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## **EFFICIENCY OF MERCHANDISING**

To the present moment, merchandising is a new trend in marketing, which became a very popular phenomenon among the distributors, manufacturers and retailers.

Merchandising is an effective technology of computation and distribution of goods, which can significantly increase product sales in the retail outlets.

According to the survey 70% of decisions of buying any product is made directly in the shop. A large number of enterprises, whose commercial policy focuses on achieving the maximum impact on the buyer in the retail outlet, using merchandising for effective product promotion and making purchases.

Merchandising is also important as a brand development, advertising or sale promotion program. The problem is the merchandising is a complex of measures aimed at the promotion of product, brand, and packaging in the shop - that is the place where the seller has a chance to present the goods and impact on customer choice and push to buy a lot of goods. Not to use this opportunity means to refuse from the image of goods and allow the customer to prefer the competitors' products.

There are many ways to organize the system of merchandising:

- manufacturer cooperates with the distributor to promote their brand;
- manufacturer builds own system of merchandising on the basis of his own staff of merchandisers;
- manufacturer can turn to the professionals of specialized agency.

Searching the way how to organize the system depends on the company's marketing objectives, finance, strategy at a definite period of time. In accordance with the objectives and strategies of the company, the program of merchandising is created, which should provide the methods of selling goods, sale dislocations, form the team of merchandisers, marketing and promotional activities, reports, the mechanism of interaction between employees.

The characteristic feature of merchandising is a comprehensive approach to the communication, the efficiency of promotional products, the efforts of owners' coordination with manufacturers and positioning of the brand according to company rules. The target audience is only a customer.

The positive experience of introducing new technologies and the active position of foreign goods in the market, the need to increase marketing impact on customers provide more progressive development of merchandising in the domestic market.