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**RESEARCH OF COMPETITIVENESS OF MOBILE PHONE SERVICES  
WITH THE AIM OF FINDING WAYS TO IMPROVE IT**

The article analyzes the status and trends of Ukrainian market of mobile services, which is characterized by relative stability, which contributes to the progressive marketing policy of mobile operators. The main trends include diversification of digital content; improving trend of mobile applications, audio and video content; expansion of mobile and fixed Internet; providing services 3G / LTE.

In this work the SWOT-analysis of the company on which the ways of strengthening strengths, eliminate weaknesses to overcome external threats and better use of market opportunities.

The investigation revealed preferences of consumers and the factors affecting their choice of service provider.

Based on the results highlighted the main ways of improving the competitiveness of the mobile operator, namely:– carry out measures to improve the process of formation and control of quality and service;

– constantly monitor and evaluate measures consumer response;  
– develop an effective system of motivation staff to their interest in the improvement of customer service;

– carry out regular monitoring of the marketing environment in order to identify deficiencies in the company;

– continue an active campaign using various media channels that meet the characteristics of a particular segment.

This will keep the leading position of PJSC «Kyivstar» in the Ukrainian market of mobile services.