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MARKETING OF RETAIL BUSINESS IN THE CONDITIONS OF TRANSITIONAL ECONOMY

In the conditions of becoming of market economy enterprises have a problem of sale of commodity. If at the administratively-command system demand for goods was dictated a deficit, in the conditions of market characteristic is surplus of commodities and growth of meaningfulness of his competitive edges. There is a question in relation to that how to create the effective system of sale the made products which will allow attaining primary objective of point-of-sale activity the «Minimum costs are a maximal income». Marketing is decision of this question. It is needed to mark that if at the sources of appearance marketing was examined as the especially specialized activity the purpose of which was only a rapid offtake, in course of time the depth of this concept broadened considerably. Now marketing is art of effective sales with the purpose of satisfaction or creation of new necessities of user and receipt of maximal income at the minimum costs of activity. Marketing plugs in itself the complex of analytical and empiric researches, administrative decisions and innovative approaches. It talks about wide differentiation of marketing activity and dense integration of its elements for the receipt of positive result.

The interesting feature of market economy is growth of meaningfulness of retail point-of-sale network. At the administratively-command system the location of point-of-sale enterprises did not play the special role, because of advantage of demand above suggestion. A buyer was interested in the purchase of commodities and distance to the enterprise of retail business, and also time, expended on the purchase of commodity, did not play a primary role. However in the conditions of market this system is not effective. A buyer forms demand which frequently less suggestion, because at the market plenty of firms-producers is presented. It became reason of so high attention to marketing.

It should be noted that key role in the process motion of commodity of a retail point-of-sale network plays in the conditions of market economy. Exactly on its effective functioning the level of sales depends straight. In fact even at a

grandiose publicity campaign and use of all of technologies of advancement of commodity, it is impossible to get the expected effect if, for example, this commodity will not be in shops or a buyer for his acquisition must expend considerable efforts. And if the question of timely deliveries and market saturation is investigational in detail enough, the problem of correct location of point-of-sale enterprises does not yet open up in a necessary volume.

The leading economists of the Donetsk national university of economics and trade developed the system of effective location of enterprises of retail business. This chart allows to expect a necessity their amount, and also the best placing. This system was adopted «Cellular», because supposes distributing of spheres of influence of enterprises in the knots of equilateral triangles, that at consideration in a macroscale reminds bee honeycombs. It allows maximally to rationalize work of the retail system due to the scope of maximal amount of users, at the minimum use of point-of-sale areas and presence of reasonable competition between enterprises.

In durance vile it is desirable to mark that in spite of the enough protracted integration in the market system, in Ukraine until now the integral system of marketing's and administrative decisions and work is not formed in these segments is as never needed. Application of marketing methods, in particular strategic planning, will allow to accelerate the process of adaptation of the economic system and attain the level of the developed countries, and forming of effective layout of enterprises of retail business chart will be given by possibility considerably to simplify this process and promote quality of maintenance of buyers.