

УДК 332.132: 338.45: 658.011.46: 629.114

S.M.Vavilov (6 year, dep. Trackmachine),  
A.G.Semenov, Ph.D., Ass. Prof., I.V.Shilo, Ph.D., Ass. Prof.

## THE INNOVATIVE PROJECT OF PREPARATION OF JOINT-VENTURE PRODUCTION IN GERMANY OF INDIVIDUAL TRANSPORT FOR PEOPLE WITH LIMITED MOBILITY

To implement an innovative model into the foreign market one needs to analyse many factors concerning the market. This research was information research at first and then it became marketing one because of the fact that many foreign competitors appeared. Because of the competitors our model was much developed, we also had several new patents of new parts and units, attracted russian and foreign partners and investors for joint-venture production and financial support and ordered services of consulting company. This research is on the stage of constant technical development, marketing of new ideas and sorting of new discussed technical solutions. The end of the research is virtually equal to the deadline of the project.

Our model is multi-functional environmentally clear (electric) autotransport vehicle for individual use primarily for people with limited mobility. The main innovative features of the vehicle are: going up and down stairs driven by its own engine, moving in the wide range of speeds, transformation and implementation of more than 12 extra functions (options). Several innovations are kept in secret because of continuing process of patenting. The interest in German market appeared because of high possibility of acquisition of the model in this country and its relative closeness. Production in Germany is also being investigated. At this time we do: different tests of the model, its development, microprocessor drive of parts and units. The process of gyro stability is also researched. Investors help in financing our project.

Information research was made in Germany using statistics. We found concise data about number of disabled people, population in different regions of Germany and sex division. Several difficulties appeared in search of important information about their income (low, average, high) and social security system. Several numbers about disease division (from birth, accident, polimeolitus, etc.) are also found. This kind of research is valuable for production of many modifications of our model. There are also many social and private organisations supporting disabled people. We possess data about sums of money available for support and data about pension system in case if disabled person is retired. Information about acts and programs financially supporting disabled in cases of production accidents, war participation, etc. is also found.

Further research requires additional analysis of each above-mentioned factor including influence of constantly changing market environment. Marketing plan is being constantly restructured because of new information, competitors, and changes in the German market. Based on the gained knowledge we plan to organise such research for other countries.