

THE ESSENCE AND CONTENT CHARACTERISTICS OF A SERVICE AS A BASE OF MANAGEMENT

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Management of the sphere of services accommodates the following main aspects: substantive and essential characteristic of services as a specific type of product in the market conditions; properties and differences in the activities of a business entity; formation of methods of management of services on the basis of a combination (or complex) of traditional (classic) to a specific one taking into account the situation in the services and features of this sector in Ukraine. These questions are the most relevant and very timely for the Ukrainian market services sector, which is at the stage of formation and the need for prospective development in an aggressive competitive environment.

According to the systematization and synthesis of the points of view of experts, scientists and experience, revealed the essence of the characteristics of services (intangible assets, value, process of actions between customer and supplier, special use value, labour, set of operations, activities' result, etc.), the focus of its use (benefit of the customer, satisfaction of needs through the provision of the benefits, provides the strengths for the consumer, helps to change the human condition) on the basis of the relationship of parties (providers and consumers) at a particular time and in a particular place. Suggested the author's definition of services as a result of subject activities (of a certain work, set of works) to the satisfaction of consumers' needs (benefit, profit) via the special consumer cost of service in a particular place at a particular time. The emergence of a number of features for managing production and consumption of services are

mostly caused by simultaneous production and consumption.

There are identified the main features of services as a special type of goods. Presented the characteristics of the four types of these features of services, namely: intangibility of services, the inseparability of production and consumption of services; the inability of services to storage; high degree of uncertainty or variability services. Substantiated the most effective methods for the production process of the intangible services due to: strengthening palpability of services, underlining the usefulness (benefit), focusing on the benefits of technology; involving advertising services of leading advertising agencies, influential media and others. Considered the features of the contact entities providing and receiving services as interconnected, interrelated and interdependent whole process. This is due to the inseparability of production and consumption of services in the process of buying and selling. It is noted that the inability of services to storage in the market environment requires entities to develop effective strategies to ensure the supply and demand of services. Isolating the causes of variability influence on services requires creating a system of regulation and coordination and developing a set of measures, taking into account different levels of service standards in services.

Given the key (nine) differences between services from goods, which are caused by marketing and management services, their specific characteristics are revealed. Updating of the assortment or the range of ser-

vices as a dynamic and ongoing process determines the necessary conditions for the effective development of the entity's ability

to quickly and timely respond to changes in demand for services in the fierce competition in the service sector.