

I offer the following recommendations to avoid various problems in the analyzed sector:

1. It is important to make sampling choices in supermarkets with the aim of product promotion. Moreover, public opinion poll can be conducted.
2. The problem concerning national standards in Turkey (TSE) can be solved by previously considering the main idea and total requirements for chocolate goods.
3. If Turkish consumers do not perceive chocolate candies for everyday consumption, the company should launch advertising campaign to persuade target audience to consume chocolate products.
4. The company should add social oriented themes to sweet wrappers.

To summarize, the results illustrate the idea of exporting chocolate sweets to Turkey. Both macro- and microenvironment are suitable for starting this business in big cities of analyzed country. The Internet survey has also positive influence for the new product in Turkish market. However, there are some problems with adapting chocolate candies to new consumers and their habits, but with previously learning standards and motives of potential costumers these issues can be avoided by the company.

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MARKETING INSIDE US

Youth marketing – such names this trend today – isn't the new phenomena. Particularities and prospects to orientation for youth auditorium were known since youth became solvent category of the population.

Playing on her weakness had become gradually the main source of income of many companies in production sector. Perspective novelties inevitably attract young pairs and girls of whole world, causing to itself great interest.

Everyone wants to dress beautifully and fashionably at our time. This desire isn't caused only himself, social and cultural ambiances influence on person's opinion. Youth will be orientated on surrounding at choice of shop, at choice of clothes or any other things.

Youth is accepted consider people until 35 years old. This target auditorium comprises student and working people.

The modern young people strive for express its internal "I", but not always may realize it to life.

Let's consider how the consumer preferences depend on them social and cultural ambiances.

Students are unique segment of consumers. They strive for express themselves by any ways. They are usually influenced by academic groups, collectives and other people for everyday communication. Students will choose the different youth shops of the miscellaneous brands, search for themselves, try themselves in everything, until it'll be possible. They prone to pulsed purchase more than other people.

Something more new, something more interesting appears every day and students want to test that more than other youth. Modern brands play with it, calling test something new, not to lag behind, not to take pause. This acts very much effectively often.

Working people are other case. Different rules, different dress-code are used on different enterprises. The marketing service's able to guess their behavior and choice depending on sort of activity and existing dress-code. Marketing won't influence on this group of the population because working people are limited in possibility of the choice. Marketing efforts of brand will completely be deleted by dress-code of the enterprise-mercenary.

So it's obviously students are the most profitable auditorium for concentration their marketing efforts because they are dynamic, have less restraining factors and will be the most sensitive to marketing lead of the brand.

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HOW TO ADVERTISE ON VK.COM: USEFUL TIPS AND IMPORTANT RULES

Pavel Durov launched Vkontakte in 2006. And as it always happens, the success of the Russian social network led to the development of the Vkontakte advertising market. Vkontakte, which turned into vk.com, has become the number one Russian social network. According to the recent information, Vk has got over 250 million unique visitors per month. Opportunities are huge because VK.com has already got over 200 million registered users and over 42 million visitors a day.

So how can we reach our potential customers? As for today, the Vkontakte Advertising Marketplace offers two types of advertising:

1. Targeted ads, appearing on the private newsfeed (which usually consist of a title, an image and a short caption. Very similar to display ads on Facebook, VK Targeted ads appear on the left side of the page and are offered on a pay-per-click or pay-per-view basis). Using the multitude of targeting settings, you can select the target audience that you would like to show your ad to. Please note the counter at the top, it shows the number of users who will be able to view your ad