

MARKETING RESEARCH OF THE TELECOMMUNICATION SERVICES

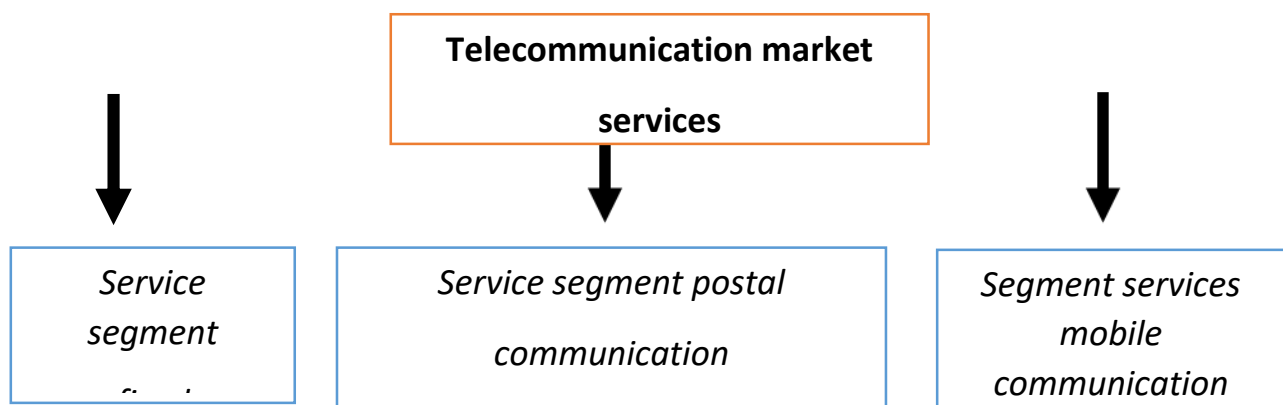
The term of marketing research has been discussed. Its importance and role in the system of marketing has been determined. The main directions of market research, the stages of marketing research process and research methods have been presented.

The aim of this research was to reveal the essence of marketing study, monitoring of the telecommunication marketplace in Ukraine. Marketing research is usually the first step in the marketing process, after ideas for products are conceived.

Before you start marketing research, you need to determine the state of the enterprise, to establish whether the development of the firm is possible while maintaining the financial policy, to evaluate scientifically technical potential.

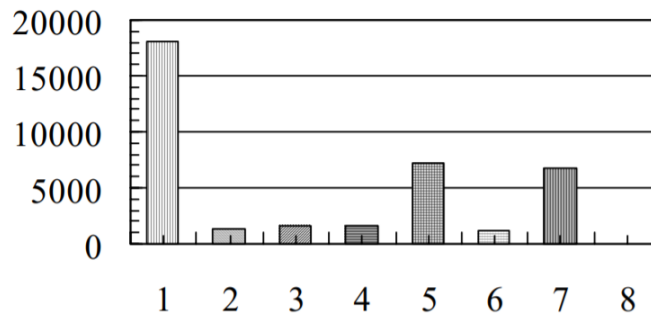
Increasing competition in the telecommunication market intensifies its research. For 2007 communication services were sold to consumers in the amount of UAH 40.0 billion, in particular to the population - in the amount of UAH 16.1 billion, which is 19.4% and 20.7% more than in 2006, respectively. In general, telecommunications provide more than 9% of GDP. If in 2003 the market share in total GDP was 4.9%, in 2004 - 6.1%, in 2005 - 6.5%, in 2006 - 6.4%, in 2007 - about 9% [7, p.367].

The segmentation of the telecommunication services market is shown in Fig. 1.



Revenues in the industry exceeded the figures by 23%. The largest share in total revenues include mobile services - 49.4%, fixed telephony - 19.6%, sales of computers - 18%. [5, p. 145]

The main revenues of the ICT industry by market segments are presented in Fig. 2.



