

**SUMMARIES**

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**INFORMATION SYSTEM MODELING PRICES PROMOTIONAL PRODUCTS**

This article is devoted to a problem of creation of information systems of modeling of the price for advertising production.

The existing mathematical methods and models used at modeling of the price were analyzed, and the theoretical explanation was given for a choice of a component of price model. The offered model can improve quality of modeling of the price with the help of the advanced technique of drawing up of the price, on base of using the complex approach. Cost, market and the organizational components are taken into account that allows receiving a competitive price level.

The automated information system of modeling of the price is developed, that realizes of component of price model. The designing was executed in Microsoft Visual Studio 2008 with use of language C ++. The software includes precise system of modules, which have convenient interface, developed (unwrapped) system of the menu, all-round system of the menu, visual construction of windows, illumination of codes etc.

The offered system can be used in business connected to advertising. The efficiency of use of system is confirmed by introduction at the enterprise «Laksheri Communication».

The creation of additional modules is expedient as the further researches to connect the specified software with packages of the applied programs, which are used in work of the enterprise.