

METHODS OF SALE IMPROVEMENT

The aim of thesis is to develop a promotion system for bakery products, as well as the direction of optimality and efficiency of their organization's pre-acceptance.

Subject and object of study is organization of the stimulation system for sale in the branch "Dnepropetrovsk bread-factory №2" that is specializing in baking. Sales promotions is one of the key elements in marketing promotion. Stimulizing customers allows:

- to increase sales;
- to encourage consumers to try new products;
- to promote the purchase of large packages of goods;
- to encourage customers to make repeated purchase.

To increase the effectiveness of promoting "Dnepropetrovsk bread-factory №2 " is expedient to make the following suggestions:

- to advertise bread baking in the media: in specialized publications, web publications, telephone services, newspaper "aviso", radio "Lux FM", and "34" TV;

- to participate in specialized exhibitions, which will be enhance the information about the company and attract new consumers;

- to print a signage in: catalogs, manuals, price - leaflets, booklets, envelopes and etc.;

- to improve the image of the enterprise by distribution a positive attitude towards the " Dnepropetrovsk bread-factory №2" to customers and partners;

- to stimulaty staff by providing the best commercial workers, providing the best sellers of additional paid holidays, conference sellers;

- to improve the online advertising, to create website.

The practical value of the study is to stimulate sales. Results of the study are recommended for implementation in the "Dnepropetrovsk bread baking complex number 2"