitment. It will contribute to make the strategic partnership as effective as possible the companies will be open to information sharing, cooperation and even sharing technology.

References:

1. M.Bensaou, "Portfolios of Buyer-Supplier Relationships", Sloan Management Review, volume 40, number 4, 1999, pp. 35-44.

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## **USING GLOBALGAP TO PROMOTION IN THE MARKET OF EGGS**

«AVANGARDCO IPL» is the biggest agroindustrial group of Ukraine. Its companies specialize in manufacture of hen's eggs and egg foodstuffs. The production cycle of «AVANGARDCO IPL» is vertically integrated. The company consists of: 19 battery farms; 3 reproducers of II degree; 10 zones of youngsters breeding; 6 formula-feed plants; and 4 storehouses of egg long-term storage.

For advancing in the market the enterprise actively uses various standard and regulations including: ISO 22000:2005 (Requisitions to organizations of production and delivery chain), CAC/RCP 1-1969 (International codex of general principles of foodstuff hygiene), International codex of hygiene practice regarding eggs and egg foodstuffs, GMP (Good Manufacturing Practice) – Good Manufacturing Practice, StandardGAP (good agricultural practice) – Safety of agricultural products.

At the same time the standard of assessment of agricultural products quality, such as EurepGAP (Euro-Retailer Produce Working Group), is widely applied in Europe. In 2007 its new version was suggested, it was named GlobalGAP. Today GlobalGAP is the most progressive system of certification of agricultural production in the world. At the same time the part of crop production is 74%, the part of stockbreeding production is 17%, the part of aquaculture is 9%.

The key element of the certification according to this standard is support of such important fields as: labor protection and industrial sanitation, environmental protection, risk level of manufacture, procedure of complaints, procedures of tracking and return of production, state and correctness of a collection, processing and storing of production, etc.

The principal mission of the voluntary standard GlobalGAP is forming of a stable trading network for reprocessors and public catering establishments.

Standard GlobalGAP has a real benefit for «AVANGARDCO IPL»:

- Increasing of allegiance of bulk buyers at the expense of safety of production. Supermarkets are interested in purchasing of exactly such production.