

**II Міжнародна науково-практична Інтернет-конференція
СУЧАСНІ ДЕТЕРМІНАНТИ РОЗВИТКУ БІЗНЕС-ПРОЦЕСІВ В УКРАЇНІ**

УДК 338.24

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MARKETING OF INNOVATIVE COMPANIES

Territorial marketing ensures the success of the territory, that is, the degree of civilized market relations in the area. As on-site should be comfortable to live, work and develop, and for this we must first develop the infrastructure of residential areas, industrial areas, overall market infrastructure.

To the main arguments that allows you to manage the long-term interests of the territory by its consumers include: arguments of the function, and argument development.

Speaking about the arguments of the functioning of the site, it should be noted that these include: ensuring personal safety and the protection of public order; condition and operation of housing (including hotel) Fund; roads and transport; water, gas, heat, electricity; garbage collection; parks and landscaping; the availability and development of schools, preschool institutions).

Among the arguments prospects, it is necessary to emphasize the emergence of new and development of old industries; the dynamics of production and market infrastructure; level of employment and its structure; standard of living; investment dynamics; development of higher and postgraduate education.

In our opinion, today, a special role in the marketing of territories is the treatment of solid waste.

The purpose of the program the company WASTE MANAGEMENT SYSTEMS INC is the creation of a system of systems for the sorting and recycling of

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solid waste with the introduction of the European experience of waste management, reduce environmental and sanitary-and-epidemiologic burden on the natural environment of the country.

The program foresees creation of a system of complexes for processing and sorting municipal solid waste: implementation of innovative system of separate collection of solid domestic waste; collection of bulky and construction waste, the introduction of separate waste collection systems in large commercial customers; creating a mobile waste sorting and waste treatment facilities; creation of motor transport for transportation of alternative fuels, secondary raw materials, compost; the introduction of computer-based dispatching system using gps navigation; design and construction of a waste sorting and recycling plant. Benefits and principles of innovative underground collection system:

- **60% is underground:**

- Saves space;
- The coolness of the ground minimizes odors. (the oldest waste is at the bottom, in the coolest part of the container);
- Gravity compactes the waste by its own weigh to hold 20% more waste.

- **Lift based emptying improves work safety:**

- No heavy manual work;
- Waste is well contained, no sharp objects stick out for instance;
- Decreased emptying traffic improves yard safety;

- **Water proof and durable construction:**

- Container, lid and filling door structures keep the water out;
- No need for a separate waste bin shelter;
- Containers can be locked;
- Few moving and breakable parts;
- Maintenance and cleaning services for added convenience;

- **Adjustable appearance:**

- Multiple framing alternatives;

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- On top of standard framings, possibility for customization;
- With adjustable appearance the product will suit beautifully to the surrounding;

- **Economic advantages:**

- Fewer emptying pick-ups;
- Reduced fuel consumption;
- Less emptying personnel;

- **Environmental benefits:**

- Quiet emptying;
- Aesthetically attractive encourages cleanliness;
- Reduced CO2 emissions.

Indeed, the ecological brand gives users a strong intangible benefits.

Such a brand owned by the company WASTE MANAGEMENT SYSTEMS INC, as the company is engaged in social projects, development of volunteerism, the learning process on waste management that is socially responsible nature of the business.

УДК 339.137.2

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МЕТОДИ КОНКУРЕНТНОЇ БОРОТЬБИ В УМОВАХ РИНКОВОЇ ЕКОНОМІКИ

Необхідною умовою ефективного функціонування механізму саморегулювання ринкової економіки є конкуренція. Вона є важливою