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## **RESEARCH OF CHILDREN CENTRE “RADOST” EXTERNAL ENVIRONMENTAL FACTORS**

Today the provision of children all-round development services is one of the most dynamically developing type of business in Dnipropetrovs’k. Thereby research of external factors of enterprises that operate on Dnipropetrovs’k market of children all-round development services is of particular importance as this enables to work out marketing strategy that ensures stated marketing objectives achievement.

Children centre “Radost” is an upstart enterprise that provides educational, entertaining services, services of psychological intervention and basic skills and creative abilities development of various ages children.

The analysis conducted has shown that different groups of factors influence the Dnipropetrovs’k children development centres positions. Among the most important of them - simplified taxation system for small businesses implementation; government birth payments rise; contribution to compulsory preschool education of children over 5 years old; average region workers salary increase; reduction of unemployment rate and low rate of inflation; rapid growth of children all-round development services sales volume, receiving a maximum profit from their provision and average costs on service buyer; large quantity of companies providing children all-round development services and intense competition in between, ease of business firm penetration on the market, differentiation of services and their quality, wide range of prices; growth of birth rate in the region; increase of urban population under 15 years old; the number of registered marriages increase and the number of registered divorces decrease in the region; accretion of demand on the provision of children all-round development services in the region; increase of populace living standard and growth of household consumers expenditure of the region; use of the Internet by enterprises of the children all-round development services market as a means of informing and communication with clients; improvement of existent and designing of new developmental methodologies and programs used in the region; creation of distance children learning and development programs of the region; imitation of one children centres programs by another children centres of the region without agreement receiving.

Social factors of external marketing environment will be considered.

*Growth of birth rate in the region* is a positive trend since it permits to increase demand on children all-round development services in Dnipropetrovs'k. In the long-term outlook it also enables demand raise on other services of the children development centres. This factor is significant for children centre "Radost" as long as it makes it possible to increase the number of consumers of its services.

*Increase of urban population under 15 years old* has a positive impact on the children development services market expansion since children under 15 are target consumers of these services. Consequently the preservation of this trend that can be supported by the next following birth growth will be stimulating incomes from services provision of children development centres, particularly of children centre "Radost" increase.

*The number of registered marriages increase* may lead to growth of birth rate in the region that will be positively reflected on the value of service. Moreover registered marriages growth simultaneously with *registered divorces downturn* tends to extension of financial possibilities of region households and their financial stability and, as a result, to potentially greater effective demand. This may also have a positive effect on sales result of children centre "Radost".

*Accretion of demand on the provision of children all-round development services* in the region contributes to further expansion of the children all-round development services market and stimulates the rise of sales volume of children centre "Radost" services.

*Increase of populace living standard and growth of household consumers expenditure* of the region enlarges financial possibilities of children all-round development services purchased by Dnipropetrovs'k populace what creates favourable conditions for children centre "Radost" profit earning rise.

Thus designing of the children centre "Radost" and another children development centres of Dnipropetrovs'k marketing strategy it is necessary to take into account the external environmental factors among which social factors play a certain part. Learning of these factors enables the enterprises to create a steady competitive position and to achieve stated goals in a short time.