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## **DEVELOPMENT OF A COMPLEX OF ACTIONS ON DEDUCING THE GOODS ON THE MARKET**

One of the reasons of deterioration of ecological conditions is emission of the polluting substances in to the atmosphere allocated with exhaust gases all increasing number of cars. In the official documents of the European parliament devoted to the transport policy, is underlined, that toxic emissions in to the atmosphere up to 2010 will be increased on 50 % in comparison with 1990. Thus 84 % of  $\text{CO}_2$  will act from exhaust gases of cars. The exhaust gases formed at combustion of traditional gasoline's, contain connections of lead, oxides, sulfurs, carbon, nitrogen, aromatic and olefin hydrocarbons, particles soot. Getting in air, these substances promote formation of smog, conduct to increase in a hotbed effect in an atmosphere, cause increase in quantity of the diseases related with inhalation of dirty air.

The urgency of work consists that supervision over dynamics of growth of the oil-and-gas industry causes need of modernization of manufacture by the most modern technologies. The investigated goods, oxygen - maintain additive for diesel fuels, is a parameter to increase the efficient energy in the field and improvement system of public transport.

Problems of supplying the Ukrainian consumer's by the harmless oxygen - maintain additives to motor fuels – is caused by a number of the reasons. First of all, introduction oxygen - maintain additives will allow to reduce a share of emission of harmful substances in to the air that promotes increasing of level of ecological safety and improvement to ecological conditions in Ukraine. Secondly, the problem related with fluctuation of the world prices for fuel is solved.

For more successful selling of production - to the manufacturer is necessary to stimulate the own staff. By development of the complex program of stimulation it is necessary to solve also as intensive stimulation to apply as long it will last when will begin also what means it is necessary to allocate for its carrying out.

The control over stimulation should be carried out in time and after its carrying out that will give more effective and felt result. It is necessary to consider also actions of competitors during carrying out of stimulation.

For more effective work in the market it is necessary to: have information

base about needs of goods and its presence in structure; control and manage over commodity stocks; have the information on competitors, including their financial position, constantly tracing and considering it when making decision; get into new segments of the market; use new channels of distribution; reduce prices in time to attract an additional number of consumers; reorient a part of advertising from distribution of awareness of the goods on stimulation on its purchase. The firm, resorting to use the mentioned strategic receptions of expansion of the market, will strengthen the competitive position.

Also it is necessary to carry out a communicative policy which will give an opportunity to increase profit of the enterprise and a sales volume of production, and an effective utilization of means of marketing communications (advertising and promotion) allows to solve the strategic and tactical problems of firm connected with global mission of the company in the market.