

**THE CONNECTION BETWEEN THE “MOMTCHIL DOBREV’S
THEORY OF DEGREE OF TRUST” AND “MOMTCHIL DOBREV; S
LAW OF PROMOTION WITH PRIZE FUND” – THE MOST
SUCCESFUL STRATEGY IN THE MARKETING BUSINESS AND
MANAGEMENT**

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Abstracts

Each company has to reopen different new methods and means in order to maintain high degree of competitive power on the market in the period of today economic crisis. The described and developed method and procedure by the author give every company concrete decisions to reach a better competitive power on the market in the globalization and mostly in the today economic worldwide crisis. The described below methods and procedures was developed by the author 1993 as a president of consulting company “D&M Dobrev Consulting House” [10] for analysis, tradings..

Keywords: Degree of trust, Innovation, Europa and World Economy

1. INTRODUCTION

The purposes of each company is to be successful in all the management process. The mission, the purposes should be reached mostly effectively, with most profit as a result. The realizations of the strategic and tactic management requires simple methods, simple procedures to reach the success. For the business and the management is important to choose the right strategies, tactics, procedures, methods, to plan the right purposes, to formulate the purposes, to choose the right purposes, to choose the right strategies, tactics, to realize the

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strategies, the tactics, the procedures, to control the life cycle of the process, of the product, to evaluate the steps in all the business and management process.

For the business and the management in very important to take the right decisions, to choose the right decisions, to choose the right procedure, methods, ways for realization of the purposes of the business and the management.

For the management is important to choose the right way, procedures, ways, decisions for realization of the purposes. In the today economic crisis there are many possibilities for each company to protect its reached market share. The today economic crisis is purposefull plan of people that made superfluous profit in the trading operation around the world with oil, weapons and invested in the real estates. The purpose of these people is to take the profit money from the rest of the people from the middle and small business.

Below are described developed by the author two economic laws and their practise that are usefull for each company from the big to the small business.

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II. THE MOMTCHIL DOBREV 'S THEORY OF DEGREE OF TRUST

The Momtchil Dobrev's theory of degree of trust is the new paradigm in the economic science and therefore in the practice in the economic world. The degree of trust is the most important thing in the human relationships. And since it is an universal qualitative category of his, how far the elements in a system act in one direction, under one reasonable content. The degree of trust is the most important thing also for the interrelations consumer-product. This is a leading start in the behavior of the consumer towards an eventual purchase of the product. The degree of trust is important for: the family interrelations, the interpersonal relations, the relations between the staff of a company, the official relations, the economic relations, the social relations and the political relations, the relations customer-seller, the relations investor-party, the relations product-customer, the relations producer-dealer, the relation dealer to dealer and etc.

Along with the notion "necessity" and/or "need" in all of the analyses in the microeconomics the notion "degree of trust" however is to be also include, because the relations product-consumer are not unidirectional. Not available is not only the direction from the consumer towards the product of every suppositions listed above. Available is also the direction from the product to the consumer, from the popularity of the product in the consumer, whether the customer has used it, whether he had received information on its usefulness by third persons, whether he had received information on this whether the product is of better quality and effectiveness compared with the same ones or the similar ones of the rivals. This information may be included only by means of the notion "degree of trust" and the mechanism "theory of

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the degree of trust". Only the notion "degree of trust" determines the quality category of the reaction, the result, the relation of the product towards the consumer. In some interrelations the direction of influence is available both from one party to the other, as well by the second to the first one.

According to a theory of the cardinal usefulness, the welfare usefulness may be quantitatively measured. On the other hand the ordinal school supposes that the usefulness is not quantitatively measurable, but it possesses a degree of comparison. All these preferences do not analyze and do not take into consideration the degree of trust of the consumer, when he had already used the product at least once and his relation to it or his expected degree of trust to a product not yet used, when advertising information or the degree of trust to the product expected is available – when the latter has been recommended by a consumer having used it already. Here come also the respective decisions. If the recommendation has been made by a friend, by a close person, by a person met by chance, i.e. another consumer or by a consumer to whom our person is hostile.

