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*The program of loyalty is consider as one of the most effective instruments for interested consumer in the receipt of favour or acquisition of commodity at a certain company. The aims of the program of loyalty are indicated and basic factors which do its effective are analyzed.*

[6].

[5].

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*The concept marketing potential as a component of marketing activity of the enterprise and its policy in this sphere is investigated. Stages of diagnostics of marketing potential are described and the expediency of its carrying out in modern market conditions is proved.*