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$$PY_x = \frac{Q_{i.n.}}{MF} \cdot 100\%$$

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$$BPЧ_n = \frac{PЧ_n}{PЧ_{нн}},$$

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3 — 2007-2010 .

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	“ ”		(“ ”)	
	2007 .	2008 .	2009 .	2010 .
, %	14,2	10,2	34,9	35,8
, %	6	12	10	14

149,8 192,8 .

1)

“ ”:

$$= \sqrt[3]{\frac{10,2}{14,2}} = 0,89 .$$

2)

:

$$= \sqrt[3]{\frac{192,8}{149,8}} = 1,09 .$$

3)

(“ ”):

$$= \sqrt[3]{\frac{35,8}{34,9}} = 1,01 .$$

4)

“ ”:

$$= \sqrt[3]{\frac{12}{6}} = 1,25 .$$

5)

(“ ”):

$$= \sqrt[3]{\frac{14}{10,2}} = 1,12 .$$

6)

:

$$= \frac{0,89}{1,09} \times \frac{0,89}{1,01} \times \frac{1,25}{1,12} = 0,8 .$$

0,8( <1)

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In this article the issue of forming a marketing strategy in the beer sector enterprises, the methodological approaches to measuring the effectiveness of marketing strategy that enables businesses to determine which markets work, what the consumers, product and pricing policies.

**Keywords:** marketing strategy, the effectiveness of the marketing strategy, the beer industry, the market share of the company, the relative market share, growth rate.

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