

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:

1. Edgar M. Hoover. The Location of Economic Activity. New York: McGraw-Hill, 1948. p. 11.

**Yelizarov I., Yelizarova K., Milyukova K.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

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

transfer to the potential customer. Scarcity of financial resources requires the entrepreneur to pay extreme attention when selecting these advertising tools. Such instruments as banned, TV and radio are too expensive. Therefore the entrepreneur should select only this tools that can effectively inform potential customer about its USP. The most popular data distribution channels among small businesses are:

- Content promotion through the social networks (86% of entrepreneurs)
- Content promotion through the SEO-traffic (82% of entrepreneurs)
- Email marketing (81% of entrepreneurs).

One of the specific features of small businesses advertising is its local principle of production and service delivery. Of course not all the small businesses practice these localization rules, but major part of really sector enterprises do. It means that small businesses do not require large advertising capacities.

**Zgurovska I.
Cherep A., research supervisor
Zaporizhzhya National University**

MARKETING RESEARCHES IN THE ENERGY SECTOR OF UKRAINE

Key words: marketing researches, energy marketing, marketing of energy

Energy Marketing (marketing of energy) – activity of energy companies in the energy market, which aims to achieve their business objectives through the most complete customer satisfaction energy products and services, and public interest in the field of energy.

Marketing of energy sector includes the following specific activities:

- studying of the energy market (consumers, competitors, energy suppliers, intermediaries);
- management of energy demand;
- development of new energy services;
- formation of strategy of pricing for electricity;
- stimulating sales of energy products and services.

The wholesale electricity market (WEM) was established in Ukraine to increase the competitiveness of the Ukrainian energy sector, to ensure reliable power supply to consumers and financial stability and profitability of industry and the interest in it from potential investors. An electricity market is a system enabling purchases, through bids to buy; sales, through offers to sell; and short-term trades, generally in the form of financial or obligation swaps. Bids and offers use supply and demand principles to set the price. Long-term trades are contracts similar to power purchase agreements and generally considered private bi-lateral transactions between counterparties.

Establishment of WEM held 15 November 1996 at the first general meeting of producers and electricity suppliers who have signed a multilateral agreement -