

"place of sale" helps to build the correct distribution model (or delivery of the goods to the end user), and the last one "promotion" answers the question "How will the information about the company's product spread in the market?".

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## **VIRTUAL AND AUGMENTED REALITY: CHALLENGES AND PERSPECTIVES**

The technologies that create the effect of presence give consumers the ability to combine the physical and digital world, and create an effect of reality. Due to the fast development of innovations, such devices have already appeared in work spaces and are used in many industries, such as: construction and design, automotive industry, manufacturing, logistics, and of course facility management.

Nowadays the technology with the effect of presence are distinguished into the augmented reality (AR) and the virtual reality (VR). But while AR and VR have a lot in common, they could also lead us in totally different paths in entertainment, gaming, communication and more. The difference is that in a virtual reality, the picture is created from scratch and does not encounter real objects, and the augmented reality adds a picture to the space that already exist and things in it.

Let's consider more instances, which are associated with AR. Today, there are plenty of software products for business and entertainment, which are based on these technologies. In 2014, the global market for AR amounted to 1.72 billion dollars, but the technology becomes so popular that analysts predict that by 2020 this figure will reach \$ 56.8 billion. One of the most important benefits of augmented reality is the absence of the need to buy additional equipment or headsets. The programs can be installed on any modern tablet, smartphone and computer. This technology is widely used in business and organization of work processes. Often, the added reality is used to record and reproduce the steps by step plans in task performance. It perfectly illustrates the process from start to finish, which allows you to analyze all stages of work very quickly and effectively. In addition, it is a powerful communications tool that allows users from different places to see the same 3D image and communicate with each other in the real time.

Speaking about VR, I can not help saying, that there are more than 40 millions of different VR technology devices and the market for it will reach 30 billion dollars by 2020. This is lower than the augmented reality forecasts. The main reason why are: the need of an extra set of special eyepieces, joysticks and physical sensors, gloves that remain quite expensive.

The main advantage of this technology is the full immersion in the created reality, with the ability to feel and analyze all the advantages and disadvantages of planned actions and simulate the options for the events development. There is also one major drawback – this is a possible disorientation, as technology directly affects the

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