

ABSTRACTS

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MARKETING ANALYSIS OF THE PROSPECTS
OF DEVELOPING CHILDREN'S CENTERS IN UKRAINE

Education has a significant influence on the intellectual potential of Ukraine. It is highly competitive in the global market. However, economists consider that building intellectual capacity, including human capital, depends on development of higher and vocational education, science and practical experience but human capital formation begins much earlier. However, agencies that would be involved in the development of high-quality preschool are missing. The ratio of seats in the kindergarten is 100 to 107 children (in the cities it equals 100 to 113), and this trend has continued to the present time. The analysis has shown that the political and economic factors influence the development of kindergarten negatively. Among the identified factors the most influential ones are negative factors. It demonstrates the considerable political instability in the country and the low activity of the state as to the national economic support of pre-school education. The market of educational services for preschool children in Ukraine is increasing rapidly. Particularly high demand is for services of early child development. It is not only a new trend, it is very promising business that promotes human capital and intellectual potential of Ukraine. To operate successfully centers of early development should regularly carry out marketing analysis of both external and internal environment to develop a marketing mix based on it that would not only satisfy the needs of potential clients but also maximize effectiveness of organization.