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DEVELOPMENT OF THE COMPLEX OF MEASURES OF THE SALES STIMULATION IN THE «INLARIS STORE»

The actuality this theme consists in that considerable role which is today played by the measures of sales promotion for advancement of products, they are especially effective in the field of retail business.

The stable growth of segment of retail business appears to be characteristic feature of today's economic situation in Ukraine. Tendencies in retail trade tell us about a gradual departure from the elemental, market formats of trade and transition to civilized one, accepted in a whole world, based on conception of marketing.

Strengthening of competition in the segment of retail business, and also deep crisis which overcame the economy of Ukraine and considerably limited purchasing power of the Ukrainian consumer - all of it resulted in the struggle for a buyer among retail trade enterprises. Consequently, today trade enterprises more than any other time are forced to find new and effective facilities in order to increase sales. Therefore, an enterprise apply to a certain resource (an apply of commodities) kit, among which there are measures sales promotion.

Popularity of this instrument of marketing communications is determined by its ability to activate the process of sale, however, if you use measures groundlessly, the result you got can let down, and even bring losses. Sales promotion leads to a short-term increase of sales, therefore the use of this measure must be limited in time.

Past the last two decades the sphere of advancement developed actively. During ten years the measures of sales promotion got the deserved confession, and became the basis of the of communications technologies, which were legalized, regulated, controlled and headed by specialists.

The analysis of marketing activity of enterprise showed that the clothing store «INLARIS» uses the conception of marketing in order to realize the commercial activity, get profits and satisfy the consumers, quite well and enough. An enterprise uses all possible marketing instruments for providing of effective sale such as presence of complete and wide enough assortment, comfortable location of the

store, moderate prices, high quality, grant of commodities of world brands, support of permanent consumers with the flexible system of discounts.

However, it is possible to select some basic weak sides of store:

- limitation of advertizing and methods of sales promotion in one segment of youth clothes of sporting type;

- weak marketing support of such perspective segments of market, as the consumers of large size clothes, clothes of classic and business style, clothes for people of a senior age;

- low popularity of a store among potential consumers;

- limitation of measures of sales promotion by only the system of discounts.

For the solution of the problems indicated higher it is necessary to improve the existent complex of sales promotion of the store by the following measures:

- to conduct market segmentation of fashionable clothes in order to select the most perspective segments;

- to develop the complex of sales promotion for the chosen segments of the market;

- to develop measures for increasing of the popularity of the store among potential consumers.

These recommendations are directed on an increase of efficiency of commercial activity of the clothing store «INLARIS», for an account of the conquest of new segments of market and satisfaction of all needs of both permanent and new consumers.