

COMPLEX MARKET SERVICES AS THE MAIN RESULT OF THE MARKETS AS BUSINESS ENTITY

Summery

Object. The object of this article is research, analysis and improvement of system services, which are adapted in markets, selection and addition of individual components of this system, their separation and classification, building fundamental structure of the complex of market services.

Methods. During the study used the method of theoretical generalization and comparison (to determine the composition and structure of additional market services), of analysis and synthesis (to clarify the structure of market services and definition of services of each type), the principle of decomposition (to develop the structure of complex market services).

Results. As a result of the conducted research is proposed an approach to grading market's services as economic entities, supplemented and generalized scheme of the formation of the complex market's services as indivisible outcome of market activity as economic entities. All market services by the criterion of the degree of adjustability are divided into routine and initiated, initiated services on the criterion relating to the organizational structure, are divided into dependent and independent, independent services by the object orientation are divided into related and complementary market services.

Scientific novelty. Is improved scientific and methodical approach to building system services market, which unlike existing consists of three components that make up the four types of services that are the part of a single system of market services.

The practical significance. The obtained results allow to identify new directions for development of market services as economic entities and new sources of income markets to improve their performance.

Keywords: markets, trading markets, market services, market infrastructure.

Problem statement. Modern markets of Russia and Ukraine are integral modern property and service complexes that represent a separate phenomenon of modern society, not just companies dealing in trade in goods. They originate in the USSR consumer cooperatives (kolkhoz market system), and with the development of market relations become source of organization of entrepreneurship and entrepreneurial ideas, source of the emergence of small and medium business in Ukraine.

The complexity of modern markets is in the complexity of structure of their services. But to the study of markets as economic entities in the modern scientific literature is paid little place. If to the problems of trading business is devoted many works, to the problems of functioning and development of markets is paid little attention.

Analysis of recent research and publications. Problems of development and operation Enterprise-trade are practiced by many Ukrainian (V.V. Apopi', A. Azaryan, I.A. Blank, N. Vlasova, N.A. Holoshubova, L.I. Donets [10,11], L.A. Lihonenko, A.A. Mazarakhi etc), Russian (D.E. Davydyants, L.P. Dashkov, B.V. Green, V.K. Pambuhchyyants etc.) and foreign (K.R. McConnell, S.L. Brue, B. Berman, D. Evans, etc) scientists, but not all of them isolate markets as an independent economic unit and explore issues of market activity.

Problem statement. Thus, the purpose of this study is the analysis of the individual components of the system services which are provided by the markets as well as by the other economic entities.

The main material. by the trade rules on collective farm markets [7] is found that markets may give additional services for a separate fee- cutting meat, rolling of commercial equipment and sanitary clothing, storage of raw materials and personal items, transportation of products, providing a hotel market.

In methodical recommendations as for more efficient trade on kolkhoz markets Ukrainian SSR [1] is showed that the fee-for-service markets is their main income and that's why the increasing of their volume plays the most important meaning for the

sustainability of their financial condition. In this document market services were classified into groups - services trade organization, services recruitment shopping, transportation and handling services, domestic services, but all these services were provided by the market to those persons who carried out trade on it, i.e. movement of services performed within the structure of the market.

Terms of trade in the markets of countries that were part of the Soviet Union, are largely based on the rules of trade in the markets of the Soviet Union with the specification and the specification and in the part of services including.

For example, the rules of trade in the markets of Kazakhstan [2], almost 100% repeat the list of services markets from Rules of trade in the markets of the Soviet Union, in addition to these services, are added parking services, announcements by radio. A similar situation in the markets of Uzbekistan, Belarus and Russia [4, 3, 8] - the list of paid services totally repeat the list of services from Rules of trade in the markets of the USSR, while in the rules are specifically stipulated that paid services of markets are provided only by the markets, i.e. the movement of services is performed only within the structure of the market. But the movement of services can be carried beyond of the market structure - market tenants may act as paid market services.

The specificity of trade in the markets is that the markets are not only facilitate the process of retailing, but also create around them a whole system of services.

The whole system of services trade in the markets is quite complicated and varied - it is created not only by the market, but also attracted many companies that act as tenants of retail space in the markets.

So, S.I. Rudnitsky, N. Vlasova and S.M. Sukachova [6,9] divides services into markets into:

- Services of the markets - directly related with organizational trading process, while they are divided into rental and custom services markets;
- Services of involved companies with retail trading - often characterized by specialization, against market specialization;
- Services of commercial and industrial enterprises (catering);
- Service of enterprises with consumer services;

- Services of other involved and infrastructure and service systems.

A positive aspect of this classification in market services system is the allocation of external and internal services and the division of external services into separate subtypes.