The degree of trust represents the feed back of the consumer's contact with the product, the result of their interaction and its interrelations. This is due both to the direct feed back, when the consumer has already used this product, or indirect feed back, when the consumer receives the opinion, the standpoint of a third person about the concrete product. Depending on the degree of trust to the third person a definite degree of trust is transferred hypothetically by the third person to the customer in question. The degree of trust reflects the result of satisfaction of the customer's needs at his interaction with the concrete product. It has to be noted that only the needs but also the degree of trust has become a base of the motivation theories. The motivation theories have to be supplemented by the affects of the theory of degree of trust. To every need available the respective trust of the buyer to the concrete product has to be considered. If according to the Murray's theory [1] every need is characterized by two parameters – direction and strength, the strengths may be measured with the "degree of trust" to the respective product.

The Momtchil Dobrev's degree of trust must be included in an enlargement of the Maslow's design [2]. The needs are changing and depend on the "degree of trust" to the concrete product of need. A better design of behavior of the people at their actions will be made in this way. In the fairness theory the perception of the justice may be replaced very well by the "degree of trust" which notion reflects qualitatively better the relations between people.

The Momtchil Dobrev's theory of the trust is the corner stone being able to unite the fairness theory of J.Sm.Adams [3.] and the Expectation theory according to Victor Broom. The degree of trust is this which is able and which defines best the concrete expectation of the people for the result or of this how far will be fulfilled the aims and how attractive will be the result itself for the man [4].

The degree of trust is a dynamic process, a phenomenon, a system, an information mediator between the different objects either man-man or man-product. We won't treat the TRUST AS A PROCESS, THE TRUST AS A SYSTEM, THE TRUST AS A PSYCHOLOGICAL NOTION, THE COGNITIVE SIDE OF THE TRUST, because this is not the purpose of this statement.

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According to the explanatory dictionary the trust is in force mainly for the people, it is in force also for the animals. The trust is a qualitative and quantitative category also for the interrelations consumer – product.

THE LAW OF THE DEGREE OF TRUST says:

THE DEGREE OF TRUST IS A DYNAMIC, AN QUANTITATIVE SYSTEM, A PROCESS, which is measurable , of which depends the behavior between the subjects, either juridical or physical persons, as well in between as in the interrelations with different products, goods, services and etc., of which the demand of concrete product and services , of a defined contact depends.[5].

The degree of trust depends on the setting of goals, attitudes, behaviours, motivations, needs, achievements, dissonance, cognition, emotion, intelligence, accumulation of knowledge, experience, tuning, thoughts, prejudices, stereotypes, practical experience, indirect experiences, imaginary experience, persuasion, attitudes, self-assessment, , bias, belief, understanding, protection, barriers, crises, happiness, attraction, fear, adoption of objective reality, acceptance of facts, acceptance of relations, circumstances, collisions, broken promises and etc.

Between two systems exists also a concrete behavior , on the base and depending on the degree of trust. Under systems we understand physical, juridical persons, a group of people, subjects, products, goods, services. Quantified methods to rise the trust between two systems exist, also concrete measures and instruments to reach it. Mathematical dependency exist for this: how many time and means and respective behavior have to be spent in one hand by the systems, in order to return a definite degree of trust between two systems, to reach some value of the degree of trust. Concrete about the sales different subjects do on the market, exist a system to rise the trust in every stage, measures to rise the trust, measures to lower the trust, instruments to measure the trust, measures to rise the trust in the sales, measures to rise the trust to concrete products in the product policy, measures to rise the trust in the sale policy, measures to rise the trust in the prices of concrete products in the price policy of the company, measures to rise the trust in the communication policy.

Momtchil Dobrev has developed a complete theory for the degree of trust bent through different priorities of the different types of logic – modal, probable. The apparatus of the theory for the degree of trust has been treated depending on the theory of the opportunities, the theory of the probabilities, the theory of the modality, theory of the conflicts and accidents, the theory of the self-organization, the theory of the motives and motivation. Further down shall be give several examples for degree of trust.

