

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 DETERMINATION 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

warehouse center. The task of the study was to determine its optimal location. For this strategy was applied Edgar Hoover intermediate location, and in order to realize it the method of determining the center of gravity was used [1].

In order to optimize costs for transportation and storage of raw materials which is required for the production of «ANR GROUP» as suppliers of raw materials, including power producers should consider:

- LLC «Molochniy Dim» - dairy producer, which produces products under the brand name «Fanny»;

- Open Joint Stock Company «Combine «Prudniprovskiy», which markets its products under the trademark «Zlagoda» and «Lybimchik».

Construction of single distribution warehouse center affects the costs incurred in the supply of goods to consumers, and therefore the final cost of the sold product. There was applied Edgar Hoover intermediate location to determine the location of the distribution center, the location of «ANR GROUP» and location of suppliers and place of distribution of products, the volume of purchases and sales strategy. Using the method of determining the center of gravity and given the availability of roads determined that economically feasible to place a regional warehouse in Vinnitsa or in one of the district centers of Vinnitsa region (m.Haysyn, Nemyriv) where rent storage space is not so expensive.

References:

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THE ADVERTISING IN SMALL BUSINESS

Key words: advertising, small business

Small businesses play an important role in economy of every country. The main problems of the small-scale entrepreneurs, anyway, associated with great risks and limited of economic resources including expenditure on the marketing and commercial. Successes in business depend on progresses in promotion. It is the advertising as a concept of business administration can and must help small companies not just to keep the power, but function in market environment effectively.

The advertising in small business has a number of features. Actually these features are caused by the fact that small business entrepreneur faces scarcity of business resources. Financial and human resources are limited as well. This fact leads to the following features of small businesses.

The entrepreneur should develop and apply the “unique selling propositions” (USP). The availability of USP will help to stand out quickly and efficiently among the competitors. It also will present unique quality of the goods.

The important thing for advertising is the correct set of tools that serve for data