

Yurynets Z.V. Commercial Activity of Retail Trade Enterprises

Annotation

The study of theoretical bases of commercial activity and development of practical recommendations in relation to improving management, increasing commercial activity and efficiency of enterprises of retail trade, is conducted. Functions, principles and directions of commercial activity of retail trade enterprises are identified. Some features of trade and commercial activity of retail trade enterprises in interrelation with the general principles of economic activity and the circumstances that arose in the process of change in trade and commerce are found.

Keywords: the enterprises of retail trade, commerce, commercial activity, functions, principles, directions, features.

Summary

The subject of the work is to the study of theoretical bases of commercial activity and development of practical recommendations in relation to improving the management, increase of commercial activity efficiency of enterprises of retail trade. The aim is the analysis of analysis of the theoretical and methodological bases of commercial activity of enterprises of retail trade. Methodology of the work. The article used general scientific and special methods: comparative method to the study of the essence of commercial activity of the enterprise and factors contributing to its effectiveness; visual-graphic – to represent the results in visual form; system analysis and synthesis, induction and deduction, scientific method of abstraction – to form conclusions.

Results. In the conditions of financial and economic crisis is a necessity of decision of effective management to increase of commercial activity efficiency of enterprises of retail trade. Bases of commercial activity can be merged into the main directions of this type of activity, functions, types of effects, the principles for achieving the objectives of commercial activity compared with the General principles of economic activity of the enterprise of retail trade. Functions, principles and directions of commercial activity of the enterprises of retail trade are identified. Features of commerce and commercial activity of the enterprises of retail trade in conjunction with the general principles of economic activity and the circumstances that arose in the process of change in trade and commerce are found. A comparative analysis of foreign and domestic enterprises in the process of doing business are identified. The condition of focus of commercial activity of the enterprises is strategy. Today, managers must be aware that an important attribute of successful commercial activities should be the development strategy of the enterprise market in the unity of components that ensure the competitiveness of the products or services of the company, the possibility of functioning and further dynamic growth. The main ways of increasing the efficiency of the management of commercial activity enterprise in modern conditions:

- permanent market research, trading environment, forecasting demand for goods;
- the introduction of innovative methods of management, in particular marketing;
- organization of procurement work with enterprises of different ownership forms;

- interaction with research organizations for the purpose of trade in the products of intellectual activity, know-how, the leased items, etc;
- the introduction of new methods of conducting promotional activities; the use of the progressive form of sales;
- servicing customers; the use of credit resources for the expansion of commercial activities, the improvement of automation control.

Conclusions. Commercial activities should be based on the Ukrainian model of market formation and unstable market relations, according to the national mentality and the latest achievements of world experience and knowledge.