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METHODOLOGICAL APPROACHES TO THE CONSTRUCTION OF THE MARKET RESEARCH'S MODEL, ANALYSIS AND FORECAST OF MARKET CONDITIONS

***Abstract.** This article presents the recommendations for the analysis and forecasting of market conditions and the construction of the market research's model. They are the part of the scientific and methodical recommendations "The order of the leadthrough of the market research" [1], developed by the authors. This article describes the sequence of actions and a set of specific techniques, the use of which will help economic agents, direct executors of studies on the environment, as well as potential customers of market research quickly and efficiently carry out the analysis and prediction of general market conditions and the conjuncture of product markets.*

***Keywords:** analysis, dynamics of production, price dynamics, market research, method, forecast, market.*

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