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demand for modernized technologies (with a minimum amount of water) cooled down by meat and meat products compared with sterilized meat (as a rule, it is canned salted meat cooked to semi-ready).

Citizens of middle and older age seldom use food outside the home and often perceive meat consumption as a luxury. Frequent visitors of cafes, restaurants and bistros are young people, they feel comfortable using food, including meat products, outside their home. The gap between generations also refers to the consumption of a particular type of meat. Adult consumers are less buy meat such as beef or lamb (presumably due to dietary, financial, or cultural causes).

Chinese Muslims and the people of South east of China are the main consumers of bird meat, not pork. Chinese muslims who mainly live in Western China, Southwest and Northwest Provinces prefer halal products (it includes only natural products, without any carcinogens and toxic impurities), the demand for imported food in these areas will be increased, if these needs can not be satisfied with national companies.

Chicken wings and legs are popular types of foods all over China. Meat duck (fillet) is not so popular and on is 30% cheaper than the necked legs and about 70% cheaper than the wings. Chinese consumers give a significant advantage to consuming offal and meat, which in the West are considered not so desirable and interesting, in particular the chicken legs, necks, and cow's offal, which are a tasty piece for local cuisine.

Thus, China continues to be a lucrative market for parts of meat that are of lower importance in the domestic market of the West.

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UKRAINIAN RAILWAY MARKET IN MODERN CONDITIONS

Keywords: railway market, transport system, strength of the Ukrainian market

Railway system plays a key role in transporting freight and passenger in Ukraine. During the first 9 month of 2017 some 3,4 billion passengers have been transported by all means of transport in Ukraine. The automotive transport is the most popular mean of transport. Passenger turnover by automotive transport amounted to 26,3 billion pass/km., which is a big increase of 5,1 billion pass/km than at the railroad. By the way, major part of freight is transported by rail in Ukraine. During the first 9 month of 2017, its share constituted around 55,7%.

The railway market consists of the transport market and the infrastructure market. In Ukraine, the railway transport market has been considered a natural monopoly for a long time. Today, the Ukrainian railways are divided using a model of the infrastructure management department from providing transportation services. The separation of railway infrastructure from railway transport has been defined by Government Target Program for Railway Transport Renewal (the period of implementation 2010–2019), adopted by the Ukrainian Cabinet of Ministers with the decree # 1390 passed on December 16, 2009 [1]. Liberalizing and opening the national market of rail transports are one of the major steps for to integrate its to the European transport market.

Railway undertakings provide rail transport services. Liberalization of transport contributes to the growth of the number of transport companies on the transport market. The main conditions for its development are fair play of competitors and reduction of transport costs. It is necessary to create a legal and economic framework for gradual adjustment and connection to the integrated and liberalized European transport market.

At present, Ukrainian market is at the development stage. There are some strengths in there: strategic location, worldwide demand for Agri-products, well developed railway network, deep and Comprehensive Free Trade Area with EU from January 2016 etc [2].

Thereby, Ukrainian railway market has many niches and opportunities for introducing new players and strengthening the positions of existing ones.

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FORMATION OF MATRIX STRATEGIC ANALYSIS IN THE MARKET OF EDUCATIONAL SERVICES.

Keywords: marketing, BCG matrix

The Municipal Communal Culture Institution MCCI "Dnipropetrovsk school of Ukrainian culture and arts named after Oles Honchar" is a Specialized Primary Educational Institution and for more than 50 years it has been on the Dnipro market.

Services provided by the school: piano; vocals; stringed, percussion and folk instruments; choreography; fine arts; theatrical art.

An assortment analysis based on the BCG matrix has been conducted and we will formulate the strategies for each product group according to its role in the enterprise assortment.

The basis of the BCG matrix is the product life cycle model, according to which the product passes 4 development stages. 1. Introduction to the market ("Product - Challenge"). 2. Growth ("Product - Star "). 3. Maturity ("Product- Dairy Cow"). 4. Recession ("Product - Dog")

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