

theoretical and methodological basis for the marketing management system of enterprise' innovative activity in dynamic external environment changes is not researched yet.

In modern sense, innovative marketing is a unity of strategies, business philosophy, functions and managing procedures. Marketing innovations are aimed at the full consumer's needs satisfaction, increasing their offering and establishing new markets in order to increase sales.

Marketing innovations should be implemented on the basis of systemic approach. This approach assumes the use of innovative tools in all stages of the marketing mix "4P" as well as the combination of technological, productive, process and organizational innovations. Marketing innovation refers any innovation, which is represented by separate development tools of the marketing mix or whole toolset.

Deep implementation of marketing innovations into the enterprises' activity is an important component of anti-crisis programs and improving competitiveness' programs in conditions of post-crisis economical recovery.

#### References:

1. Illiashenko, N.S. (2011), *Organizatsiino-ekonomichni zasady innovatsiinogo marketingu promyslovyh pidprijemsv* [Organizational and economical basics of innovative marketing of industrial enterprises] monograph, Vid-vo SumDU, Sumy, Ukraine, 192 p., Available at: <http://km.fem.sumdu.edu.ua/images/stories/doc/mono1.pdf>.

2. Telyshevs'ka, L.I., Maiboroda, T.A. and Pidval'na, K.S. (2011), Marketing of innovations as a one of tools for competitive maintenance of enterprise, *Ekonomika promyslovosti*, No. 4, pp. 195-198.

3. Taranenko, I.V. (2012), Marketing innovations in the maintenance of competitiveness: systemic approach, *Visnik sotsial'no-ekonomichnih doslidzhen'*, Vol. 2, pp. 180-185.

**Kovtunen V.  
Palekhova L., research supervisor  
National Mining University**

## **EVALUATING THE EFFECTIVENESS OF MARKETING ACTIVITIES FOR THE BEAUTY SALON**

Conditions of expanding market are doing the survival of the enterprise in competitive struggle more and more difficult. Necessary condition for the existence of the enterprise becomes conducting marketing activities to maintain and improve the financial and economic indicators. However, not all marketing activities brings the company the desired result, the costs of their implementation may exceed the income earned as a result of their conduct.

Beauty salon "Style" faced with declining demand because of the active promotional activities of competitors. To strengthen its position in the market now been decided to conduct marketing activities such as print and television advertising. Print advertising is presented in the form of leaflets. Promoters are distributes leaflets in the places of highest level of traffic on district Amur-Nizhnedneprovskiy. Television advertising is presented on local television in the form of a marquee at intervals 3 times a day on weekdays.

To assess the effects and effectiveness of promotional activities, you can use indicators such as additional turnover, profit and profitability of additional advertising.

Evaluating the effectiveness of an advertising campaign for the beauty salon "Style" revealed that print advertising brings the company to 13.2 thousand UAH and turnover costs account for 27 thousand UAH, that is, the income does not cover the costs of conducting advertising Television advertising brings enterprise 9.45 thousand UAH. additional turnover, at a cost of 15 thousand UAH, that is, spending on television advertising also exceed the income from its holding. Evaluation of promotional activities for the beauty salon "Style" showed their unprofitability.

To develop an effective system of marketing activities for beauty salon "Style" is necessary to conduct investigations of internal and external environment of the company, make the segmentation, identification of target segments and the most effective methods of influence on them.

**Kozachenko L.**  
**Palekhova L., research supervisor**  
**National Mining University**

### **CHOICE OF MARKETING INDICATORS FOR PROMOTION OF WINE TM BOSTAVAN BY COMPANY DRINK DISTRIBUTION SYSTEM**

The enterprise of Drink Distribution System works at the market of alcoholic products during 18 years. 495 persons are counted in the staff of personnel. Basic direction activity is distribution of alcoholic wares at the market of Ukraine.

The company promotes the products through 3 main channels: HoReCa, retail and wholesale buyers.

Since 2014, the company is an importer of wine TM Bostavan, which is produced in Moldova. A problem appeared in this connection: unknowing and unrecognizability of TM Bostavan by customers. For the decision of this problem it is necessary to choose marketing indexes which will define having a special purpose orientiry of marketing strategy.

Internal indexes are a volume of sales. For 6 months 2014 (from January for June) the volume of sales of wine of TM Bostavan made 900 000 Uah, that on 15 %