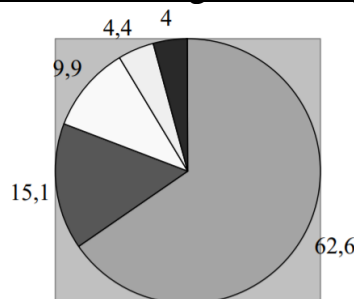
UAH million

1. Mobile communication
2. Postal service
3. IT services
4. TV and radio programs
5. Fixed connection
6. Computer communication
7. Implementation

In the field of informatization in 2008, business entities were provided with services on UAH 1.6 billion, of which UAH 140.4 million to the population, which is 26.1% more than in the previous year. The amount of communication services provided by operators of all forms of ownership is UAH 29 billion, of which UAH 11.5 billion, consumption of communication services per capita in Ukraine increased by 19.8%. [3]

In general, the volume of communication services provided increased at the fastest pace: transmission and reception of television and radio programs, radio communication (29.2%), computer (27.4%), of which access to Internet (26.5%), mobile and local telephone (26.9% each). [6, p. 91].

The share of services communication is given in Fig. 3.

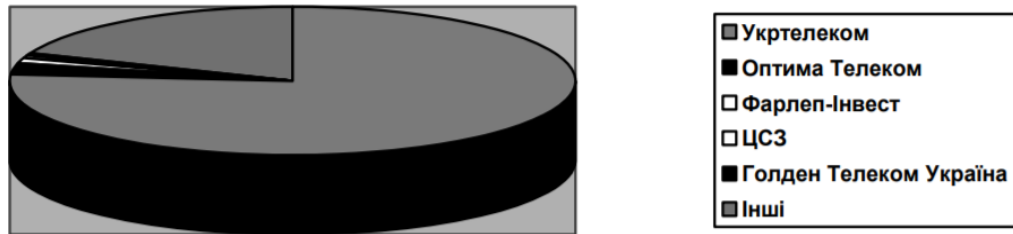


- 4 – Computer
- 4,4 - Postal
- 9,9 – Local telephone connection
- 15,1 – Long-distance and international
- 62,6 - Mobile Communication

After 2000, there was a high rate of development of telecommunications and communications systems. They remain the most dynamic sector of the communications market and mobile communication networks, which now cover almost the entire territory of Ukraine.

In 2007, the share of mobile services in the total revenue of the sector telecommunications increased from 31.3 to 66.3%, while the share of fixed telephone services communication decreased from 59.6% to 25.7%. [2, p. 245]

Dynamics of the share of fixed telephone and mobile communication in the total revenues of the telecommunications sector in 2003 - 2007,% is shown in Fig. 4.



Back in 2004, this figure exceeded UAH 20 billion, and today this industry is one of the most promising in Ukraine. Leading operators' revenues are close 92%, the first 5 of which receive 88% of income (Table 1) [1, p. 145].

Доходи провідних операторів зв'язку

№	Оператори зв'язку	Доходи, млн. дол.
1	ВАТ «Укртелеком»	1500
2	МТС	380
3	Київстар	1035
4	Холдинг «Оптима»	158,4
5	«Голден Телеком»	73,8
6	Холдинг «Фарлеп»	59,1
7	«Астеліт», «ЦСЗУ»	56,3
8	«Велтон. Телеком »	49,7
9	«Воля-Кабель»	-
10	ЗАТ «Датагруп»	-

If we compare the growth dynamics of market components over the past year, we have the following.

Indexes:

- telecommunications market - 28%;
- industry - 6.2%;
- economic growth in general - 7%.

It should be understood that the main market shares in terms of profitability are occupied by three players: “Kyivstar”, “MTS-Ukraine”, “Ukrtelecom”. Each of them occupies approximately 25-30% of the market. Other players account for 10%.

The largest companies in the Ukrainian telecommunication market:

- UMC;
- Kyivstar;
- Optima;
- Golden Telecom;
- Farlep;
- Datagroup.

In most CIS countries, communication can develop at a faster pace, creating the conditions for accelerated economic and social development of the country. An international digital network has been created and long-distance communication, which meets the demand for these services [4, p. 115]. The length of digital channels long-distance and zonal primary networks is about 60% of the total length of the channels primary network.

CONCLUSION

In recent years, the telecommunication industry in Ukraine is showing some of the highest growth rates. It plays a huge role in balanced development of the global and regional economy, as it is a connecting link in industrial sphere, in the sphere of services and consumers, and various geographically dispersed parts of the country and economic centers. Stimulating human communication through communications,

modern means of telecommunications are becoming a necessary condition for social cohesion and cultural development of all countries. This situation requires companies operating in the market to expand the range of services, ensure the constant availability of resources, impeccable service, which, in turn, allows you to be competitive in the market.

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