

## **THE ESSENCE OF ACQUIRING, ITS TYPES AND ADVANTAGES**

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The article highlights the essence of acquiring as activity of a credit institution, that includes making payments with enterprises of trade (services) for transactions carried out using bank cards. The article analyzes acquiring as a banking service, which involves the delivery of technological, payment and information services of organizations for payment transactions by means of payment cards on the equipment provided by the bank.

The types of acquiring are outlined, in particular: trade acquiring as transactions carried out through special POS-terminals; mobile acquiring that is primarily geared towards mobile device owners; Internet acquiring, that is, the acceptance of payment cards via the Internet using a specially developed web-interface, which allows you to make payments in online stores and pay

for various services using special electronic payment systems.

The advantages of acquiring are grounded in such determinants as improving the company's image, attracting new customers, safety of profit storage, reducing collection costs, and reducing the time to calculate revenues.

The article determines the disadvantages which are reduced to the commission that is charged by the acquiring bank in the course of each transaction.

The acquiring market in Ukraine is characterized as the one, which is still at the stage of development.

It is proved that any organization that does not use the benefits of acquiring, while wishing to develop business and increase sales, should seriously think about the possibility of installing equipment for cashless payments.