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Zaiats Ievgen Ivanovich, candidate of technical sciences, director general of Ukrainian state enterprise of posts “Ukrposhta”. **Kuznetsova Liudmyla Volodimirivna**, candidate of economic sciences, deputy director general of Ukrainian state enterprise of posts “Ukrposhta”. **Peculiarities of tariff policy making under present-day conditions.** Features of functioning of the market of services of a postal mail service in modern conditions are considered. It is established that the major factor of productive activity of the postal operator is its tariff policy. The external and internal factors influencing the tariff policy in a postal mail service are allocated.

Keywords: postal services market, tariff regulation, factors of influence, tariff making.

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