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USE VSS FOR PRODUCT PROMOTION IN A GLOBALIZED MARKET

Many world leaders took the strategy of the stability of its manufacture. They recognize that for promotion and support the rate of growth of the trade needs not only economic stability, but achievement ecological and social stability. Best practice in certain activities was adopted for the standards and recommended for voluntary use. Today already is more than 500 such standards - VSS, interest to their use constantly grows.

For Ukrainian manufacturers VSS is fundamentally new and necessary tool for adapt and advancement to globalized markets. In the conditions of occurrence in the world economic space Ukrainian of the company becoming more interested in sustainability of the its development - supervise the compliance of its good practice and confirm it through the relevant certification on VSS.

Avilon Ltd is one of the largest producers of trade equipment in Ukraine. Company has several representative offices in different cities of Ukraine and wide network of dealers. VSS can help him get substantial strategic advantages in home market and also strengthen and develop the competitiveness, make affordable global markets.

For Avilon Ltd among set VSS the greatest interest is represented by following standards:

- GMP – Good Manufacturing Practice;
- OHSAS 18001 – Occupational health and safety management systems;
- ISO 26000 – a management on social responsibility;
- ISO 14001:2004 – creation of system of ecological management.

In Ukraine the ten companies confirms conformity ISO 14001. This tool is badly used as a method for creation of competitive advantage.

Studying the experience certified the companies, possible to assert, that VSS can give Avilon Ltd considerable market advantages:

- Escalating of export possibilities to the EU countries;
- Supreme corporate reputation among the departments of the regulation, of consumers and the public;
- Transition in the concept of mutually advantageous partner relations with suppliers;
- Correct perception of spheres of influence and mutual responsibility;
- Choice of the initiatives providing stability of development.

Formalization ensures the quality of the production gets by the suppliers of the consumers all branches formation of competitive interest, becomes a support for occurrence in the global markets.