In this classification is possible to provide basic market services - the services of rental of retail spaces; all other kinds of services relate to services that create conditions for normal livelihoods of buyers and sellers. That is, a given list to divide into basic and infrastructure market services.

At the same time the infrastructure of markets - are entities and units that create the conditions necessary for the realization of the basic functionality purpose of markets as economic entities and providing the normal livelihoods of buyers and sellers. Subjects of market infrastructure provide infrastructure services.

Regulations [2,3,4,5,8] suggest that there are laboratories of sanitary, phytosanitary and veterinary controls in markets, as well as permanent or temporary buildings for law enforcement agencies and authorities that supervise and control the market activities. These organizations also create the conditions necessary for the realization of the main function of markets, so the services of these organizations should also be included in the market services system.

Thus, by the degree of regulation the elements of market infrastructure can be divided into required (mandatory) and initiated (voluntary).

Required (mandatory) elements of market infrastructure are government and regulatory authorities, which must necessarily be presented on the market to ensure its functioning.

Initiated (voluntary) elements of market infrastructure are entities that voluntarily, with the rights of tenants provide infrastructure services.

In turn, the initiated (voluntary) elements of market infrastructure in relation to the organizational structure of the market can be divided into captive (dependent) and independent (independent) elements of market infrastructure.

Captive (addicted) elements of market infrastructure comprise to the organizational structure of the market by individual departments.

Independent (independent) elements of market infrastructure are independent businesses entities and act on the rights of tenants of commercial space in the market. Depending on the object, on which directed service, the independent elements of market infrastructure can be divided into two subtypes - the economic entities that provide services to customers and dealers, that provide services to the market as to the economic entity in general.

Independent (independent) elements of market infrastructure, which provide services to traders and buyers in the market, provide related services. The specialization of these economic entities complements the specialization of the market, creating a more quality and comfortable conditions for the buy and sale of goods.

Independent (independent) elements of market infrastructure, which provide services to the market as to the economic entity in general, provide complementary services - services relating to all the participants of the trade process in the market and, if necessary, they can be used by all of them.

Thus, the infrastructure of markets as economic entities, consists of regulatory, dependent and independent market infrastructure.

These infrastructure elements provide four types of services in markets - regulatory, market, related and complementary - all together these services represent a range of market services - the only inextricably interconnected system of services that complement and define each other.

Thus, the market as the economic entity can provide the market with related and complementary services. Defined categories of services cover all kinds of services which are provided by the market, so they can be defined as a complex of market services.

The specific structure of the services market will affect their internal structure, so structural peculiarities services must be reflected in the internal structure of the market.

Based on the results of analyzing the structure of market services, we can determine the levels of general internal structure of markets as economic entities:

- Administration of the market - creates the enterprise and provides overall management over it, provides market services to everyone for profit;

- Market vendors - are the business entities that are direct initiators of creating the trading process and realize it on loan of commercial space;
- Market sellers- are people who are employed by vendors of the market and are the directly involved in the trade process;
- Market buyers - are the participants of trading process which engaged in acts of purchasing goods or services, while engaging in civil matters with market vendors;
- Infrastructure - are the external economic entities and internal units (services) that create the conditions necessary to implement functional destination of the market and livelihoods of sellers and buyers.

The determined internal structure is a description of the organizational structure of markets and environment of the immediate environment of market.

Graphically, the structure of the complex of market services is shown in Fig. 1.

