

clothing; clothes for a hike in a restaurant to walk to the house, etc.

Let's imagine that a cell c are certain characteristics, in that it puts the names of all the brands in the consumer's mind. Product positioning task - correctly identify the principle of formation of these cells, find free unoccupied cell or create your own by means of marketing communications. The ideal goal of any positioning: to find a cell in which the brand will be the only one of its kind and will be the only best choice.

We have determined that the essence of the process of market positioning - firmly fix the desired brand image in the minds of the target audience. And is it really necessary? Let's think logically: without positioning commodity companies will not have distinctive properties and consumer identifies him as "one of", putting him in the dark corners of his mind, or simply do not pay attention. Why? Because the consumer is not obliged to store our goods in the choice it moves along the path of least resistance and draws attention only to the bright, clear, unequivocal statement that for a few seconds to help determine the characteristics of the product.

Competitive positioning is not necessary in the monopolistic markets or the markets in which the characteristics of the goods are not the reason for choosing the product. In all other cases, it is important for the positioning of the company, as it helps to explain to the consumer:

Who is the product of the company?

What are the needs of the consumer goods is able to meet?

The company's product is different from their own kind?

Why is beneficial to the consumer to buy the product?

Under what conditions and when the consumer has used the goods?

If looking at your product or by viewing the advertising message of your product, the consumer can clearly answer these questions, then your products have a clear positioning concept, and you told her right up to the target audience.

Positioning is particularly important for services to the market when the product and so is not a tangible product and the consumer has difficulty in its identification.

Positioning is equally important for the new stand-alone product and as a whole for the company. Each item in your portfolio can have their (more precise and narrow positioning), which is not contrary to the global organization of the market positioning.

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## **THE MOST POPULAR SMARTPHONES COMPANIES IN UKRAINE**

*Key words: gadgets, IT, smartphone, market.*

In the age of globalisation and informatisation of the modern society there are a lot of companies producing a variety of these devices. The most of Ukrainians have smartphones. today. So, it is hard for an inexperienced user to make a right choice in

the variety of these modern gadgets. This paper is aimed to identify the most popular brand of smartphones in Ukraine and to make a prediction of possible changes in the Ukrainian market of smartphones. Moreover, the results of the research done will be compared with those of the TrendForce company (Taiwan)

A smartphone was chosen as a gadget which is the most common and widely used in Ukraine. The brands researched are the most popular Chinese, Corian and American: Meizu, Lenovo, Samsung. According to the rating obtained after interviewing respondents, the first place belongs to Apple Inc, though smartphones of the company cost higher than android smartphones, but the brand is known by high quality of any product of this brand.

Apple is followed by Samsung company (Korea) which is known as one of the biggest producers of android devices. In the TrendForce's research the first place takes Samsung, after which goes Apple. This fact demonstrates that Apple Inc. is promoted better in the Ukrainian market. The percentage of Samsung users are the same as those of Meizu (China). This Chinese company made huge steps in producing and promoting its smartphones during last years. After Meizu all places are evenly distributed between the Chinese and Japanese and Finish companies (Lenovo, Sony, Xiaomi, HTC, Nokia) with the Taiwanese companies lagging behind. If compare these data with the report of TrendForce we can notice that Meizu is not included in the top Chinese companies that could be interpreted that this company is right growing up and promoting its goods in the foreign market .

In conclusion, it would be appropriate to sum up: in Ukraine Apple is considered the more popular and demanded than Samsung, Chinese phones is gaining their popularity in Ukrainian market.

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## **ANALYSIS OF LOGISTIC POTENTIAL OF «ANR GROUP» ENTERPRIZE AND DETERMINITION OF ITS LOGISTIC STRATEGY**

*Key words: logistics, single distribution warehouse center, Edgar Hoover intermediate location, optimize costs.*

Limited Liability Company «ANR GROUP» provides production and sales of dairy drinks under the brand «Ekofood» and is the winner of the «100 Best Products of Ukraine 2015» in the category of dairy refreshing drinks.

The analysis found that manufacturing raw materials for the company comes from 4 enterprises located in Radekhiv, Lviv region, in the village Balivka, Dnepropetrovsk region, in Dnipro and in Kyiv. Sales of products are realized through a network in four supermarkets («ATB», «Silp », «NOVUS», «VARUS») and commercial network of Milk Company PJSC «Galicia».

Due to rather extensive geography of existing enterprises-suppliers and sales, and large marketing volumes it would be advisable to create a single distribution