

ECONOMY OF TRADE AND SERVICES

**Omelyanovich I.A.¹, Dr. Sci. (Ekon.),
Prof.,**

1 – Donetsk National University of Economics and
Trade named after Mykhayilo Tugan-Baranovsky,
Donetsk, Ukraine,

e-mail: omelyanovich@prorect.donduet.edu.ua

Gladkova O.V.², Cand. Sci. (Ekon.)

2 – Donetsk National University of Economics and
Trade named after Mykhayilo Tugan-Baranovsky,
Donetsk, Ukraine, e-mail: gladkov@dn.farlep.net

INVESTMENTS ARE IN TRADE: STATE AND PROSPECTS

Objection. *The objection of this article is analyze the investment processes in trade and to provide practical recommendations regarding their improvement taking into account the innovative orientation.*

Procedure. *In the process of the study there were engaged: methods of the system analysis of economic phenomenon (for the general investment evaluation in trade), sampling study and clustering (for investment evaluation in retail and wholesale trade), index method and comparative evaluation method (to analyze the investment activity indices in trade).*

Results. *It was developed the system of financial indices, which characterize the investment activity in trade. On the base of the official data of Ukrainian State Statistic Service it was conducted the analyse of the current state of investment in trade.*

Academic novelty. *There were suggested the promising investment patterns of commercial enterprises with a focus on their innovative component.*

Practical importance. *The obtained results allow to work out the innovative – investment model of the trade development and to increase efficiency of commercial enterprises activity.*

Key words: *commercial enterprises, investment, investment activity, financial crisis, innovative investment.*

Davidjuk I.V.

Donetsk National University of Economics and
Trade named after Mykhayilo Tugan Baranovsky,
Donetsk, Ukraine, e-mail: ira_5483@mail.ru

TOURISM MARKET IN UKRAINE: STATE AND DEVELOPMENT PROSPECTS

Objective. *The main goal of this paper is to monitor the status of the tourist services market and prospects of its development.*

Methods. *The graphing method and the method of theoretical generalization and comparison and content analysis were used during the study.*

Results. *Main tendencies of development of the Ukrainian tourist services market were revealed, and its characteristics and the basic directions of strategic development were identified. The necessity to intensify efforts to improve the country's attractiveness to foreign*

tourists is substantiated.

Academic novelty. Further clarification of issues that slow down the development of the tourism market in Ukraine is given. They are the following: inefficient and unsustainable use of natural resources, absence of an accurate strategy for the development of the tourism industry and its precise regulation, an underdeveloped infrastructure and a poor developed transportation services system for tourists, and also an insufficient quality standard of rendering of tourist services.

Practical importance. These results contribute to the optimization of strategic planning of the tourist services development in Ukraine.

Key words: tourism market, status, problems, tendencies and prospects.

Donets L.I.¹, Cand. Sci. (Ekon.), Prof.,

1 – Donetsk National University of Economics and Trade named after Mykhayilo Tugan-Baranovsky, Donetsk city, Ukraine,

e-mail: lubovdonets@gmail.com

Prudnikova G.I.²

2 – Donetsk National University of Economics and Trade named after Mykhayilo Tugan-Baranovsky, Donetsk city, Ukraine,

e-mail: prudnikova.ganna@gmail.com

CONCEPTUAL APPROACH TO THE DIVERSIFICATION OF THE ACTIVITY OF A TRADE ENTERPRISE

Objective. The purpose of this article is to develop a conceptual approach to the diversification of the activity of a trade enterprise.

Methods. In the course of the research such methods were used: theoretical generalization and comparison, analysis and synthesis, systematization, graphic visualization.

Results. The conceptual approach to the diversification of the activity of a trade enterprise was developed.

Academic novelty. The conceptual approach to the diversification of the activity of a trade enterprise has been improved. Its meaning lies in the allocation of three main stages: the definition of the expediency of the diversification of the activity of a trade enterprise, the choice of the optimal strategy of the diversification of the activity of a trade enterprise, the assessment of the effectiveness of the diversification of the activity of a trade enterprise. The difference of this approach lies in the combination of system and functional approaches to the diversification of the activity of an enterprise and the establishment of cause-and-effect relationships between its components.

