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MARKETING PRINCIPLES OF «APPLE» CORPORATION

«Computer for the rest of us»

The motto of the “Apple”

We are at the beginning of the 21st century – the "digital age," as it is called. The computer industry is one of the largest in the world, it has dozens of largest international corporations and earns huge amounts of money. On the global computer market, there are several platforms designed to solve various and similar tasks: Wintel (IBM PC), Apple, Sun.

Apple Corporation, early Apple Computer, Inc., is a multinational corporation that creates household electronics, software, and commercial servers. Apple was founded in Cupertino, CA on April 1, 1976 and incorporated January 3, 1977. Its founders are Steve Jobs and Ron Wayne.

Today's product strategy is the basis of Apple's marketing strategy. In addition, it has become a competitive edge for the company and its leading products, including MacBook, iPod, iTunes, iPhone and iPad. One of the reasons for the success of these products is that they are convenient and very intuitive compared to their competitors. They are also unpretentious and perfect designed [1].

So what principles Apple guided by planning its marketing activities?

1. Success in simplicity.

Unlike other companies, the key to the success of Apple advertising is simplicity. The company does not use bright pictures and loud sounds, promoting the product, and often does not even indicate where to buy it. Apple gadgets speak for themselves.

2. Interaction with the product brings pleasure.

Apple marketing is based not only on advertising. The main thing here is the experience of interacting with the product. To come new clients, and the old ones came back, people need to enjoy the product. The Apple Store stores dozens of tables that can test Apple gadgets and experience what it is like to own an iPhone, iPad, iPod or Apple Watch.

3. The atmosphere of mystery around new products

Apple regularly manages to create before the presentations in September, and this is also one of the factors of success. The pressure is thrown up, and everyone wants to know what the company invented this year.

4. Working with opinion leaders.

Ask a popular blogger on Facebook to test the product and write about it your mind - it's easy. As soon as the opinion leader writes the post, readers will be interested in the product and will order it.

5. User's feedback.

Apple is good at collecting product reviews from simple users. For example, a free trial period or sample of a product can be exchanged for a review that you publish on social media sites or on a site. Make sure each signature is signed and next to it is the user's avatar. If you have a product for the B2B audience – add a link to the client's site to increase trust.

6. Focus on the value, not the price.

Apple never participates in price wars. They keep their prices, although they are much higher than competitors. The company can afford it because it communicates to the user the unique value of the product. Apple focuses on the user's enjoyment of the product – design, features, branded applications, ideal for user experience. No matter what kind of gadget is being discussed, Apple makes sure that users do not spare the money spent on the expensive device.

7. The only line in all activities.

Be consistent. Demonstrate that your brand can always be relied on and that you fulfill what you promise. Take a look at all your marketing materials and make sure that they are created in a single spirit and style.

8. User's experience, not just a product.

Anyone can make a new product, but not everyone will create an experience that will be remembered by users and through which they will come back again and again. To create such an experience, you need, including, be able to tell stories and include in the user experience sensory responses to user actions. For example, when a person touches an icon, it changes a color. Such techniques immerse the user in what he does.

9. Talk to people in their language.

In the Apple communication there is no place for terms and complex concepts that only confuse the user. Apple speaks with people in a language that they understand without voltage. Explore what your potential customers are writing on social networks. Focus on stories about those aspects of a product or service in which customers are most interested. Speak with them in the language they use for everyday communication.

10. Appeal to emotions

Apple users have become the most enthusiastic evangelists of the brand, because the company managed to reach them emotionally. In Apple's advertising products, happy people spend great time with ipads and iphone, and there's no word about the amount of memory or battery [2].

The fact that principles successfully work and bring their positive results show as the following numbers. The company's revenue for the last quarter of 2017 amounted to \$ 52.6 billion, an increase of 12% compared to a year earlier, while net income per share for the quarter amounted to \$ 2.07, showing an increase of 24%. International sales accounted for 62 percent of quarterly earnings. All of us saw the financial results of Apple seen, so Apple Store's stores bring the apple company a

great deal of money. Moreover, these stores have been ranked first in Fortune's "Highest Profitability per square meter" for several years. However, analysts from the company Asymco have decided to still find out more accurate figures. The result of them the study has become the figure - \$ 89.60 - this is exactly Apple's revenue from a single Apple Store visitor.

