

is high competition and, thus, small advertizing support.

The study of potential market capacity provided the following information: the solvent population of Ukraine is 22056900; the average frequency of purchase is 1.3, so potential market capacity makes up: $E=22056900 * 1.3*113.8 = 3263097786$ UAH; sales volume of AMF – 319000000. Share of the AMF market = $319000000: 3263097786 = 9.7\%$.

The purpose of the advertizing campaign for the AMF enterprise is increasing the sale.

The main actions of the advertizing campaign:

- Development and production of promotional and informational materials (posters, catalogs, brochures, banners, leaflets);
- Internet advertizing: active promotion of goods on pages of social networks (Facebook, VKontakte);
- Preparation for participation in annual exhibitions and forums (Kiev KIFF exhibition, International exhibition of furniture, Sorochinska Yarmarka);
- Writing of article with the practical advice, interesting novelties in the magazine "Ideas for Your House" with advertizing of production and the description of competitive advantages.

By means of these actions the company plans to achieve the main purpose of increasing the sale.

Bogdanov O.
Pererva K., language adviser
Dnipropetrovsk national university
of railway transport named
after academician V. Lazaryan

TRADE IN SERVICES

Trade in services refers to the sale and delivery of an intangible product (i.e. insurance, tourism, technical expertise and others) called a service, between a producer and consumer. It takes place between a producer and consumer that are, in legal terms, based in different countries, or economies, this is called International Trade in Services.

During its World Trade Organization (WTO) negotiations, Ukraine liberalised its services sector and as a result, has one of the most liberal and open services trade regimes. For most sectors, Ukraine has no restrictions on market access and national treatment for the supply of services in modes 1-4.

1. Cross border trade is defined as delivery of a service from the territory of one country into the territory of other country. The supplier doesn't leave the home country. For example, an Ukrainian software engineer stays in Ukraine and develops software for a foreign company.

2. Consumption abroad covers supply of a service of one country to the service consumer of any other country (of the WTO). This is the classical tourism example. The tourists go to another country in order to consume leisure time services. The

service providers stay in their home country and the tourists leave their home country.

3. Commercial presence covers services provided by a service supplier of one country in the territory of any other country, i.e. an Italian company opens a new branch in Ukraine.

4. Presence of entities covers services provided by a service supplier of one country through the presence of entities on the territory of any other country. The supplier leaves his home country in order to offer and execute his service in a foreign country. The definition differs from migration because the services supplier stays in the foreign country only to perform the service and leaves it after fulfillment. Migration would mean a change in residence intended to be permanent.

Liberalisation of services trade involves amending national legislation to allow foreign participation and national treatment of foreigners in the domestic market. Services trade is complex as for each service sub-sector. There is a range of modes, methods in which they can be delivered (mode 1: is cross border such as processed data being electronically transmitted; mode 2: is consumption abroad such as foreign tourists visiting the country; mode 3: is commercial presence such as branch offices of a foreign bank; mode 4: is temporary movement of entities such as the use of foreign builders). However, unlike negotiations for goods, services which usually involve a positive list approach, that is, only those services sector and mode of supply specified on the list are liberalised whereas for goods, all goods are liberalised except those on the list.

Invisible services differ from visible ones. Liberalization effects trade in services, especially off-shoring due to the economist-scientists. Many Western European companies settle new branches in Eastern European countries, and this process is known as «off-shoring». It does not only create unemployment in the country where branches were closed. It can lead to adjusted wages in the off-shored-sector: after a decline of wages, they can rise again.

As we see from recent improvements in the transportation and communication technology, the trade in services is currently increasing. Services are an important input factor for goods. Most of the trade theories examined trade in goods and not trade in input factors. I think there is a need for new models, which can explain trade in services and imply consequences. There is a rise in export of trade in services worldwide, in Europe, Germany, and Ukraine.

According to the professionals welfare effects are caused by the liberalization of trade in services. Many services are inputs for goods. The liberalization of trade in there input factors can reduce the real costs for any other producer of goods. The liberalization of the respective tariffs creates welfare effect for the consumer of these special goods. However, services are inputs for many goods, e.g. transportation services. In this sector it reduces the real costs for all users of transportation services, so such a reduction in trade barriers has effects on other sector and creates welfare

effects for many consumers.

Despite its advantages liberalization has certain disadvantages:

1. Product movement provides, for example, no guarantees for property rights. E.g. software cannot be exported abroad, because exporters fear illegal adoptions by people of foreign countries.

2. Restrictions on capital movements can constrain investments in the services sector, e.g. a company does not set up a new call centre in the foreign country.

3. Restrictions on human movement. They reduce factor mobility and can increase trade in goods.

4. A services supplier cannot establish a new branch in the foreign market.

Bogoslovskaya A., Fadeeva J.
Peoples' Friendship University of Russia

INFORMATION TECHNOLOGY IN MANAGEMENT OF ENTERPRISE

The current economic situation now poses a number of problems not previously considered, like the efficiency of decision-making in complex situations demand urgent issue for the consumer products, strengthening the links between producers, suppliers and consumers. The main functions of management are economic analysis, accounting, planning, regulation and control. These functions are assigned to the control unit, which includes the individual services that perform specific functions. Any management based on the information. In operation, the changes taking place also in the facility management. Information about them is developed a control system that streamlines management decisions[1].

The automated information technologies contain operational procedures, with different degrees of complexity of the data held in the computer [2]. To implement this process requires personnel and information processing methods. All together, this is an information system. In this way, the information system – a set of related information, tools, and methods of treatment, the staff that implements this information process.

Work with the information system can be manually operated, and can be used a variety of technologies: computers, telecommunications facilities, office supplies. Distinguish the automated and manual information systems. Automated with the help of computers and their associated software significantly change the information processing technology. A considerable portion of all transactions accounted for hardware. As for non-automatic systems, they are using for information processing using the staff [3].

Most of the decisions in the management of economic object accepted on the information. At the entrance, we have the initial information that is reflected in the result of accounting. Then, it is converted to Scoring, which is suitable for decision-making. This conversion is carried out by technical means by a predetermined algorithm. In this process there is no need for human intervention. Staff determined the structure and composition of the primary and Scoring information's.