The degree of trust between patient and doctor varies between 75 and 100%. The degree of trust between pupil and teacher varies between 65 and 100%. The degree of trust between long-years partners varies between 85 and 100 %. The degree of trust between stranger is 0 – 5 %. The degree of trust between stranger, still associated through a third person is equal to the degree of trust between every one of the strangers to the known associating person, reduced by 10 to 35 %.

Usefulness of the measurement, control in the management of the degree of trust leads to useful and successful contacts. The degree of trust is already used and tested for its usefulness product – for instance soap powder – it is between 85 and 95 %. Low degree of trust to a

product having proved a negative influence on a given system may be restored only with the use of four time mire measures and steps to rise the trust.

The degree of trust is important at: sales, product policy, sale policy, price policy, communication policy, in the international business, in every kind of negotiations both in business – negotiations, state negotiations, party negotiations, syndical negotiations, negotiations to gain any elections – of a company, parliamentary, municipal and other ones. When the degree of trust falls under a definite critical level, every effort to be made to rise the degree of trust shall not lead to a positive result.

Norions – critical degree of trust.

A free interval for the degree of trust is the interval at which is available a decrease of the degree of trust from a given value inside in this interval, on the basis of a concrete action, thus every four actions to be done with the purpose to rise the degree of trust, may rise this result. Not less than four times of the efforts to be done for rise a given trust, may erase an action which has provoked the degree of trust to a definite level. If the decrease is under a critical level, nothing could restore back the trust.

III. THE MOMTCHIL DOBREV'S LAW OF PROMOTION WITH PRIZE FUND – THE MOST SUCCESFUL STRATEGY FOR EACH PRODUCT IN THE TODAY ECONOMIC WORLD LIFE (1)

With this material shall be shown the priorities of the promotion with prize fund when introducing of a new product on the market. Different parallels with other similar strategies shall be made.

3.1.Differences between the advertisement and the promotion with prize fund

The advertisement is mass communication, made on the account of one company, called “advertising subject”, which pays to an information media to register an announcement, created by an advertising agency.

In our case the promotion with prize fund simply generates an action, a purchase, as a step to a final objective which persecutes consumers – to earn a prize from a prize fund.

While in the advertisement the fault is the slow receival of feed back, in our case in the promotion with prize fund the feed back is received immediately. This feed back is measurable and quantified regarding the already received letters with cut off emblems, signs, pictures of the packing of the product. This gives also measurable result for the purchases and the respective turnover made in connection with the promotion with prize fund.

In this way the flow of sales is managed best, also the turnover and respectively the profit of a company. Also every concrete measure is controlled which aims the increase of the sales.

Available is one mechanism of self organization led by the results of the feed back which makes the process of sales better menageable and controllable on behalf of the company.

This reflects thus on the [production scales and respectively leads to decrease of the production risk for residual quantities of goods in the warehouses, the process of turnover and

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the sales of the goods produces is accelerated, the risk of turnover means for needless financing of the production, connected with risks also is diminished.

While the part of the advertisement in introducing a new product is to create cognizance, learning about the product, in the promotion with prize fund no accent is put on the product, mainly on the end result – the participation in a prize fund, including as requirement the purchase of the product. That's why the function of the advertisement is not needed to inform the consumers about the special priorities and characteristics of the product.

The advertisement is the soul of the trade, the advertisement with promotion with prize fund is the guaranteed profit in the trade, the guaranteed phenomenon and recognition of a product on the market, the guaranteed generation of an action for purchase on behalf of the consumers.

While the advertisement according to Rosser Reeves is an art to implement a unique in its kind consumer's motive in the heads of the biggest number of people at the lowest expenditures, according to us the promotion with prize fund is an art to generate a positive action on behalf of the customer, leading to purchase.

While according to David Vayerhoff the advertisement represents a strategy which has to contribute for stimulation of the demand, according to us the promotion with prize fund represents a strategy contributing for stimulation of an action – purchase.

While the advertisement has the functions – information, stimulating, influencing, reminding, social and economic one, the promotion with a prize fund has the function along with above listed also a generating activity – an action of the product, generating in advance a motive for profit in the customer.

