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## **USING VSS TO PROMOTION IN THE MARKET OF BED LINEN**

Ukrainian company-producer of baby bed linen «Little Sonia», activity of company behaves to textile industry. Textile products are name fabrics and finish goods from different natural and synthetic fibers. In the conditions of rapid expansion and globalization of market of Textile, companies have a problem to provide high quality of the products. In European practice a number of instruments and methods is worked out for this purpose.

Most interesting and useful to the management of textile workers a standard is good practice- GOTS. GOTS - Global Organic Textile Standard. This standard watches the process of production of goods from organic fibers that controls all technological processes from a production to marking.

Products labeled as organic GOTS must contain at least 95% certified organic fibers. Thus, without the use of synthetic fertilizers, pesticides and toxic magnesium defoliant (not pesticides, insecticides, fungicides). Bleaching is based on the oxygen (no chlorine).

Production: use of natural raw materials, machining, respectively, limited the use of certain chemicals allowed. Standard functions to expand the business supply chain from production to disposal, forms the infrastructure markets of textiles.

Thus, application of standard of GOTS - Global Organic Textile Standard will profit very for a company «Little Sonia». It will show the personal interest of parties, that production «Little Sonia» comes true from environmentally clean fabrics, without chemical admixtures. The presence of certificate will give to the consumers of confidence in environmentally clean commodity and will attract plenty of consumers, because mothers, as a rule, do not spare money on the children and want for them the best, especially in the questions of health. Similarly in connection with signing of agreement with and with the swift changes of position of Ukraine in the international area, give an opportunity, due to standards, equally in rights to compete on international market.

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## **MARKETING PERSONNEL TECHNOLOGIES AS A KEY FACTOR OF SUCCESSFUL TERRITORIAL DEVELOPMENT**

Market create preconditions for competition between investments and skilled labor force, market and influencing spheres. In such situation, marketing tools' usage is becoming a necessary condition for all entities that have the aim to sell their goods