

From the information considered it is easy to make a conclusion about moving vector of the whole IT world. We are migrating to the net either users or developers. It is a good tendency while developing in WEB and for WEB is unbelievably comfortable, easy and fast to deliver useful products to the users throughout the world. Although, people are still speeding up world of software. Education becomes shorter till developers learn new technologies and instruments on-fly.

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DEVELOPMENT OF LOW-BUDGET AIRLINES IN UKRAINE

Air transportation is the most important and integral part of the economy of the developed countries. There is a whole range of systemic problems despite the positive dynamics of growth in the domestic air transportation in Ukraine today. The model, used by the national airlines today, is not suitable for both internal and external airline markets.

The end consumer can't afford paying a lot of money for tickets, offered by the airline. This is a well-known fact, that in the period of economic crisis, inflation affects the income of the consumers significantly. Maximizing the profit of airlines should be achieved at the expense of affordable prices on airline tickets that will increase passenger traffic.

Low-cost airline has built a completely new business model, based on high productivity and low costs.

The significant factor in the low-cost airline is the efficiency of business, which is higher than traditional carriers. They offer tickets at low prices. That is why the passenger traffic increases. This allows airlines to get more aircraft hours, more profit with the less number of employees and less spending on each passenger seat. The main factors to achieve this effect are: using the modern and young fleet (new aircraft consume less fuel and less likely to break); excluding the cost of optional elements such as flight catering, less staff; sales of airline tickets over the Internet.

Another feature of the air transportation market of Ukraine is that, the model of air transportation is not always effective on domestic routes. The airline's performance depends on the end-users, i.e. passengers, because they define how and where to fly. Modern passengers in a much greater degree are differentiated according to their needs, compared to passengers of the last century.

The differences in age, income level, purpose of travel, form a different perception of such factors as price, quality of service, schedule, etc. However, trying to satisfy the diversity of consumer requests in the unfavourable conditions of the environment, the air carriers will, eventually, offer quite a similar set of services, sometimes of poor quality, that does not allow them to speak about competitive advantage.

Thus, Ukraine faces an acute need for new solutions that would help the airlines, which operate on domestic routes, run their business successfully and to meet the requests of passengers. The one type of solution is called low-cost operating model. The introduction of this model is confirmed by a number of market research.

Foreign airlines do not risk to open new routes in Ukraine today, but connections with major European cities has already been established and passenger traffic is made up.

Development of low-budget airlines is an important and relevant aspect in the domestic air transportation market of Ukraine. Unfortunately, not everyone can afford spending a significant amount of money on airfare. The technique of low-cost provides the minimum prices for tickets and designed for people with low and middle incomes.

Nowadays the development of low-cost airlines in Ukraine is a very vital issue. Pricing policy of low-cost airlines is focused on:

- people, who have serious problems with their health (as they require urgent treatment and cannot use other types of transport);
- people, who want to save a lot of time and money on air transportation;
- people with small children and aged people who have difficulty withstanding the moves for the long haul;
- business people.

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MULTINATIONAL CORPORATIONS IN UKRAINE

Nowadays multinational corporations are the driving force of globalization.

These companies play a leading role in the internationalization of production, the process of expanding and deepening productive ties between enterprises in different countries. At the beginning of the third millennium, the international production of goods and services within multinational corporations amounted to