Apple has grown its visitors by about 10% in the last quarter, earning revenue from its stores up to \$ 13 million [3].

Steve Jobs can be considered a marketing revolutionar, which turned Apple, which was on the brink of crash, into one of the most profitable corporations in the world. Steve Jobs is an example of a successful person who has achieved everything himself. He had a goal he successfully realized in the world-famous company Apple. What are his secrets to success? What did marketing mean to him? According to him, marketing is all that is related to values. In such a globalized world, it's hard to remember a whole array of information. That's why Steve Jobs stressed that what should be done so that when people heard about the Apple brand, there was a certain image of the association.

Here are some of his basic rules:

- 1) Find the right mentors. Always try to learn something new, take on the experience of great people.
- 2) Have your own principles. Be unique and do what will distinguish you among others.
- 3) Spend money. Jobs was a real showman and a fan of broad gestures. A striking example of this is the famous commercials of the new Macintosh "1984". As always, Jobs decided to play "great". He hired the director of "Alien" and "Running On the Run" by Ridley Scott and spent \$ 900,000 in order to take out a 60-second video and another \$ 800,000 to scroll him once during Super Bowl. This was a big risk for the company, especially given the fact that the success of the commercials was completely unclear. In fact, Apple's leadership hated such an advertisement so much that it did not want to launch it at all. But the big bet has played.
- 4) Keep secrets and generate secrets. Steve Jobs was a wizard in the presentation of products and the creation of a mystery around them. Before Jobs introduced iPhone, the whole world was discussing it for a year, outlining photographs of alleged prototypes of the device, designers created their own versions of the appearance of the future phone from Apple[4].

So, all this is an example to follow. Success depends on our desire to embody it and what exactly we do for that. The triumph of Apple Corporation will always be associated with the charismatic personality of a great person, smart marketer Steve Jobs.

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РЕІНЖИНІРИНГ БІЗНЕС-ПРОЦЕСІВ У МЕДИЧНИХ ЗАКЛАДАХ

Актуальність теми даного дослідження обґрунтована потребою в надзвичайно оперативній і ефективній заміні та вдосконаленні бізнес-процесів як в системі охорони здоров'я в цілому, так і безпосередньо у всіх лікувальних закладах, оскільки саме такий виклик ставлять перед нами рефінанси, які відбуваються нині в галузі і суспільстві.

Заміна низхідної директивної моделі функціонування системи охорони здоров'я на пацієнт-орієнтовану з акцентом на профілактику та соціальну захищеність, заміна директивної моделі управління в галузі на підвищення рівня управлінських компетенцій, починаючи з лікарів загальної практики до управлінців усіх лікарень, заміна адміністративної моделі управління закладом власником (радою/адміністрацією) на модель підприємства з наданням послуг та існуванням в умовах бізнес-плану і бізнес-стратегії.

Тариф, медична послуга, «кошти за пацієнтом», e-health, НСЗУ, контракти, декларації – це не лише нові терміни, які з'явилися в медичних закладах, а і ціла система понять і змін, які необхідно імплементувати в модель існуючої системи для того щоб на виході отримати якісно нову модель закладу охорони здоров'я з орієнтуванням на потреби пацієнта, економічну доцільність та громадське здоров'я. Ці виклики підсилюються війною, зневірою суспільства до проведення реформ та значному як матеріально-технічному, так і кадровому (зокрема, в частині підготовки та вмотивованості управлінського ресурсу) зuboжінню галузі, яке наростало на протязі 26 років.

На нашу думку, це вимагає негайного реінжинірингу більшості бізнес-процесів та формування нових компетенцій в системі управління ресурсами, клієнтами, закладами, системою з орієнтуванням на принципово інакшу бізнес-модель.

Прикладом може служити робота закладів, які надають первинну медичну допомогу. Якщо до нині головним постачальником та замовником послуг цих закладів була держава та органи місцевого самоврядування через вертикаль медичного управління, то нова моделі охорони здоров'я передбачає формування пацієнт-орієнтованої моделі роботи. Людина, громадянин України, стає головним постачальником фінансового ресурсу в лікувальний заклад через укладання, а в подальшому продовження, або перепідписання декларації з сімейним лікарем. Головним замовником послуги виступає держава, яка, як регулятор, визначає параметри кількості і якості цієї допомоги в межах обмеженого бюджету та фіксованого тарифу.