In the promotions with prize fund is available:

- informativeness of the consumer about the product, object of the purchase, the purchase of which generates participation in a prize fund. The stimulus and the purpose of the purchase here is not the product itself, but the respective prize fund. Available is motivation, generating activity – a purchase with an end purpose to earn a prize from the prize fund. The aim is not the product, but earnings of a prize from the prize fund.
- Stimulating of a need of purchase. The accentuating on the action to send of definite number of stubs and labels or a part of labels of the respective product is the basic thing for the promotions with a prize fund. It is accentuated on the action "cut out and send". This action follows the purchase of the respective product. The motivation is transferred in this way in the action after the purchase. I.e. the purchase is accepted as an unconditional necessary condition to send the respective stub or respective stubs.
- Affecting. Here is accentuated on the necessity to buy the respective product as conditions for participation in a prize fund. The customer is not convinced to buy a definite good. This simple action – the purchase is a premise and a necessary condition for the participation in a prize fund. The purchase is an unconditional action, on which is not accentuated.
- Reminder. No speaking of reminder in this case, since an unconditional knowledge is available that if you buy, you will participate in the distribution of the respective prize fund.

In emmited advertisements 50 % o the people, having watched it, have kept it in mind and the other 50 % havent's kept it. In promotion with prize fund with 100 % confidence that the respective company will distribute the respective prize fund, the percent of people having kept it in mind is between 90 and 100 %.

When reducing the respective percent of confidence, the percent of people having kept in mind, the promotion with prize fund varies between 80 and 100 %.

3.2. The product in the promotion with prize fund

The product is avariable on the market mix, dealing with study of the customer's wishes regarding the product. This is the product the custome wishes to possess. The product is a combinatin of materail andf not material means. The product is positioned in the market from the point of view of the quality. Trade-mark, packing, design and service. Along ith that strategies fro new products are developed, considered wih the needs of the market and the product policy and assortment.

In promotion with prize fudn the product plays a secondary part. The final purpose is the participation of the customer in distribution of the prize fund by means of purchase of a definite number of products.

The strategy of the company using promotion with prize fund is also the imposement of the product, its compulsory tes by the customer after the purchase which is motivated not by the qualities of the product, but by the end purpose – the participation of the customer in the play.

3.3. The price in the promotion with prize fund

The price is the following important component of the marketing mix, since the customers are sensible to the value they receive in return. The price is connected with expectations of the buyer for the usefulness of the product. Often this is used as a means against the competition. The price depends mainly on hree factors: the demand, the cost price, the prices of the competition. For the big part of the products the quantity demanded is increased at price reduction and vice versa.

Important for a company is the determination of the price purposes of the company. They may be survival of the company, profit, returns of the investments made, marke ceizure a.o. What is in force for the promotion with prize fund. If this is made with the purpose to impose a new product on the market, the price is the neglected value.

Since the attention of the customer is directed towards he end motivating visuality, “sending of a definite number f packing aiming a participation in the prize fund”, the price makes no difference for the customer.

The study made by the author leads to the following conclusions:

1. Even if the price of the product is the highest one, compared with the price of the competition, the customer makes a compromise and shall attempt to buy the respective numbers, with the sole purpose to participate at least unce in the play.
2. The price has to importance for the middle consumer, if he is motivated to gain the
3. biggest prize from the prize fund or to earn another award from the prize fund.

4. The attention of the consumers is not directed towards the price, even it is the highest one, but towards the final result which is far off from the motive “price” and the payment of this price.
5. Available is an ignoring of the fact that the price is the highest one, in favour of the
6. participation in the play.
7. Thus however, nevertheless that the price is the highest one (an example with the milk of the Meggle Company), the company makes use of the transference of the customer’s motivation to impose this high price.
8. The parallel strategy of the company is by means of this strategy to impose the price it requires, all the same that this price may be the highest one towards the prices of the competition.

3.4. Communication in promotion with prize funds

As a part of the strategic planning, the communication is bound with the entire complex of the marketing-mix decisions. The communication represents all activities, connected with the communication – policy of the company.

