

The rate of increase of sales have a direct impact on the amount of costs, profit and profitability of the enterprise, so an Liz and the performance of the implementation is important. Its main tasks are: assessment of the level of implementation of the plan (forecast) and dynamics of the sales of products; determining the influence of various factors on the change in the value of these parameters; development of actions for increase in sales volumes. The analysis of realisation of production is carried out in several stages: first an assessment of the performance targets for sales, (actual figures of revenue from product sales is compared with planned target, determined by the absolute deviation and the percentage of the plan), the next stage of analysis presupposes the study of the dynamics of sales. Actual revenue figures from sales of the reporting period are compared to those of the corresponding previous periods. Define growth rate, growth rate, absolute growth s conclusions are made about the number and type of the product t implementation. Therefore statistical analysis of the implementation is one of the most important studies, which is an essential guiding factor that will enable the company to operate profitably. By studying the selling tion which must be carried out by the company. Since the analysis begins with the study of the dynamics of sales of products the calculation of basic and chain rates of growth and growth a marketer has to collect a large amount of information and to carry out important and voluminous work.

**Kolechkin I., Tunkara A.
Taranenko ., research supervisor
Alfred Nobel University**

SEGMENTATION OF UKRAINIAN RECREATION AND RESORT MARKET AND IDENTIFYING TARGET SEGMENTS

Key words: recreation and resort market, segmentation, target segments, consumer, marketing research, competitive advantage

The political and economic crisis 2014-2015 led to the sharp reduction in tourist flows in Ukraine. As a result of declining population revenues, high inflation and rapid devaluation of national currency, the cost of foreign tours in hryvnia equivalent significantly increased. Therefore, the share of in-country tourists increased too. A significant proportion of in-country tourists are consumers of recreation and resort services. The authors performed segmentation of Ukrainian recreation and resort market by geographical, social-economic, demographic, psychographic and behavioral criteria. As a result of research the customer profile was built for LitO LTD (Dnipro) that is an owner of children's resort complex "Goldfish" located on the Black Sea coast in Odessa region. The target segments and target consumers preferences were defined. The results of target consumers' market research and conducted SWOT analysis allowed to confirm the hypothesis on redevelopment the children's resort complex "Goldfish" into the resort family pension for parents with children. Market segmentation results created the basis for development of management and marketing solutions for improving the company activity in the field

of tourism.

The authors suggest that efficient use of strengths and opportunities of the company marketing environment may enhance existing and create new competitive advantage by redevelopment the children's resort complex "Goldfish" into the resort family pension for parents with children.

Based on the results of marketing research the consumer profile was built. The consumer is resident of the regional center, satellite cities or towns with a population of more than 50 thousand people. His income is from 3,500 to 10,000 UAH per family member, age is 25-50 years. The family have children of all ages. The consumer holds the traditional, healthy and / or sports lifestyle. His life values are the following: family, children, health, moderation in consumption. Desired benefits: family holiday at a reasonable price and recovery at Black Sea coast. Rest period from 5 days to 2 weeks.

Additional survey of respondents in the identified target segments showed that consumers are interested in holiday at the family pension for parents with children located on the Black Sea coast, at a reasonable price, which includes three meals a day and supervised activities for children.

The results of marketing research of consumers preferences and conducted SWOT analysis have allowed to confirm the hypothesis on feasibility conversion the children's health complex in the pension for families with children. The next step should be the economic assessment and preparation of a marketing plan.

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**Kolomiets K.
Yevseitseva A., research supervisor.
Kyiv National University of Technology and Design**

«MYSTERY SHOPPING» AS A METHOD OF MARKETING RESEARCH

Key words: mystery shopping, marketing research

We know that in many companies there are deficiencies in staff work with clients, So to correct this situation may prove indispensable application method "mystery shopping".

«Mystery shopping», or «secret shopper», or even «secret shopper», - it is the method of research, which involves evaluating consumer experience gained by the client in the purchase of goods or services, and to achieve the organizational