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## ***FEATURES OF COMMODITY TURN SPHERE MATERIAL POTENTIAL DEVELOPMENT***

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## ***ОСОБЛИВОСТІ РОЗВИТКУ МАТЕРІАЛЬНО-ТЕХНІЧНОГО ПОТЕНЦІАЛУ СФЕРИ ТОВАРНОГО ОБІГУ***

***Objective.*** Considering peculiarities of development of material and technical potential of commodity circulation sphere.

***Methods.*** In the process of the research such methods as theoretical generalization and comparison, classification, graphical visualization were used.

***Results.*** The composition and structural relationships of material and technical and other types of potentials of commodity circulation sphere are analyzed. The structure of resources allocation of material and technical potential of commodity circulation sphere is regarded.

***Academic novelty.*** Clarified the definition of material and technical potential of commodity circulation sphere is improved. The structural model of material and technical potential of commodity circulation sphere that ensures consistent interaction between the elements of material and technical potential of commodity circulation sphere is represented. The structure of resources allocation of the material and technical potential of commodity circulation sphere is analyzed.

***Practical significance.*** The represented structural model of material and technical potential of commodity circulation sphere and the structure of resources allocation of the material and technical potential of commodity circulation sphere is the theoretical basis for determining target rules of developments of commodity circulation sphere and improving its competitiveness by deepening the extent of market processes.

***Key words:*** material and technical potential, commodity circulation sphere, resources.

**Introduction of the problem.** Material and technical potential is a key factor of development and functioning of the sphere of commodity turnover. Material and technical potential determines scales and tempos of development of the sphere of

commodity turnover and the level of its competitiveness. According to the extension of market processes and increase of competitiveness, the significance of this factor also is growing. Accordingly the problems of updating and increasing of material and technical potential, optimization of its structure and effective regulation become more urgent. At the same time it is necessary to clarify the essence and current content of this category as theoretical opinions of national and foreign researches essentially differ.

In social and economic sense the term “potential” is a diverse concept. It is treated as possibility, power, resources, means; available power as to concrete objects, processes and phenomena in this range. Material and technical potential is a derivative, specified concept which concentrates weighty component that is technical resource. Taking into account the “narrow” understanding of the term “potential” in economic literature, we have revealed the essence of material and technical potential of commodity turnover sphere. Herewith, the material and technical potential has been considered as material and technical base.

**Analysis of the latest researches and publications.** The given analysis of the economic literature [1;3;7;10] shows that the material and technical potential of trade was considered as a material and technical base which is a set of tools and items of work that were used for issuing trade and manufacturing processes.

Later, with the activization of commodity-money relations in socialist economy (70-80 years of the XX century), the main attention has been paid to the development and effective use of the foundation of material and technical base which is the main fund of trade.

It is necessary to notice that theoretical analysis included both natural and cost forms of the main funds. This approach is valuable for science and practice.

However, the complex reveal of the main funds essence does not give a complete understanding of material and technical potential of the sphere of commodity turnover.

That is why in the conditions of market-oriented national economy the scientific researches has been transferred in the sector of possibilities. The study of a wide range of material and technical potential of goods and services circulation sphere has recently received considerable attention in the investigations of many scholars, among them Arefieva O. V, Kharchuk T. V., Blonska V. I., Fedonin O. S., Krasnokutskaya N. S., Lapyn E. V., Ilchuk O. O. [2,4,5,6,8,9], are considering material and technical potential according to the possibilities of the available for domestic trade resources (material, technical, technological).

Thus, in their works they examine aggregate potential: available main funds (houses, buildings), main assets (mechanisms, equipment, computers, vehicles), appliances, technologies, materials, raw materials, commodity stocks, packages. Lately scientists include the objects of trade infrastructure and land to the complex of material and technical resources.

**Object and targets of the article.** The targets of the article are:

- to investigate the components and structural correlations of material and technical potential and other potentials of commodity turnover;

- to present the structure of allocation of the resources of material and technical potential of commodity turnover.

**The main aspects of the investigation.** The examination of the essence and content of material and technical potential of commodity turnover sphere is theoretically and practically proved in the light of the possibilities of available resources. This examination is proved when the question is about the estimation of the potential realization. Meanwhile, the potential by its nature is characterized not only by statics, but also by dynamics which is expressed in kinetic power of potential, hidden energy and in reserves.

