

Abstract of the Article
“Development of Marketing Strategy of Investment Activity
of the Trading Company”
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Object of the study is ATB-Market limited liability company (Company), an owner of a large supermarket chain. It is a retail company that provides Ukrainians with a wide range of goods both everyday products (different household goods, personal hygiene goods, drinks and food etc) and durable goods (blankets, furniture and other interior features, domestic appliances, audio and video equipment, audio and video discs, computers etc). Supermarkets of the company are located in various towns and cities of Ukraine.

The article describes an unusual idea. Its essence is that Ukraine is a country of students. Along with majority of Ukrainian speaking population, quite a big part of population is represented by people whose language and culture have noticeable ethnic peculiarities and differences. Particularly the Chinese, Vietnamese, Arabs, Hindu and other ethnic groups. Together with the usual consumer goods they also buy specific goods of the ethnic character. For example, foreigners are willingly buying very hot souces, postcards, magazines and films in English as well as US music performers.

As a result of the study we have suggested a variant of marketing strategy development of investment activity of the trading chain – providing an ethnic shelf. The further study is directed to the obtaining of specific quantitative assessment of investment directions, for example, by means of the linear programming model.