

provides rational material resources usage, increases labor productivity as well as profitability of manufacture.

[1].

[7].

419242,19

: 1.

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The following article is dedicated to important aspects of the advertisements working out process such as choosing a color and choosing a form according to their psychological characteristics. It contains the analysis of the consumer perception of different colors. As a result of research the algorithm of the advertisements working out process is offered.

90

38%,

40%

22%.

: 100% -

; 90% - ; 85% - ; 60% -

; 47% - ; 42% - ; 22% - ; 17,5% -

; 14,5% - ; 9,5% - ; 7,5% - ; 3,5% -

. [4]

[1]

3

[3; .76]

- 1.
- 2.
- 3.
- 4.
- 5.

: 1.

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« »

The aspects of planning of volumes and pattern of production are considered. Modern position of coal industry of Ukraine is analyzed. Problems are presented, on the decision of which it is necessary to send basic efforts.

[1].

[2].

- 1)
- 2)
- 3)
- 4)

[3].