The communication policy aims to keep a favourable concept for the company and its achievements. The promotion is a part of the communication policy. The promotion is every form of communication, used by the company to give information, to create relations, opinion or simply to remind to the people about its services, image, ideas, its social activity (a citation from Hollowity Steven), American marketing, Relaxa Ltd, Varna 1989/

3.5. Trade mark in promotion with prize fund

The parallel strategy of the company in testing a promotion with prize fund is also to impose the trade mark of the product, the trade mark of the company, the knowledge of this trade mark as an additional element towards the end purpose of the company.

3.6. Announcement in stimulation of sales with prize fund

The announcement is an element of the communication mix which, similar to the advertisement represents a form of not personal communication. While in the normal publicity no feedback is available in its implementation, in announcement with stimulation with prize fund always exists feedback. From the filled stubs and cuttings of the purchases made, returned back by the buyers, the company may and receives a full picture of this, if the announcement works well for the system and respectively what is to be done to make the announcement more complete and more effective.

From the way of organization of the announcement, in which media, in which manner, binding or not binding one depends also the effectiveness of the system for stimulation of the sales with prize fund.

The announcement of a concrete system of promotion with prize fund works towards demand of the product most accurately for accomplishment of purchases by the buyers. The purchasers are more interested in accomplishing a purchase and in collecting stub cuttings of the product and subsequently in their participation in the prize fund, than in the knowledge of the trade mark and product. Exactly here is also the priority of sales stimulation with prize

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fund, showing it as the best convenient and successful method to be offered on the market from now on.

By means of this system the purchaser is forced to do not only the purchase of the product, but also to attempt and to pay the price.

The price payed has no importance for the buyer, since his end purpose is the participation in the prize fund and the hope to gain the prize by the prize fund.

PROMOTIONAL SPIRAL IN THE VITAL CYCLE OF THE PRODUCT

An important condition for the success of implementation of a new product on the market and for the imporessure of the product in its different stages of the vital cycle are the organization and realization of the promotion with prize fund, their frequency, duration, terms, prize funds.

An important condition of the studies the author makes is the existence of a stage of information for the organization of promotion with prize fund.

A period of time exists which represents a delay of the process of information of the consumers. Let's call this period **FIRST PROMOTIONAL LAG** !!!!!, since it concerns the time after the start of the promotion.

After this time the consumers are included in the competition to buy the respective product with purpose to take part in the prize fund.

For Bulgaria this period varies between 15 and 30 days and depends on the following factors:

1. The communicational channels by means of which the knowledge for organizing of this promotion took place.
2. The announcement frequency of the promotion.
3. The availability of guiding advertising materials in the places of sale and the respective access and visualization at the customer's sight.
4. The availability of guiding advertisement in radio, TV and on another media.
5. The frequency of the advertisement in promotion with prize fund in newspapers.

Under promotional spiral we call the time of intervals between every promotion of a product.

3.7. Text of the promotion with prize fund.

Text of the promotion with prize fund is a kind of talk on sale with a concrete condition. The fulfillment of this condition on behalf of the buyer, and namely the purchase of a definite number of the product guarantees its participation in the prize fund.

And naturally the following motivation. The more efforts the buyer makes for his participation, the more rises his possibility to gain the prize of the prize fund.

Examples: Description of the promotion:

- Only another participants take part – not the employees and relatives of Coca Cola.
- Only the original cover gaskets are valid

- Avoidance of responsibility
- The prizes represent an well-known product demanded by almost every customer.

Important characteristics – the invasion of a new product whose start has happened before this promotion. The new product is a 0,5 l bottle. This has been dictated from the fact that a 1,5 l bottle already less demanded.

3.8. Media plan for promotion with prize fund

The choice of media is very important for the advertising message to reach the auditorium. The basic criteria in media planning is if a possibility to secure the emittance / publication number needed for the entire auditorium is available. The effect of the campaign depends on the scope / number of consumers and households on which the media acts upon at least once during the period of time determined, the frequency of influence/ the quality value of emittance/ publication.

Dependence between the knowledge and exposition is in direct ratio. The larger the scope, the frequency and the impact of emittance, the larger will be the knowledge.

