

transfer to the potential customer. Scarcity of financial resources requires the entrepreneur to pay extreme attention when selecting these advertising tools. Such instruments as banned, TV and radio are too expensive. Therefore the entrepreneur should select only this tools that can effectively inform potential customer about its USP. The most popular data distribution channels among small businesses are:

- Content promotion through the social networks (86% of entrepreneurs)
- Content promotion through the SEO-traffic (82% of entrepreneurs)
- Email marketing (81% of entrepreneurs).

One of the specific features of small businesses advertising is its local principle of production and service delivery. Of course not all the small businesses practice these localization rules, but major part of really sector enterprises do. It means that small businesses do not require large advertising capacities.

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MARKETING RESEARCHES IN THE ENERGY SECTOR OF UKRAINE

Key words: marketing researches, energy marketing, marketing of energy

Energy Marketing (marketing of energy) – activity of energy companies in the energy market, which aims to achieve their business objectives through the most complete customer satisfaction energy products and services, and public interest in the field of energy.

Marketing of energy sector includes the following specific activities:

- studying of the energy market (consumers, competitors, energy suppliers, intermediaries);
- management of energy demand;
- development of new energy services;
- formation of strategy of pricing for electricity;
- stimulating sales of energy products and services.

The wholesale electricity market (WEM) was established in Ukraine to increase the competitiveness of the Ukrainian energy sector, to ensure reliable power supply to consumers and financial stability and profitability of industry and the interest in it from potential investors. An electricity market is a system enabling purchases, through bids to buy; sales, through offers to sell; and short-term trades, generally in the form of financial or obligation swaps. Bids and offers use supply and demand principles to set the price. Long-term trades are contracts similar to power purchase agreements and generally considered private bi-lateral transactions between counterparties.

Establishment of WEM held 15 November 1996 at the first general meeting of producers and electricity suppliers who have signed a multilateral agreement -

Agreement between the members of the WEM that regulates the wholesale market and identifies the main economic and financial principles and mechanisms of its functioning. It operates under the scheme market "single buyer".

The main objective of the WEM – is to ensure energy independence, the needs of consumers in the electrical power provided to reliable and uninterrupted power supply. The subject of this enterprise is: purchase of electricity to its producers, as well as businesses that own electricity produced from raw materials; Purchase participants in the wholesale electricity market, they receive the agreements for its imports; wholesale supply of electricity [1].

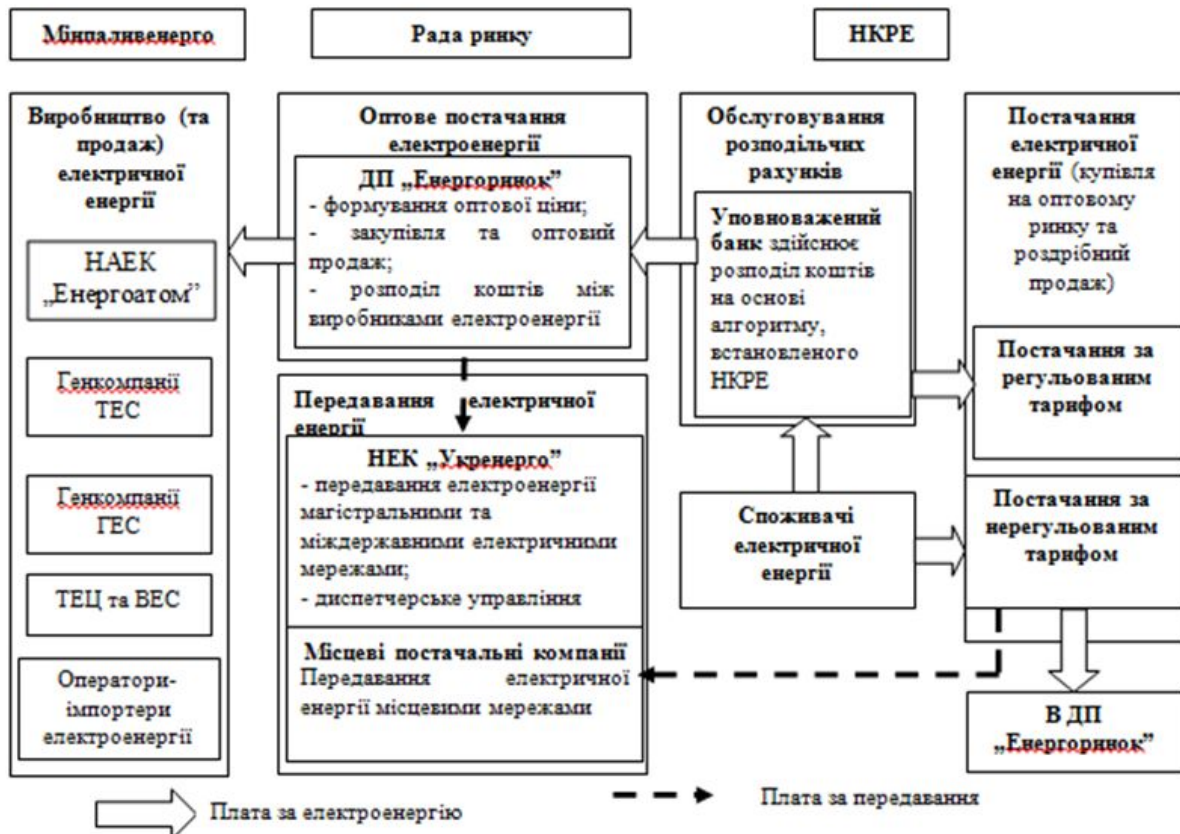


Fig.1

In the main, experience in the introduction of wholesale and retail competition has been mixed. Many regional markets have achieved some success and the ongoing trend continues to be towards deregulation and introduction of competition [2].

The principal main idea for Ukraine is to implement long-term strategies of the market from the standpoint of protecting national interests and create favorable conditions for innovation investors, according to WEM Development Concept 2014.

References:

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