Material and technical potential is characterized by the realization of available resources possibilities and by mobilized reserves. Thus, material and technical potential of commodity turnover sphere is an aggregate ability of its weighty resources and reserves to provide the possibility of realization of the main functions of trade. To accomplish the definition we can add that it can be done under the following conditions:

- the availability of proper organizational and managerial provision of resources and reserves utilization;
- infrastructural provision of resources functioning.

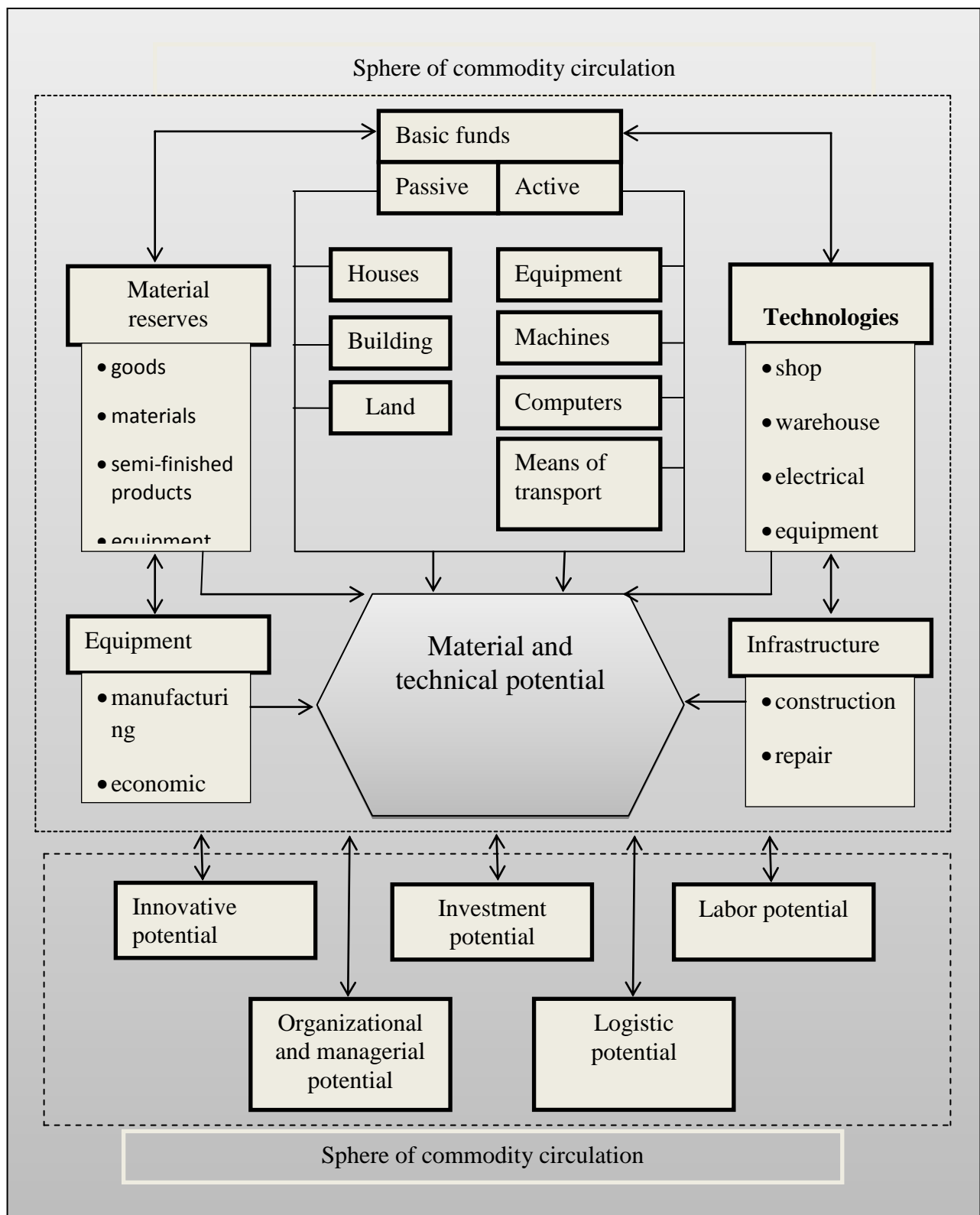
Material and technical potential as system grouping of components has a complicated structure of correlations. This structure provides coordinated interrelation and optimal correlation between its elements. The structural model of material and technical potential is shown in Table 1.

The structure of material and technical potential includes objects united into five blocks: basic funds, technologies, material stocks, equipment and objects of infrastructural provision. Each block has its own potential, which in result of cooperation with adjoining blocks, forms synergetic material and technical potential.

