

LOGISTICS AND SERVICE IN DEVELOPING SALES STRATEGY OF A TRADING COMPANY

Under conditions of economic crisis and constantly growing competition commercial companies are forced to search for the methods of holding their achievements. In the majority of cases, if we speak about such achievements as sales volume, company image and trade mark image, it is necessary to analyze the market situation and then search for new approaches to improve sales strategy of a company.

Often, direct goods delivery in the shortest possible terms is a powerful fact. When selling a product with similar specifications, the same price level and a similar service the most important arguments are speed and quality of goods delivery and some others, usually called "comfort" of delivery. In some cases, "comfort" of delivery can become even more significant than price. And if in the system B-2-C it is less distinctive, in the B-2-B sphere "comfort" of delivery often comes to the fore.

Based on the above, modern Ukrainian companies try to create a network of branches and representative offices in order to cover as big territory of customer service as possible. Unemployment rising, real estate or rent prices decrease reduce fixed costs for maintenance and initial costs for organization of a representative office.

If we assume that economic condition of the country is at an early stage of growth, now it is really important for trade companies to conquer new territories and strengthen their position of the already conquered territories replacing the weaker competitors.

Thus, summing up the above-considered circumstances of the Ukrainian market, we can conclude that financially strong companies that are willing to expand territory of their activity are able to realize their plans by creating a

network of trade offices with the most "comfortable" delivery service.