

The purpose of branding is creating a clear brand identity and clear direction of the formation of communications. The main role of branding is to inform people about the company products, so that they could recognize them among the products of other companies. Effective branding can lead to an increase in sales not only a product, but also other products associated with this brand. In today's world, branding is very popular and it continually proves its value.

Famous brands are renowned for their individuality and uniqueness. All people know such industrial leaders such Coca-Cola, Microsoft, Google. A strong brand is invaluable as the battle for customers is intensified day by day.

If a company applies a robot branding, it should be divided into several stages:

- Analysing the market and competitors
- Planning and brand strategy
- Developing and "constructing" the brand
- Promoting the brand.

Successful branding is directly dependent on the title of the so-associative network. Associative network of the brand is all the links that exist between the brand and other information stored in the memory. Marketers differentiate two types of brand associations: primary and secondary. Primary association is directly related to the brand: the packaging, the color of the product, the price and all the things that the user can perceive quickly and without any additional effort on their part and on the part of the company. Secondary association independently arises as derived from primary. Examples of primary association are participating in the promotion of celebrities, special distribution channels, the place of production of the goods.

As a result, branding takes a certain part of our lives. The usual trip to the store breaks the essence of branding. Branding enables products to "break" on the shelves and hold a leadership position.

**Lyashenko P.**  
**Kotzko T., research supervisor**  
**National Technical University of Ukraine "Kyiv Polytechnic Institute"**

## **RELATIONSHIP MARKETING AS THE CREATOR OF ECONOMIC SECURITY OF ENTERPRISES**

Today the world is very dangerous, so the economic security of enterprises are very relevant. The basis of this research is to understand the concept of "economic security" as a result of controlled processes of the triad achieving management purposes of economic security enterprise (coordination of interests, counter-threats, the formation of resource support), which provides entry into certain degree of economic freedom of establishment within the existing objective and subjective restrictions [1]. This understanding is based on institutional approach which basis is

coordination of interests of stakeholders. Economic science has many tools harmonization of interests. A very important tool for reconciling interests is a relationship marketing.

Relationship marketing is the process of building, maintaining and enhancing strong long-term, mutually beneficial relationships with key partners of the organization: customers, suppliers, distributors, employees and others. [2]. Relationship marketing focuses on long-term cooperation, and its result is the construction of unique intangible assets of the company - marketing business network. In turn, such a network encourages the adoption of economic freedom of enterprise due to the elimination of a number of objective and subjective limitations. Consider the impact of marketing on the relationship of economic security from all sides.

Global Relationship marketing (RM-Global, RM-G) - is the creation of long-term, reliable and mutually beneficial to all parties relationships with key market partners of the company (customers, suppliers, dealers, distributors, investors, shareholders, banks and others.). Global Relationship marketing is a guarantee of harmonizing the interests of important stakeholders of the enterprise, which is the main creator of economic security in the long term [2].

Customer Relations Marketing (RM-Consumer, RM-C) - is the creation of long-term, reliable, mutually beneficial and valuable customer relationships of the enterprise. The main aims: to achieve maximum satisfaction of consumers through sincere desire to please the client for further mutually beneficial cooperation; create real value for the customer, offered to him in comfortable conditions for it; permanent saving of loyal customers [2]. Relationship marketing with customers is a creator of the financial security of enterprise. Similar is the purpose of bilateral marketing which provides that service quality is largely dependent on the quality of interaction between the buyer and the seller.

Relationship marketing with workers (RM-Employee, RM-E) - is the creation of long-term, reliable, and mutually valuable relationships with all the workers of the company. Main objectives: ensuring the company's valuable human resources and setting them on both sides of the relationship; meet the social, psychological, moral, ethical, and other needs of workers; consolidate the company's image in the eyes of all employees and representatives of the external environment (competitors, business partners, customers) [2]. Relationship marketing is the creator of the personnel security of workers.

A special role in ensuring economic security belongs to marketing security. The aim of marketing is to create a real safety benefits of its own proposal. The main advantage can be the process of "proposal", which is achieved through constant work on the study of our customers and respond effectively to changes in their needs. Security level of marketing can be measured with indicators such as marketing activity coefficient, coefficient update product mix, the rate of return on sales of

products [3].

Thus, Relationship marketing is a versatile creator of economic security. This is a manifestation of the greatness of marketing in general.

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**Lykhodii .**  
**Bagrova I., research supervisor**  
**National Mining University**

## CONSUMER ANALYSIS OF ALFA-AGRO

Market segmentation is the division of consumers into groups, that is segments, distinguished by relative homogeneity of demand, tastes, preferences and response to certain types of marketing activity.

The ultimate goal of target market segmentation is the selection of the consumer segment, the needs of which will become the focus of the company's activity.

It is reasonable to divide the market of agricultural products of Dnipropetrovsk Region into 3 parts:

- large farms (legal entities);
- medium farms (mostly individuals, rarely sole proprietors);
- small farms (individuals).

According to the State Statistics Service of Ukraine, large farms constitute about 68% of the total demand for agricultural products in Dnipropetrovsk Region that in terms of money equals to 20, 65 bln. UAH. The rest 32% of the consumption of agricultural products are allocated between medium and large farms in the ratio of 7 to 1. The total of these two segments is 9 71 bln. UAH.

Target segment selection. For target segment of Alfa Agro, LLC it is appropriate to select medium and small farms. The most important reasons that confirm the correctness of this choice are the following: