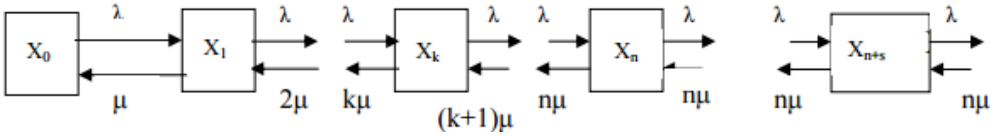
$$P_{n+s} = \frac{\dfrac{a^{n+s}}{n!\prod_{m=1}^{s}(n+m\beta)}}{\sum_{m=0}^{n}\dfrac{a^m}{m!} + \dfrac{a^n}{n!}\sum_{s=1}^{\infty}\dfrac{a^s}{\prod_{m=1}^{s}(n+m\beta)}}, \quad k = 0 \div n,\ s \geq 1 \qquad (2)$$

Systems with unlimited waiting times are used in the case of guaranteed satisfaction of applications, for example, when a pharmacy requests from medical institutions or reserving drugs through the Internet. Such applications are usually completed over time. In such systems, all applications are serviced, and there is no flow of applications leaving the queue unserved. The graph of such a system is



Erlang formulas (1), (2) in this case are converted to the form

$$P_k = \frac{\dfrac{a^k}{k!}}{\sum_{m=0}^{n}\dfrac{a^m}{m!} + \dfrac{a^{n+1}}{n!(n-a)}}, \quad k = 0 \div n \qquad P_{n+s} = \frac{\dfrac{a^n}{n!}\left(\dfrac{a}{n}\right)^s}{\sum_{m=0}^{n}\dfrac{a^m}{m!} + \dfrac{a^{n+1}}{n!(n-a)}}, \quad k = 0 \div n,\ s \geq 1$$

Conclusions. The queuing theory can be successfully used in the pharmaceutical business to optimize the number of employees, the number of cash registers, assess the performance of individual departments, etc.

MODELING AND RESOLUTION OF CONFLICT SITUATION BASED ON HE RULE OF THE TALMUD IN THE FIELD OF PHARMACEUTICAL MARKET

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Introduction. At the moment, our market economy characterized by phenomena such as the decline of industry, economic crisis, lack of investment, that leads to bankruptcy of economic subjects.

The relevance and practical importance. Reallocation of funds received after the bankruptcy, crisis prevention.

Aim. Search asset allocation methods at bankruptcy. The research of distribution of property in bankruptcy, the inheritance section.

Materials and methods. Game theory is, perhaps, the most effective tool that can help find the best ways to cooperate in resolving conflicts arising in the levels – family, business, public relations.

The rule of the Talmud. Depending on the amount of the stated requirements in relation to the distributed amount of money used one or another rule. If the sum is equal to half the sum of the stated requirements, each receives ½ of its application. If the sum is less than ½ the amount of the stated requirements, then we use formula of the rules of equal payments restrictions. If the amount is more ½ the amount of the stated requirements, then we use the formula of equal rules limited damages.This rule can be determined by the following algorithm:

Divide equally among all agents until each non get an amount equal to half the minimum application. After this agent fraction with the lowest requirement for some time stops.

The main part of shared equally among the remaining, yet each of them will not get the amount equal to ½ for the next minimal application.

Five shareholders invested a certain amount in opening a chain of pharmacies «Herba», accordingly 100, 300, 200, 500, 400. However, there was a bankruptcy of this association and the residual capital is equal to 1000. Distribute correctly the property between five legal entities of the given pharmacy chain.

	1	2	3	4	5	**Sum**
	100	300	200	500	400	**1500**
The amount of residual capital = 1000 (more than ½ of the claimed amount), therefore use a limiting rule equal losses						
Divide equally	100	300	200	500	400	
Share	50	150	100	250	200	Sum =750
Residue 1000-750 = 250 division with minimal requirements stop.						
Divide	-	150	-	250	200	
The main part of shared equally among the remaining, yet each of them will not get the amount equal to ½ for the next minimal application. Priority maximum application						
Share	-	25	-	125	100	Sum =250
Share	50 (50+0)	175 (150+25)	100 (100+0)	375 (250+125)	300 (200+100)	1000

Conclusions. Equitable distribution of entity with more demanding than the other, does not receive a smaller proportion and is not smaller losses. In the subsequent model analysis can be improved by introducing the other elements of consideration.

THE MAIN TENDENCIES OF THE DEVELOPMENT OF INFORMATION SUPPORT OF SITES OF COSMETIC AND COSMETOLOGY BRANCHES OF UKRAINE AND ISRAEL

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Introduction. The industry of beauty and cosmetics is a quickly developing industry of the modern world. The beauty salons and cosmetology clinics on one side and on the other the companies, which supply people with cosmetics and the modern equipment for the purposes of cosmetology represent this industry. Those companies must provide the quick search of the current information about their services, and the materials or equipment available. The image of the company and its financial stability much depends upon level of information presented for the customers. The modern level of social development requires presentation of information via Internet web sites.

Aim. The aim of this work was to determine the main evolutional directions of the informational content for the sites of the companies dealing with beauty and cosmetics in Ukraine and Israel. The comparison of the information was also the aim of the investigation.

Materials and methods. The information from 177 web sites of beauty salons, cosmetology clinics, suppliers, traders, and the advertisers of the cosmetics was analyzed. The data from the sites was schematized by the functional purposes, by the types and methods of informational presentation. The results were mathematically processed and then analyzed.

Results and discussion. All of the sites either from Ukraine of from Israel have the standard structure of HEADER. The upper part of the homepage is the same on all of the other pages. It contains the name of the company, its logo, the contact information, language switcher and the main menu buttons. All the companies (100%) follow the corporative stile in the design of their sites.

The main types of web sites of the industry of beauty and cosmetics of Ukraine and Israel have been analyzed.