In the system for stimulation of sales with prize fund the use of media zones in which the auditorium is most pliable to influence is imperative. In planning of concrete media the main argument has to be to define the proper auditorium. The basic task of the media plan in the promotion with prize fund is the planning of a such campaign which has to secure the necessary presence of the advertising text with explanations for the prize fund in all possible media and on the concrete places for sale. One of the important factors for search of maximum positive result from the promotion with prize fund is:

1. The availability of the advertising newsheets, pamphlets on the places for sale.
2. The availability of the advertising text with description of the promotion with prize fund in every media, having sufficient wide consumer's mass.

PRIZE FUND IN THE PROMOTION WITH PRIZE FUND

Typical for the promotions with prize fund is this that the proper auditorium is every household, every consumer who is interested to gain a definite prize fund from a definite prize fund.

For this reason the most important factor for the whole proper (purposive) group is not the product, object of the purchase, but the prize fund. The choice of prize fund and prizes, presenting and being of interest for the wide public, for every family, for every consumer makes this system of promotion with prize fund more successful.

As much the prizes in the prize fund represent a social product demanded almost by every customer, as the purposive auditorium shall be identified with more consumers, more households etc.

If for instance the prize is a car, the wishing people to test their chance and to gain this prize shall be much more than if the prize is for example a microwave stove.

Very important is the choice of prize fund. This prize fund has to correspond to the interests to the respective products for the respective period of time and the respective year in which the promotion with prize fund is organized. While some time ago every consumer showed interest in prize fund with balls, football shirts, plates, cups, nowadays in the first plan come such prizes which may be attractive for the consumer, like DVD devices, equipment for home cinema etc.

The prize fund went through a development, since the consumers have succeeded to satisfy their interests in the course of this development of our. The necessities are directed already towards other prizes and other prize fund.

The choice of a prize fund, corresponding to the reality of demand of respective product-prizes at the moment of carrying out the promotion with prize fund is one of the most important conditions for success of the promotion with prize fund.

3.9. Determination of the communication channels

The choice of a medium or media is one of the most important for the promotion with prize fund. An this depends mainly the effectively of the promotion and hence the respective turnover, profits, when they shall be generated.

If the TV would be used as a communication carrier, the message for promotion with prize fund has to have only guiding character and to direct the consumer where they could find the pamphlets needed: in which places of sale, in which shops or other places – the printed materials needed for participation in the prize fund. A farther condition must be the availability of stubs for participation on the promotion with prize fund on places for sale.

Especially important for the promotion with prize fund is the organization for delivery of the products for participation in the prize fund and which purchase is a condition for participation in the prize fund to the places for sale.

The company dealer/distributor or producer provides the availability of the goods on the places for sale. Otherwise a disappointment may occur in the purchasers, that this product is missing on the market and respectively to fall the degree of confidence to the promotion with prize fund of the company.

In the promotion with prize fund necessary is a real planning when and how frequently have to be printed and distributed the stubs for participation in the promotion.

If the medium daily newspaper is used, a preliminary planning of the dates for printing of the stubs for participation must be made. In the promotion with prize fund a feed back is always available, defined by the stubs sent or pamphlets with filled up data and proofs for the items of the respective product purchases. Thus the effectiveness of the advertisement in the respective newspaper may be always defined.

If the radio is used as communication carrier, since this medium is more expensive than the medium-newspaper, it would be proper the advertisement in the radio to have only guiding character – where are to be found the stubs for the promotion.

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While at the TV and radio no feed back is to be received for the purchases made (about the number of participants, the number of stubs) this may be received at the newspaper.

A feed back may be also received, when the stubs or the pamphlets for the promotion with prize fund are received on the place for sale.

Thus may be controlled the knowledge and the grade of information of the consumers and buyers about the promotion. Thus may be received also information about the effectiveness of the respective medium as a communication medium and channel.

DETERMINATION OF THE COMMUNICATION BUDGET IN THE PROMOTION WITH PRIZE FUND

Different methods exist in the practice which are used for assessment of the communication budget, as a method of the means available, a method of percent of the purchases, method of the competition equity, a method according to the purposes, a method according to the advertisement budget of the competition, a method according to the saturuty of the market etc.

In assessment of the communication budget at the promotion with prize fund available is however another situation.

