

СЕКЦІЯ № 3. КОМЕРЦІЙНА, ТОРГОВЕЛЬНА ТА ПІДПРИЄМНИЦЬКА ДІЯЛЬНІСТЬ

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MODERN ANALYSIS OF THE SERVICES MARKET IN UKRAINE

Modern civilization is at a fundamentally new stage of development, which is totally different from all previous ones and is characterized by certain "economic stresses" [1]. Ongoing "economic stresses" lead to a further progressive acceleration of economic life; significant intensification of competition, especially for information and intellectual resources; accelerating the change of generations of technology and technology, reducing their "life cycles"; increase of production productivity and labor productivity; increasing the health's role as a competitive resource [1]. All these factors contribute to the dynamic business development in the service sector, which in the current economic environment remains the economy sector only, which in times of structural crisis increases production volumes [2].

The service sector development depends on successful functioning of the manufacturing sector (70%) and only 30% on the household income. Therefore, in order to overcome the economic crisis in this services sector, firstly, it is necessary to stabilize the political problems in the country, to restore jobs, to set up the industrial enterprises.

Also, the development of the service sector in Ukraine requires the attraction of additional investments, including foreign ones. Attracting foreign capital provides not only the flow of necessary financial resources, but also technically efficient service delivery methods, which will improve their quality, ability to compete with domestic service providers, which will significantly strengthen Ukraine's position in the global services market. The achievement of these goal are possible under only the country's structural economy transformation into innovative one with the involvement and activation of regional growth.

According to the Ukraine's State Statistics, the part of service companies from March 2016 to the same period in 2017 increased in 13 times. One of the most promising categories of services in Ukraine at the moment can be underlined: cleaning services (complex and partial cleaning of housing, office space) - 36,7% of the total

number of service orders; logistics and warehousing (transportation, storage) - 21.13%; home craftsman (plumbing and electrical work, small repairs) - 14.98%; construction works (separate specialized or complex services) - 7,36%; courier services (parcels delivery, purchases, gifts) - 3,79%. The most market consumers in Kyiv with more than 63% of orders, which is explained by the highest concentration, then Kharkiv (7.1%), Dnipro (6.3%), Odesa (4.8%), Lviv (3.6%).

Summing up, we can said that the development of the services market can provide an additional impulse to the whole development of the Ukrainian economy. For this purpose it is necessary to create a basis for the implementation of the self-regulation mechanism of the domestic services market to enhance the services competitiveness in international markets [3].

Today, these processes take place in Ukraine rather slowly, which is due to several important factors. For example: most of the service companies business processes are "in the shadows"; there is a significant shortage of skilled experts with specialized education; low solvency due to devaluations and inflations processes; the unwillingness of domestic consumers to a high level of services quality; policy significant impact on business processes.

Thus, more attention has to be given to minimizing consumer risks in the services market, which are related to the services volatility, the lack of guarantees and the complexity of individual transactions that impede or encourage the consumer to choose the major competitor services.

References:

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