

fixed point numerical procedure for solving (6)-(7) by exploiting certain features of demand functions (4). The numerical procedure is implemented as a package in Matlab. Using this package allows to change environment variables, such as firm's costs, product characteristics, industry structure etc. to obtain a numerical impact of changing own firm's strategic variables. Such simulations can be valuable to all firms engaging in promotion activities to find proper advertising expenditures and to study robustness of the solution to changes in the business environment.

References: 1. State Statistics Committee of Ukraine <http://www.ukrstat.gov.ua/> (29.01.2008). 2. *Grossman, G. and Shapiro, C.* (1984) "Informative Advertising with Differentiated Products", *Review of Economic Studies* 51, 63-81. 3. *Nelson, P.* (1974), "Advertising as Information", *Journal of Political Economy* 82, 729-754. 4. *McFadden, D.* (1973) "Conditional logit analysis of qualitative choice behavior," in P. Zarembka, ed., *Frontiers in Econometrics*, New York: Academic Press 43, 217-223. 5. *Akerberg A., Rysman M.* (2005) "Unobserved product differentiation in discrete-choice models: estimating price elasticities and welfare effects" *Rand Journal of Economics* , 63-81.

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NPV, PB PI.