

MARKET RESEARCH TOOLS INDUSTRY

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For efficient operation of the industry is to explore the major features of the market tool industry.

Firstly we must always bear in mind that the demand for cutting tools depends on the changing range of manufactured goods, which also defined the relevant market. This means that each producer must simultaneously prepare themselves not to the fact that all production stages will be held successfully, and to a variety of surprises.

The second feature is associated with a theoretically guaranteed demand for cutting tools. Indeed, it is difficult to imagine any company producing industrial goods without mechanical processing of raw materials. This factor provides a significant advantage because manufacturers do not have to work in conditions of uncertainty distribution. Flexible manufacturer able to use this advantage with greater efficiency.

The third feature follows from the specific features of storage and transport tools. Tool materials in mind the specific conditions of work must have high hardness. This should be added the need to protect the tool material from corrosion and damage work surfaces during storage. Therefore, the manufacturer must seek a limited time frame to sell their products either to the consumer or reseller. Finally, the most important feature of the market cutting tools due to the fact that much of the consumers of these products are concentrated in different regions. Therefore, marketing involves a large number of intermediaries, which means a loss of income producers. Now in most developed countries the marketing costs are 65 - 70% of the cost of production, producer is only 30 - 35% of the value of goods they produce. Depending on the size and specialization of production is formed and the task of marketing.

Соціально-гуманітарні аспекти розвитку сучасного суспільства : матеріали Всеукраїнської наукової конференції викладачів, аспірантів, співробітників та студентів факультету іноземної філології та соціальних комунікацій, м. Суми, 19-20 квітня 2013 р. / Відп. за вип. В.В. Опанасюк. — Суми : СумДУ, 2013. — Ч.2. — С. 96-97.