Power of Suppliers
Who are our suppliers? The printing equipment manufacturers, the software suppliers, the computer hardware suppliers. We ... some bargaining power with our purchase of computer software and hardware because of the huge volumes that we purchase.

Teaching staff can be seen as suppliers. Here we have a problem in recruiting appropriately experienced printers with teaching skills. We are constrained by our salary scales so can’t usually offer over the odds to attract the right people out of industry into teaching. However we have recently advertised for a printing technician and I am very pleased at the quality of the candidates, we will shortly be interviewing around 6 well qualified printers, some with previous teaching experience, all with training experience.

What are the conclusions of this analysis?
Rivalry among players: relatively low • Threat of new entrants: low, new entrants • are good Threat of substitutes: high • Power of buyers: students low, government • and industry high Power of suppliers: high •

Attractive or not attractive?
This analysis demonstrates a relatively unattractive activity to be participating in, and highlights areas for us to focus attention on. It is clear that partnerships are key: partnerships with suppliers, with employers, with government related organisations, with other universities in UK and worldwide.

Dean of School, The University of the Arts London, London College of Communication, Elephant & Castle, London SE1 6SB, United Kingdom; s.pandit@lcc.arts.ac.uk

Professor Sue Pandit

Printing and publishing branch in Ukraine in the period of time from 1990 till 2001 experienced really difficult reorganization period, transfer to the market economics. This was accompanied by the decreasing of all the indexes of different activities. Since 2001 some increase of the indexes of the enterprises activity in this branch took place. During the years 2001-2006 annual increasing rate of the enterprises number was more than 5%.

During the years 2001-2006 the increase of the enterprises number in the branch was going only because of the growth of the small business. Number of the middle and large printing and publishing enterprises in the year 2006 in comparison with the year 2001 decreases on 13,9% while increasing of the small on 28,75%.

All of this is going altogether with the growing of the labor potential of printing and publishing enterprises.

Besides the publishing houses and printing enterprises more than 1500 organizations for distribution of the printed products: book stores, stalls, wholesales are included to the printing and publishing branch.

For providing of printing and publishing branch with the materials, technologies, equipment 4 enterprises for printing inks production, 2 enterprises for the printing forms and chemicals for printing production, 4 plants of the printing machine building and 4 scientific research institutes are working in Ukraine

Considering the complexity of the production processes in printing, the key factor for providing of the enterprises with the qualified specialists is the educational level of the specialists. Number of the specialists with the higher education on the printing enterprises has increased greatly, and continues to increase.

Specialist’s training for printing and publishing branch in Ukraine

Bohdan Durnyak, Yaroslav Uhryn

Printing and publishing branch in Ukraine in the period of time from 1990 till 2001 experienced really difficult reorganization period, transfer to the market economics. This was accompanied by the decreasing of all the indexes of different activities. Since 2001 some increase of the indexes of the enterprises activity in this branch took place. During the years 2001-2006 annual increasing rate of the enterprises number was more than 5%.

During the years 2001-2006 the increase of the enterprises number in the branch was going only because of the growth of the small business. Number of the middle and large printing and publishing enterprises in the year 2006 in comparison with the year 2001 decreases on 13,9% while increasing of the small on 28,75%.

All of this is going altogether with the growing of the labor potential of printing and publishing enterprises.

Besides the publishing houses and printing enterprises more than 1500 organizations for distribution of the printed products: book stores, stalls, wholesales are included to the printing and publishing branch.

For providing of printing and publishing branch with the materials, technologies, equipment 4 enterprises for printing inks production, 2 enterprises for the printing forms and chemicals for printing production, 4 plants of the printing machine building and 4 scientific research institutes are working in Ukraine

Considering the complexity of the production processes in printing, the key factor for providing of the enterprises with the qualified specialists is the educational level of the specialists. Number of the specialists with the higher education on the printing enterprises has increased greatly, and continues to increase.

Specialist’s training for printing and publishing branch in Ukraine

Bohdan Durnyak, Yaroslav Uhryn

Printing and publishing branch in Ukraine in the period of time from 1990 till 2001 experienced really difficult reorganization period, transfer to the market economics. This was accompanied by the decreasing of all the indexes of different activities. Since 2001 some increase of the indexes of the enterprises activity in this branch took place. During the years 2001-2006 annual increasing rate of the enterprises number was more than 5%.

During the years 2001-2006 the increase of the enterprises number in the branch was going only because of the growth of the small business. Number of the middle and large printing and publishing enterprises in the year 2006 in comparison with the year 2001 decreases on 13,9% while increasing of the small on 28,75%.

All of this is going altogether with the growing of the labor potential of printing and publishing enterprises.

Besides the publishing houses and printing enterprises more than 1500 organizations for distribution of the printed products: book stores, stalls, wholesales are included to the printing and publishing branch.

For providing of printing and publishing branch with the materials, technologies, equipment 4 enterprises for printing inks production, 2 enterprises for the printing forms and chemicals for printing production, 4 plants of the printing machine building and 4 scientific research institutes are working in Ukraine

Considering the complexity of the production processes in printing, the key factor for providing of the enterprises with the qualified specialists is the educational level of the specialists. Number of the specialists with the higher education on the printing enterprises has increased greatly, and continues to increase.