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IMPACT OF POLITICAL FACTORS ON THE COMPANY "DTEK" (COAL)

The study of political factors in the PEST-analysis is motivated by the fact that the political mechanisms regulate the circulation of money, business activity in a particular industry, including mining. The purpose of this study is to identify the significant factors in the directions: government stability, the study of tax policy, antitrust, foreign trade, ecology and environmental protection, government regulation of the industry.

The study of political factors on these issues, has given reason to believe that the company "DTEK" the most significant are the following.

1. Ukraine's participation in the Kyoto treaty. The first phase of the Kyoto agreement expires at the end of 2012, and there is still no clarity as to how the country will interact in addressing climate change and reducing greenhouse gas emissions. New terms and conditions of the contract may require the purchase of quotas, due to large emissions of coal mines. The response may be - the introduction of new technologies, planting forests.

2. Adoption of the "Law on privatization of coal mining companies." As Ukraine 80% of mines are unprofitable because of "debt wells" and managers (as losses covered by the state), then the price is not high, DTEK will purchase state enterprises.

3. Antitrust regulation of Ukraine. Business entities for production, governed by the regulation of the NERC 08.02.1996 № 3 "On approval of the Rules and Regulations of the business activity for the production of electrical energy." According to the rules of electricity state that the licensee may carry licensed activity, if the amount of energy generated by them do not exceed 33% of the total amount of energy produced by all producers in Ukraine. At DTEK-33%. Privatize state. Mine may not be possible. DTEK was already in a situation where the Committee's evaluation of their market share exceeds 33%, the response was: proof of lawyers in the trial, that market share does not exceed the norm.

4. Policy on the environment. Although the system of institutions for the protection of the environment is available, but they are working poorly, and activity remains uninfluential. Therefore, this factor is at present has little effect, but in the future it will be more important (3-5years).

5. Tax legislation. There is a trend clearer propisanie tax legislation in Ukraine, including income taxes, income tax, value added tax, resource tax. Which can greatly affect the company "DTEK" unless the industry lobby interests.

These factors influence the strategy of the company "DTEK". The choice of marketing activities should take into account forecasts and develop possible responses.

Thus, the company "DTEK" identified the following significant political factors: Ukraine's participation in the Kyoto treaty, the adoption of the "Law on the privatization of coal mines" policy on the environment, tax laws.