The most important defference compared with every other advertisement is the fact that in promotion with prize fund a feed back is available, which immediately may give an answer about the effectiveness of the publication of the stub for participation or the pamphlet for participation in a concrete medium.

Important conditions however for the receival of a good feed back to give a good result are:

- The availability of the adveretising newssheets, stubs, pamphlets an the places for sale.
- The availablity of an advertising text with the description of the promotion with prize fund in all media, to which the wide consumer's mass has an access.

4. CONCLUSIONS

The most important thing for the promotion with prize fund is the co-ordination and combination of the choice of the proper structure of the prize fund in dependence on the structure of the clientele.

As an additional factor important is also the enlargement of the clientele by means of including in the prize fund of prizes which have to exist interest for exactly defined new future consumers.

Through the system – stimulating of the sales with prize fund is done:

- management of the demand
- management of the consumption
- management of the sales
- management of the production.

Available in this system is continuous feed back which contributes to the better and more effective management of the indices above.

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The conclusions included in the examples listed are the following: the companies do not consider always the following factors:

1. Analysis of the place of the respective product in the vital cycle of the product.
2. Analysis of the structure of the clientele of the respective product.
3. The choice of the respective structure of prize fund depending on the structure of the clientele.
4. Widening of the clientele with including in the prize fund of prizes which shall be of interest for exactly determined new future customers.
5. Removal of doubles, i.e. prize winners to receive another new prizes.
6. The choice for beginning and end of the promotion – depending on the season, depending on the vital cycle
7. A choice of a rest from promotions and prize funds
8. A choice of duration of the promotion
9. A choice of additional stimuli in the promotion
10. Causal dependence of the clientela's structure from the choice of prize fund.

Many companies do not consider these factors. That's why often the measures they undertake for stimulation of the sales and of their products do not reach by 100 % the effect they have intended to reach, they even reach a reverse result. That is why it is advisable and necessary an analysis of the above listed factors in order to pursue a hundred percent effect and end result in a promotion or stimulation of the sales. [2], [3].

The Main factor for the effectiveness of the promotion with the prize fund is the DEGREE OF TRUST. How much is the degree of trust at the beginning, in the middle and at the end of the promotion.

If the degree of trust is high the promotion with the prize fund is more successfully.

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He is president of the Scientific Research Institute Dobrev & Halachev JSC, president of the “Goldman Management LLC., president of “ D&M Dobrev Capital JSC. Over 9 books. Over 217 papers. Interests of investments in new energy equipment, energy from the vacuum, and etc.

Lord. Prof. PhD in economics and PhD in law M.Dobrev. Holder of the award Diamond of the Vinci- 2011., Holder of the International Einstein Award for scientific achievement in the arena of Economics, Logic, Law and physics – IBC Cambridge April 2012, Chosen one of the Great Minds of the 21 century 2010 from ABI. Creator of The Theory of degree of Trust,

Advances in Business-Related Scientific Research Conference 2015 in Milan
(ABSRC 2015 Milan)
December 10-11, 2015, Milan, Italy

Cosmological Theory of Information - 1991, The law for increasing of the end price – 1996, The law for management of the end price – 1996, Logic of fantasy – 1991, Toward of the full theory of analogy – 1991, Theory of god- gravitation and information – 1991.

Theory of corruption – 2003, Theory of mafia – 2009 , over 217 publications.He in a team with prof. K.H. von Gothe February 1985 found superconduction in ceramic materials and only after attack on state security agents were banned from publishing of their results, 1987 for worst results two other people took the Nobel Prize for superconductivity in ceramic materials. Lord Prof. Momtchil Dobrev developed since 1991 based on his cosmological theory of information free generators energy in vacuum and based on the magnetic field and in the next two-three years will attract again the Nobel Prize in physics and Nobel Prize in economics.

Mariola Garibova is born on the 30 of July 1958 in city Sevlievo.

Her high education is in law in Sofia University.

She was magistrate over 10 years in different courts in Sofia, Bulgaria. She was over 10 years a lawyer and 3 years a lawconsult in the biggest Bank DSK-JSC. She has 13 published books in the field of law and economics, fight against corruption and the mafia. She has over 35 publications in different conferences.

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