Practical importance. The introduction of the proposed conceptual approach to the diversification of the activity of a trade enterprise contributes to the increase of the efficiency of economic decisions, which are aimed at the optimization of the strategic development of a trade enterprise.

Key words: a conceptual approach, diversification of activity, a trade enterprise, optimization, a development strategy.

Yermak S.A., Cand. Sci. (Ekon.)

Donetsk National University of Economics and
Trade named after Mykhayilo Tugan-Baranovsky,
Donetsk, Ukraine, e-mail: svetlanaermak@mail.ru

OPTIMIZATION OF COMMODITY SUPPLIES OF TRADE ENTERPRISES ON BASE OF INTEGRATED ABC-XYZ-QRS-ANALYSIS

Objective. *The purpose of article is to establish a goods stock system management based on integrated ABC-XYZ-QRS analysis on the example of the retail trade enterprise «TeploLux-7».*

Methods. *The study used the method of turnover cost(ABC)analysis, variational (XYZ) analysis, QRS analysis also groups and integration methods.*

Results. *Based on the analysis of the proposed scientific and methodical approach to the analysis of goods stock of trade enterprises that provides the following benefits: the ability to accurately calculate the necessary amount of purchases for the various groups of goods, improving the coordination of marketing and financial departments, with the exception of the range of illiquid positions, the allocation of investment resources , which can be embedded in products with high profitability, the inclusion in the product range of new positions to fund certain time.*

Academic novelty. *Improved scientific and methodical approach to the analysis of goods stock of trade enterprises, which unlike the other allows you to release the key, the most important resources of the company and set priorities in structuring business processes.*

Practical importance. *The practical application of the integrated ABC-XYZ-QRS analysis allows management to make informed decisions on the formation of goods stock of trade enterprises.*

Key words: *trade enterprise, goods stock, turnover cost (ABC) analysis, variational (XYZ) analysis, QRS analysis.*

**Morozova N.I., Cand. Sci. (Ekon.),
Assoc. Prof.**

Donetsk National University of Economics and
Trade named after Mykhayilo Tugan-Baranovsky,
Donetsk, Ukraine,
e-mail: natalka8.85@mail.ru

FORMATION OF POLICY DEVELOPMENT PHARMACIES SETS: ADAPTATION APPROACH

Objective. *Purpose of the article – to study the processes of development of commercial enterprise in the light of the marketing approach, a central element of which is the problem of adaptation and sustainable development, finding only those forms of interaction, which can be considered a priority.*

Methods. *Used during the study: methods of economic and statistical analysis – to assess the results of interaction among pharmaceutical market data network internet, materials, periodicals, scientific development, and findings of scientific researchers on the development of the pharmaceutical market.*

Results. *Based on this study proposed a general model that incorporates not only the*

elements but also the types that make up the policy of the pharmacy network.

Academic novelty. Improved diagnostic evaluation instrument of development policy drugstore chain based on an evaluation of quantitative indicators of the functioning of the pharmaceutical market, highlighted elements of the policy development of the network, principles, parameters, areas of influence and mechanisms of interaction.

Practical importance. The results are estimates of the structural components of the policy of the pharmacy network tested on LLC FTC «Arnica».

Key words: pharmaceutical market, pharmacy chains, policy development, adaptive model, the structural characteristics, the subjects of market interaction.

Komarova L.A.

Donetsk National University of Economics and
Trade named after Mykhayilo Tugan-Baranovsky,
Donetsk, Ukraine, e-mail:
market@kaf.donduet.edu.ua

CATEGORICAL USE MANAGEMENT AS THROUGH IMPROVED RETAIL CHAINS

Aim. Aim of the article is to determine the features of category management and its impact on the efficiency of retail outlets.

Technique. The study used: the methods of theoretical generalizations and comparisons, analysis and synthesis.

Results. Based on this study analyzed the dynamics of the volume of retail trade in the country's regions, clarified the concept of category management, the roles of category management to improve the efficiency of retail trade networks.

Scientific innovation. Clarifies the concept of category management, improved structural and functional diagram of a product category.

The practical significance. The results are aimed at improving the efficiency of the retail distribution network through the introduction of category management in product strategy.

Key words: retail trade, category management, efficiency, assortment policy.