

minimize the risk connected with logistic system isn't the main driving power of such vertical absorption. Exercising control over an increasing number of links of a chain of value creation, the companies will be able to operate more carefully and more effectively the brand in which creation they have put so many forces and time.

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THE ROLE AND PLACE OF SOCIAL MARKETING IN SOLVING PROBLEMS OF UNPROTECTED GROUPS OF PEOPLE DURING THE ECONOMIC CRISIS

Key words: social politics, social marketing, social products, reforms, social warranties, state, social standards.

In the economic transformation the main directions of state social policy should be focused on improving conditions for the growth of incomes, effective use of labor potential, strengthening national gene pool, implementation of these items provides economic progress and social stability. The main idea of social warranties is to provide such level of live, which would be not lower than the specified norms. And a large role is given to the social marketing as direction, using marketing tools to improve the lives of both, as a separate people and as society in a whole.

Also we should pay attention to the social problems that still remain unsolved during the reforms. An important role is given to social guarantees, which in financial terms is a system of relations between the state and the person in the distribution of available resources and satisfaction of the main needs, that promote the formation of the individual in society. Effectiveness of economic development should be not lower than the social parameters which makes the contribution to improving the lives of the population. For realization of benefits, we should provide the cooperation of such factors:

1. The redistribution of incomes in favor of unprotected persons.
2. Optimal impact on the distribution of production and company profits.
3. Partial refusal from use of personal goods for life in special circumstances

(Insurance)

In these conditions the level of real consumption of benefits of social protection will increase, that in turn will affect the structure and dynamics of national production growth.

To solve social problems, we must create the conditions for economic growth. Main and the most important role in solving economics problems plays social marketing, which deals with three issues: belief (for example, that drug use is dangerous) social practice (motivate to stop using drugs) and social products (improving the health of the nation).

Only effective investment strategy as important part of financial strategy of the country could solve this problem. [2, . 286]. The development of an effective social security system requires a real increase in social spending and compliance with social

standards.

The rules and procedures of public policy concerning the definition of social standards, should be transparent and stable. Social policy must be realized in that way that citizens have a responsibility for benefits they have. Must be interested in improving their well-being through their work. In this context, is advisable to pay attention to research of social marketing "market", specifics of the social "product", social environment, and also creating and providing a work of social marketing informational system, that would become basis for the assessing and of the state of social market and forecasting of development. As a result the main duty of the state is to create an effective satisfaction of people needs. That is why social marketing should act as one of the most important mechanisms for regulation of social relations in society.

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DEVELOPMENT OF A NEW MARKETING STRATEGY FOR ALROSA

Key words: marketing, marketing strategy

During the past few years, the majority of Russian companies suffer great losses. It makes the subject of the article especially relevant because the right choice of marketing strategy can play a huge role for the company. There are many different basic classifications of marketing strategies developed by well-known economists and marketing experts, that help doing business in the modern business environment. Surely, there is no universal strategy for all times, and that is a reason we should pay attention for this topic. As the primary goal, we can identify the development of a marketing strategy and set of activities for a successful operation and doing business in such unstable conditions, which are currently on the domestic and world markets.

A scientific study has been realized on the base of the ALROSA company, the unique diamond enterprise of Russia. The practical significance is marketing research of some monopolistic organizations for development of further measures, which will improve its positions on the world market. The proposed recommendations are based on experience of the most successful companies in the world.

This choice is due to the fact that Russia occupies a leading position in the world in diamond production, the industry interested me more than others.

Analysis of competitors demonstrate the fact that Russian market practically doesn't have any rivals for ALROSA. The only competitor on the world market is