

perception of the brain surrounding. Virtual reality can intensify seasickness, phobia, that are peculiar to man. In business, this technology is most often used as part of a curriculum for conducting trainings and various simulations. This tool becomes more popular in the field of sales: an interactive demonstration of products and services; test drive; VR-stores; games with product placement using. Industrial enterprises that produce complex equipment use virtual reality as part of a product demonstration in order to explain the internal mechanism structure.

They're yin and yang, two cutting edge technologies that could change the world, but currently involve dorky hardware and are the subject of fascination for the world's most influential people in technology.

Market experts believe that the proliferation and development of new features of added reality and cheaper equipment for virtual reality, will be used everywhere by 2020. They can give a significant competitive advantage in the struggle for the client.

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THE MARKETING IN MANAGEMENT

The three steps of planning, implementing, evaluating and controlling are the basic processes for managers. In sales management, planning involves such problems as organizational structure, territory design, and establishment of sales quotas. Implementing includes selecting, training, and motivating sales representatives.

Evaluation and control are vital parts of the management process. As the opening scenario suggests, management needs feedback on the effectiveness of its plans and the quality of their execution to operate more effectively; otherwise it is easy to lose sight of the firm's objectives and how to achieve them. A firm with no effective evaluation and control programs can easily end up under full power and no direction, consuming resources to no effective end, much like a ship that has lost its directing because of a broken compass.

Company goals initiate the process and guide the formulation of plans. Once designed, the plans need to be implemented to become part of the daily operations. The firm then needs to collect and organize information about its operations so it can compare these data with its goals to determine how well it is doing. This evaluation and comparison provide the control for the enterprise. They allow the assessment of where the firm is now versus where it wants to go so corrective action may be taken.

The most thorough mechanism for evaluating the marketing effort is a marketing auditing. A marketing auditing is a complete, systematic, objective evaluation of the total marketing effort of a firm. Marketing audits examine the firm's goals, policies, organization, methods and procedures, and personnel. They also assess the firm's position and its strength and weaknesses so a new course can be plotted if necessary.

The two basic types of marketing auditing are vertical and horizontal. The horizontal auditing is often referred to as a marketing mix audit in that it examines all

the elements that go into the marketing mix. It emphasizes the relative importance of the various elements and the mix between them. In contrast, the vertical auditing singles out selected elements of the marketing operation for study and evaluation.

The horizontal auditing is a system in which the focus is more on the relationship among marketing activities. Certain activities may be isolated for more detailed investigation through the horizontal auditing, but that is not its main purpose; that is the purpose of the vertical auditing. The vertical auditing is complete, objective, systematic analysis of one part of the total marketing effort – for example, the personal selling effort.

The most thorough evaluation mechanism is a marketing auditing, which is a complete, systematic, objective evaluation of the total marketing effort of the firm. The sales management auditing is an example of a vertical auditing because it is the detailed analysis of one part of the total marketing effort. The sales management auditing should examine objectives; policies, organization, methods, and procedures used in managing the personal selling function, as well as assess how individual personnel are performing.

A sales analysis can be one of the most revealing inputs in a performance appraisal. A sales analysis involves gathering, classifying, comparing, and studying company sales data. The study may simply involve the comparison of total company sales in two time periods, or it may subject thousands of component sales figures to a variety of comparisons. One real benefit of a sales analysis is in highlighting the concentration ratio, or the 80/20 principle, for products, customers, and the like.

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CHOICE OF AIRCRAFT SIZE

For many years investigation of air transportation industry has shown that the demand for this type of transportation has a tendency to increase. Furthermore, the demand is predicted to grow incredibly in the future, so airlines and airports will face many problems, one of which is congestion. The other industrial phenomenon is the small aircraft chosen for operation which also makes contribution to current market imperfection.

When traffic volume increases, transportation is expected to be provided by larger capacity vehicles. This can be referred to services held by all transport modes except aircraft. Boeing and Airbus do not predict high growth in the number of wide-body airplanes. The reason is that operators seek balance between satisfying increased demand for air transportation and costs of the transportation. To meet growing demand airlines can decide whether to increase service frequency, load factor or size of the aircraft. Usually load factor can be increased only to a certain point. Here airline operators are left with two variants. As practice shows service frequency is preferred to be increased. Now the question arises: “What are the reasons of airlines refusal to operate bigger airplanes?”