

detected at the TMF.

Table 1

Identification of the level for TMF safety after evaluation by Groups B and C questionnaire [2]

TMF safety level	Criteria
Acceptable	100% of minimum set of safety requirements are met
Non acceptable	Less than 100% of minimum set of safety requirements are met

References:

1. Law of Ukraine “On Environmental Audit”, 2004. – Article 1.
2. Methodology for improving TMF safety (01/2016). Improving the safety of industrial tailings management facilities based on the example of Ukrainian facilities. Umweltbundesamt. - p. 4, p. 6, p. 8, p. 13, p. 22, p. 24.

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FEATURES OF BRANDS-LEADERS

Key words: brand, brands-leaders

Despite his youth Ukrainian market, today we can speak of clear leaders in many segments. And the fight for the lead continues. That is why the question of what distinguishes brands that are leaders in their categories, and it is necessary to brands that aspire to leadership, achieved the objectives, relevant to many.

Brand leader (in Western terminology) - developed brands (strong brand). It is known and distinguished customers 60% of this category of goods or services. Ukrainian consumers perceive the brand as a successful system of values, which allows to select products from competitors' products separate and in some cases prefer Ukrainian brands over global.

All companies that want to build your brand or already established, can be divided into three groups:

1. Those who have already had experience of brands;
2. Companies that have more or less achieved significant results in the market without building a brand;
3. Companies that have difficulties in business development.

The brand - a tool for business development. Before creating his need: a competitive product, financial and human resources, the willingness of top managers, etc. Companies with leading brands or brands that claim to leadership, able to consider the full range of factors that determine the success of business, expertly adjusting them according to the specific market and consumers.

To create a good brand needs investments that can not justify itself. Companies whose brands are leaders in their segments, carefully weigh the risks, try to minimize

them through research. For Brand Leaders typical pretty active and costly communication, which is based on a permanent or regular basis.

Each brand has its own leader consumer audience. It consists of at least three groups.

- ✓ The first group - loyal consumers.
- ✓ The second group - consumers who in one way or another alternate use of the brand and its competitors.
- ✓ The third group - consumers who use the brand, preferring while other brands.

Brands leaders through research and other methods seek to promptly identify barriers that have arisen between them and the consumer. The barrier - is always some discrepancy, sometimes - the conflict between the firm and the consumer. The main objective of the company to organize communication, correct product, service so as to overcome existing barriers.

In a competitive even in the well-known enterprises there quite a challenge: how to keep its market position and maintain efficiency.

Of course leadership organizations carried out a series of measures to increase market share, to reduce costs for the implementation of price competition and many others. But often this is not enough to survive.

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MARKETING STRATEGY OF ENTERPRISES IN MODERN ECONOMIC CONDITIONS

Key words: marketing strategy, management, marketing structure, direction, enterprises

In modern conditions acquires special relevance management of enterprise-based marketing, which plays a central, coordinating role in the complex interrelated processes of production and sales. It should pay attention to the basic tools of strategic marketing, analysis of consumer needs, market segmentation, situational analysis, marketing objectives and marketing strategy. One of the most important instruments and concluding strategic marketing is marketing strategies, as they are the result of the application of strategic marketing company and is the basis for successful activity of any entity. There are many definitions of marketing strategy: Specifically, EP Golubkov says that "marketing strategy - main direction of marketing activities, moving in which strategic economic unit of trying to achieve their marketing goals."

J. Evans, B. Berman marketing strategy meant by "activity that defines how to apply marketing structure to attract and satisfy target markets."

English scientist D. Dzhobber consider marketing strategy as "commercial logic of business." He believes that "the marketing strategy should identify competitive