

**Yelizarov I., Yelizarova K.
L.M. Varava, research supervisor
Kryvyi Rih Technical University**

ASSESSMENT OF MINING AND DRESSING WORKS FACILITIES AT THE IRON ORE RAW MATERIALS SALES MARKETS

Nowadays Ukrainians scientists have worked out approaches of determination of the most beneficial markets for industrial enterprises.

Sale-of-product benefit is estimated by the profitability performance, that is to sell products is more profitable at the markets and to the consumers where the profitability is higher. But the sale volume at the markets is limited by different factors such as, for example volume of consumer demand and activity of the competitors at the market.

So determination of the factors influencing on the sale volume of products at the market and on this basis determination of the facilities of enterprises at the market is actual for Ukrainian enterprises.

The index estimating facilities of the mining and dressing works sale markets is the most possible volume of product sale at a definite market.

The research shows that the following factors influence on the volume of iron ore raw materials sale by mining and dressing works:

- some states and international institutes limitations (quotes, requirements to product quality, etc.);

- limitation by product demand volume of definite kind of iron ore raw materials at the sale market. The idea of sale markets is very conditional for mining and dressing works. The total number of foreign consumers at every definite market is limited and introduced by 3-4 mining and dressing works (Czech and Poland) or even by one, for example like in other countries of Central and Eastern Europe. Besides, for every definite Ukrainian mining and dressing works the number of potential consumers is smaller then total, that depends on definite kinds of iron ore raw materials, that produced by mining and dressing works and also peculiarities of definite enterprises. The peculiarities of the technological process at every mining and dressing enterprise require deliveries of iron ore raw materials in a definite proportion according to the kinds of raw materials and quality of every kind;

- limitations connected with activity of competitors that expressed by sale

volumes of their products at the market. Besides estimation of the volume of product of competitors the level of competitiveness of the enterprise product and its competitor's product should be definite and ranking of enterprises products by that level should be done. Two questions are important for mining and dressing works. The first question is how it is possible and how quickly the product of enterprise can reach the highest level of competitiveness. The second question if it is possible to increase the volumes of product sale of enterprise at the expense of win a part of the market from the competitors, which have the same level of product competitiveness;

- limitations connected with manufacturing capacities and manufacturing potential of the enterprise. Manufacturing capacity defines how the enterprise is able to satisfy real and potential demand, and manufacturing potential defines if the enterprise is able to increase the level of competitiveness of its products.

On the basis of comparison data about profitability of product sale at the market and data about facilities of enterprises it is possible to make up competent information basis for making effective management decisions. The first part of this information gives the possibility to choose the most beneficial conditions of product sale for enterprise and the second part assesses how effective these conditions are used.