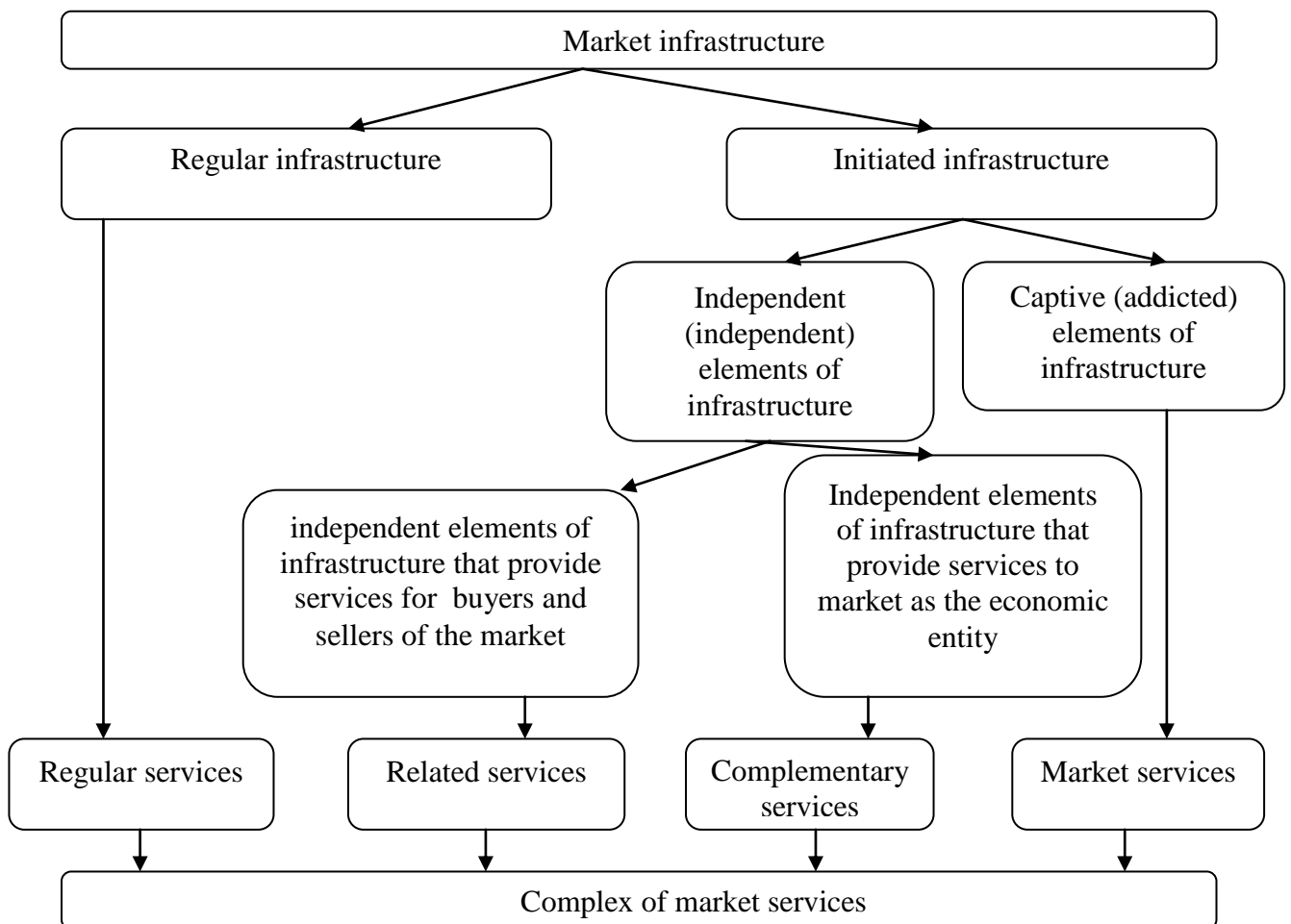


Fig.1: The structure of complex of market services.

List of services which are related to each type are shown in Table 1.

Table 1 - Summary infrastructure market.

Regular market services	Related market services	Complementary market services	Market services
The services of sanitary, phytosanitary and veterinary controls, quarantine and fire inspections	<p>The services of involved companies:</p> <ul style="list-style-type: none"> ➤ public catering (cafes, snack bars); ➤ hotels; ➤ consumer services (repair of clothing, footwear, home appliances and electronics); ➤ communication services (items of payments for cable TV, internet, phone, recharge mobile operators); ➤ financial organizations (banks, insurance companies); ➤ service industries (beauty salons, solariums, etc.); 	Security, health care, transportation services, rooms childcare	Booking of trading places, rent of commercial equipment and weighting devices, sanitary clothing, keeping of personal belongings and products in cloakrooms, in warehouses and refrigerators, cutting of meat, news reports and advertising which have the information character, providing places for parking lots, consultations by specialists, handling.

Consequently, the composition of services of each type is practical evidence of structure of the complex of market services, which is presented above, demonstrating that certain services are grouped by common feature and different in it in different groups. In addition, such a list of services also confirms the completeness of filed classification.

Conclusions. Thus, the proposed market infrastructure as the economic entities is in their three components (Regular, independent, captive), which form four specific groups of market services (regular, market, related and complementary). These

components and groups of services constitute a united inseparably interconnected system of market services - a complex of market services.

The market is ambiguous and made up concept that forms a system of public services and meet the needs of the population in commercial services. This service system is characterized by the following features:

- system of market services formed not only directly by market, but also by plenty of other companies that provide related services;

- The all totality of market services is created by fundamentally different enterprises – with different types, kinds, forms of ownership, which differ in their specialization;

- The main reason of participating of economic entities in the system of market services is the high attractiveness of markets as the places of accumulation of a large number of potential customers with a wide range of needs;

- All system of market services creates the conditions for the progressive integration of markets and turning them into modern shopping malls.

Moreover, in modern markets there is the whole system of services simultaneously and it is already impossible to imagine that there is a market in the most "basic" version without any extras, so you can say that all these services provide a complete and indissoluble system of services which we can call a complex of market services.

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