

PARTICULARIZED INFORMATION SYSTEMS AS AN ELEMENT OF STOCK OF ORDERS MANAGEMENT PROCESS

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Modern management conditions based on the marketing concepts, economy of stable development, globalization, general quality control and orientation to the consumer that had been formed in so-called epoch of "The Economic Renaissance" are demanding practices from the modern business new approaches to the industrial and economic activity organization process, data ware, stock of orders management process etc.

The one from the actual problems which had on the agenda for all scientific-industrial enterprises, that had appeared on realization of marketing projects and forming the stock of orders was got a problem of absence accurate mechanism that was capable to ensure institutional and organization support of interchange process at the conditions of exchange relations. Major task of this mechanism is utilization support of consulting firms' potential for decision of accurate marketing problems, forming of bracing that will be able to help to enterprises takes necessary marketing information and executors which will be capable to realize accurate marketing projects with maximum efficacy.

Forming of this mechanism assigns a work on the two interrelated directions. The first direction is creation the information base for enterprises use. Second – is the permanent coordination employ and offer to enterprises accurate executors.

In our opinion, one of the effectiveness ways of task this one in two solution can be creation "The National Marketing System of Ukraine". As an example, it can be the business model of "ABB" corporation which was built Percy Barnewik at the base of global specialists' network or "The National Marketing System of Russian Federation" that was created in Marketing Association of Russian Federation.

ECOLOGICAL PRODUCT PACKING

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Protection of environmental from the impact made by the results of people's industrial activity becomes urgent and important target for society. Because of that the packing is supposed to play its protection role. First of all it is to protect people and the objects around — shelves, loading facilities, storage areas, city — from pollution and harmful impact of the product. Moreover, the impetuous development