According to the table 1, material and technical potential is independent and it closely cooperates with other kinds of potential in the sphere of commodity turnover.

The structure of material and technical potential allocation in the sphere of commodity turnover is presented in the table 2. The analysis of table 2 proves the fact that resources of material and technical potential are mainly concentrated in multivariable space of commodity turnover sphere.

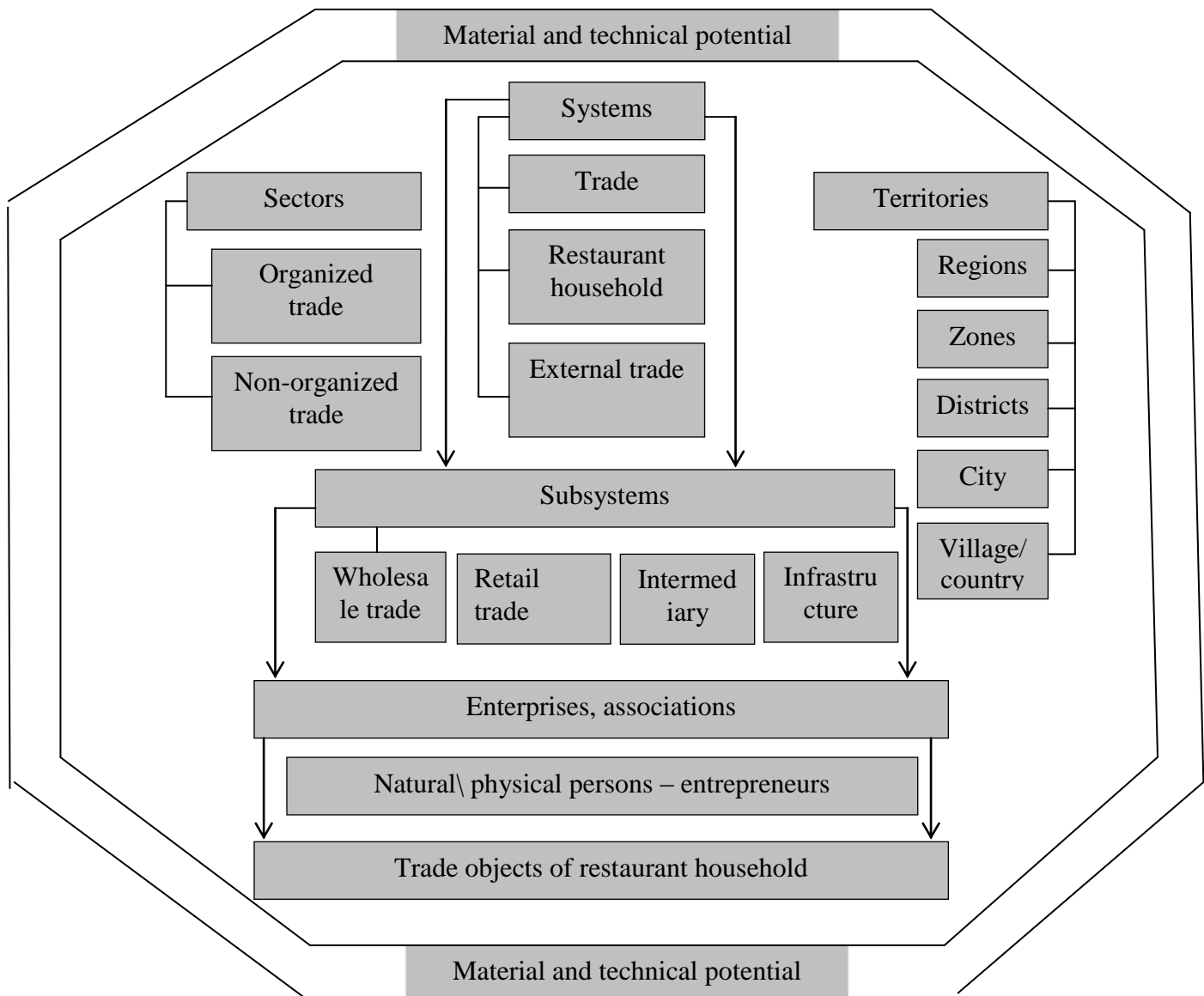
The largest concentration of material and technical potential resources is naturally observed in the sector of organized trade. This sector involves trade branch itself and firm trade as well. However it is important to point out that very obscure structure has been formed inside organized sector. The core of this structure is trade branch where officially registered subjects of trade work on permanent base. Numerous legalized trade enterprises and organizations of non-commercial ministries, departments, public organizations and consumers cooperative societies are simultaneously functioning. It is necessary to stress that trade is not basic kind of their activity. The resources of foreign companies take special place in the structure of organized sector. They are characterized by high innovative activity and growing power.



