

**ROLE, IMPORTANCE AND PROSPECTS OF MANAGEMENT OF TRADE
ENTERPRISES**

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Annotation: The article considers trade management. Based on the theory of general management of an enterprise, integrates the techniques and methods of many functional types of management in relation to the specifics of a trading enterprise.

Key words: Management, goods, economic activity, management, finance.

Аннотация: В статье рассмотрен менеджмент в торговых организациях. Базируясь на теории общего менеджмента предприятия, интегрирует в себе приемы и методы многих функциональных видов менеджмента применительно к специфике деятельности торгового предприятия.

Ключевые слова: Менеджмент, товар, экономическая деятельность, управление, финансы.

Trade is one of the largest sectors of the economy of any country, both in terms of activity and the number of workers employed in it, and enterprises in this industry are the most widespread. The activities of commercial enterprises are related to meeting the needs of each person, are influenced by many factors and cover a wide range of organizational, technological, economic and financial issues that require daily solutions. Managing the multifaceted activities of a commercial enterprise is a very complex process and is carried out using various trade management methods. Trade is one of the largest sectors of the economy of any country, both in terms of activity and the number of employees employed in it, and enterprises in this industry are the most massive. The activities of commercial enterprises are related to the satisfaction of the needs of each person, are subject to the influence of many factors and cover a wide range of organizational, technological, economic and financial issues that require daily solution. Management of multifaceted business activities

Trade management is the process of managing all major aspects of a trading enterprise. It is designed to form the most rational management decisions on the development of a particular commercial enterprise, to coordinate various areas of its activities and to ensure high efficiency of the final results of this activity.

The main goal of trade management is to ensure high rates of development of a trading enterprise in a strategic perspective and increase its competitiveness in the consumer market.

Based on the main goal, trade management is designed to solve the following main tasks:

1. Formation of conditions for the most complete satisfaction of customer demand for goods within the selected segment of the consumer market.

This task is being implemented

- by searching for a trade niche in the consumer market by a trading enterprise;
- to identify the main parameters of consumer demand in this segment of the consumer market;
- formation of an effective assortment policy aimed at meeting consumer demand for goods;
- ensuring the stability of the assortment of goods sold by a trading enterprise.

2. Providing a high level of commercial customer service.

This task is implemented by satisfying all the basic requirements of buyers to the level of sales service, the essence of which, taking into account the specifics of a particular segment of the consumer market, is to ensure that the Seller purchases the necessary goods with the least time and the greatest comfort.

3. Ensuring sufficient efficiency of trade and technological and trade and economic processes at the enterprise

This task is implemented by minimizing the cost of labor, material and financial resources for the organization of individual processes and operations related to the movement of goods and customer service; to carry out individual commercial transactions and commercial activities as a whole; to perform the functions of managing a trading enterprise.

4. Maximizing the amount of profit remaining at the disposal of a trading enterprise and ensuring its effective use.

This task is implemented by optimizing the volume of turnover of the enterprise; effective management of your assets; implementation of a targeted price, depreciation and tax policy; optimization of the ratio of capitalized and consumed parts of profit.

5. Minimization of the level of economic risks associated with the activities of a commercial enterprise.

To increase its own financial resources, to ensure the growth of assets in all their forms, to increase the financial stability of the enterprise. In addition, the business reputation of the enterprise is influenced by the marketing positions it has won in the market, other "intangible" assets that can bring additional profit to the enterprise.

Main functions:

1. Control of technological processes of turnover;
2. Managing the customer service process;
3. Sales management;
4. Turnover management;
5. Sales revenue management;
6. Management of circulation costs, creation of conditions for constant reduction of current costs;
7. Trading Risk Management

The development of a trade management strategy is carried out at the following main stages:

1. Determination of the general period of strategy formation;
2. Study of environmental factors and the degree of their impact on the activities of the enterprise;
3. Assessment of the strengths and weaknesses of the company;
4. Selection of a determining strategic model for the development of trade taking into account the stage of its life cycle;
5. Formation of a system of strategic goals, taking into account the chosen determining model of development;
6. Determination of target indicators of the trade management strategy for the periods of its implementation;
7. Formation of sales policy in the most important areas of activity;
8. Development of the most effective methods for implementing the strategic goals and trade management policy of the company;
9. Implementation of the trade management strategy;
10. Evaluation of the results of the implementation of the trade management strategy.

An important feature of trade management is the complex nature of the formation of all management decisions related to various aspects of the activities of a trading enterprise. All these management decisions are closely interrelated and have a direct or indirect impact on the final efficiency of the economic activity of a commercial enterprise.

Thus, a separate management decision aimed at improving the organization or technology of the trading process, no matter how progressive it may seem from the point of view of innovation management, may be ineffective taking into account the specifics of the conditions of the

economic activity of the enterprise. and cause negative consequences for its financial condition. Therefore, trade management is considered as a complex system of actions consisting of the development of interdependent management decisions, each of which contributes to the final result of the economic activity of a trading enterprise.

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Methods of managing trade processes of customer service, characterizing the creation of optimal conditions for making purchases and direct contact with the buyer. They include many techniques, starting with the establishment of a convenient mode of operation of the enterprise, the choice of effective methods of offering and selling goods, fast settlement and cash services, the provision of a wide range of additional related services, the organization of internal notification information, advertising, , advertising, promotions and many other organizational and technological methods that reflect the level of customer service.

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