**Figure 1. Components and structural correlation of material and technical potential and other kinds o commodity turnover sphere**

Non-organized sector in the sphere of trade prevails in subject number. Millions of physical persons – entrepreneurs, non-organized traders, mainly on markets are included into it. Material and technical resources of this sector considerably concede organized sector in number and quality. Their components and structure are

maximally adapted to the functions of non-organized sector and are characterized by high return.



**Figure 2. Material and technical potential allocation in the sphere of commodity turnover**

**Conclusions.** Thus, we can formulate the characteristic features of the material and technical potential:

- it expresses real and unrealized opportunities caused by weighty resources and reserves of the commodity turnover sphere;
- a five-block structural model of the material and technical potential includes the main assets, technology, inventory, equipment and infrastructure objects;
- all the objects that make up material and technical potential are connected and closely interact creating synergetic effect;
- the material and technical potential is correlated with the other types of potentials of the commodity turnover sphere: innovation, investment, labor, organizational management, logistics, information;

- the material and technical potential is aimed at implementing the basic trade functions: primarily technical, technological, social and economic ones;
- the material and technical potential has its own specific depending on their functional purpose – retail, wholesale, commercial mediation, foreign trade, restaurant services (catering);
- the specific feature of the material and technical potential of the commodity turnover sphere is the scale and continuous implementation. The potential also solves not only its own tasks, but it also represents a basis for the implementation of other types of potentials;
- the material and technical potential is measured in physical and valuable form.

**Prospects for further research in this direction** consist in the analysis of the process of modernization of material and technical trade base as a narrower category than the material and technical potential.

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**Мета.** Розглянути особливості розвитку матеріально-технічного потенціалу сфери товарного обігу.

**Методика.** У ході дослідження використано такі методи: теоретичне узагальнення і порівняння, систематизація, графічна візуалізація.

**Результати.** Проаналізовано склад і структурні взаємозв'язки матеріально-технічних та інших видів потенціалів сфери товарного обігу. Представлено структуру розміщення ресурсів матеріально-технічного потенціалу сфери товарного обігу.

**Наукова новизна.** Уточнено дефініцію матеріально-технічного потенціалу сфери товарного обігу. Представлено структурну модель

матеріально-технічного потенціалу, яка забезпечує узгоджену взаємодію і оптимальне співвідношення між елементами матеріально-технічний потенціалу сфери товарного обігу. Проаналізовано структуру розміщення ресурсів матеріально-технічного потенціалу сфери товарного обігу.

**Практична значущість.** Представлена структурна модель матеріально-технічного потенціалу та структура розміщення ресурсів матеріально-технічного потенціалу сфери товарного обігу є теоретичним підґрунтям для визначення цільових орієнтирів розвитку сфери товарного обігу та підвищення рівня її конкурентоспроможності по мірі поглиблення ринкових процесів.

**Ключові слова:** матеріально-технічний потенціал, сфера товарного обігу, ресурси.

**Цель.** Рассмотреть особенности развития материально - технического потенциала сферы товарного обращения.

**Методика.** В ходе исследования использованы следующие методы: теоретическое обобщение и сравнение, систематизация , графическая визуализация .

**Результаты.** Проанализированы состав и структурные взаимосвязи материально - технических и других видов потенциалов сферы товарного обращения. Представлены структура размещения ресурсов материально - технического потенциала сферы товарного обращения.

**Научная новизна.** Уточнено дефиницию материально - технического потенциала сферы товарного обращения. Представлены структурная модель материально - технического потенциала, которая обеспечивает согласованное взаимодействие и оптимальное соотношение между элементами материально - технический потенциал сферы товарного обращения . Проанализирована структура размещения ресурсов материально - технического потенциала сферы товарного обращения.

**Практическая значимость.** Представленная структурная модель материально - технического потенциала и структура размещения ресурсов материально - технического потенциала сферы товарного обращения является теоретическим основанием для определения целевых ориентиров развития сферы товарного обращения и повышения уровня ее конкурентоспособности по мере углубления рыночных процессов .

**Ключевые слова:** материально - технический потенциал, сфера товарного обращения, ресурсы .