

АКТУАЛЬНЫЕ ПРОБЛЕМЫ ЭКОНОМИКИ

УДК 396.621

ОСНОВНЫЕ ЗАДАЧИ СИСТЕМЫ РЕАЛИЗАЦИИ ТОВАРОВ И УСЛУГ

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В работе рассматриваются особенности решения задач, связанных с построением систем реализации товаров и услуг. Указаны основные направления использования маркетинга на предприятии.

Ключевые слова: товар, услуга, система реализации, маркетинг.

In the organization and commercial functions of marketing and institutional sales channels to include the main management tasks, for example it relates to the planning and forecasting of channels and ways of marketing that have a term; rationale for the choice of direct or indirect marketing of products, i. e. without or with the inclusion of intermediate links (actors) in the way of goods from producer to consumer (direct supply by the manufacturer; wholesale or retail organization).

These tasks are also present in the actual movement of goods to the consumer.

There are tasks such as marketing to logistics, they help you choose the best ways of marketing, placement of goods in the warehouse that is take into account the capacity and the amount of space in the warehouse of the enterprise, furthermore they assist with the development of marketing activities. The implementation of various types of goods to the end user stipulates a system of direct sales.

The main feature of this system is that it can control the entire path of the products, and also take into account the conditions of its implementation, but there are negative points in the system: when using it, the organization suffers not small non-manufacturing costs is caused by the fact that there is a need for creating costly inventory, and while realized the function of «bringing the goods to sale» will happen to expend a huge amount of resources.

However, from the perspective of the manufacturer, the advantage of this form of marketing is it right to maximize the amount of

profit one can gain from the sale of products (services). The commercial advantage of the direct channel increases the possibility of direct study of the market their products, maintain close links with customers, conducting research to improve the quality of goods, the impact on the speed of implementation to reduce additional working capital needs.

Target orientation and main tasks of marketing.

Marketing is defined as the scope of activities of the manufacturer (or company rendering services), whose purpose is the sale of products in the relevant markets.

Within this simple definition there are at least three major features of distribution.

- First of all, marketing defines that and only that sphere which belongs to the activities of manufacturers and no one else. It is noted in this regard that methodologically incorrect to speak of the distribution system, for example, wholesale companies and various other intermediary companies and especially retailers – it should be using other terms.

This first moment is important for another reason: as soon as the sale relates solely to the producers, there must be some features of this region within the entire field of sales. Specify the position: initially, we agree that there is a wide way trade (sales), covering all areas of the exchange. And of course, that all areas of this field have certain common generic features. On the other hand, quite clearly should be allocated to the specific features of each exchange depending on the environment, the «starting point of development», which this area generates.

- Secondly, the definition clearly indicates the main target orientation of everything that is done in this area, namely, the sale of the products (services) produced by the manufacturer.

In itself, this orientation says nothing about how effective these sales:

- whether it is about the sale just made, or part thereof, should be included in the sales sale of services sales of goods and services produced by other firms, etc. In this sense, a statement of the fact that the sale itself did not reveal any significant purpose

- conditions and limitations associated with the sale.

- finally, third, the definition implies a critical point of the distribution, namely the answer to the question: to whom do we sell? The answer to this question determines the direction of marketing activities, which conditionally can be called channels of distribution. Accordingly, here explicitly there is a statement about the crucial aspect of marketing as working with various types of intermediate buyers, or Resellers. At the same time clearly mentions the ability to do without them and use the benefits (with all disadvantages) of direct marketing.

The concept of «triad sale»: formally, this chain «the distribution – the distribution – the sale». This is not a strict form, but very informative in essence, the structure will be useful for further analysis.

The introduction of this triad will allow you to clearly identify three critical areas in areas of sales: sales (sold by the manufacturer and / and I and a specially created structure); distribution (all, without exception, intermediate customers) and the actual selling (bringing the goods and/PLI services to the end customer). At this stage of the analysis it is clear that by itself, the triad should be considered as a natural field of activity distribution and the environment within which marketing can and must solve a variety of your tasks and be effective from the point of view of the manufacturer.

Accordingly, the definition of sale, on the one hand, and the introduction of the triad, on the other give the opportunity to more clearly define the tasks that will decide sales.

It is legitimate the following basic tasks in the marketing process:

1. Ongoing implementation (shared services, marketing, financial and economic) comprehensive analysis of the system «consumer – goods – market» and development on this basis of strategy and tactics work in the market.

The very formulation and solution of this problem are an extremely important tool original effective marketing. Only a comprehensive

and detailed analysis of the behaviour and preferences of consumers in relation to this and competing products allows you to correctly formulate the question of the reality and intensity of those aims the distribution service, on the one hand, and the necessary costs for their achievement.

Hardly here it is necessary to prove something to a professional Manager. There is, however, another issue that needs to be explained: do not invade whether marketers into the sphere of activity in which the most competent marketers and, to some extent, economists and financiers, or how generally useful, and especially requires the participation of marketers in this work?!

Modern business practice is to answer this question absolutely unequivocally: whatever highly qualified or had marketers and large-scale whatever information they may possess, without a vision and given a living picture of the real market (and we have just the marketers!) may not be an objective representation and thus a reliable forecast about the possibilities of goods and services in the market.

Absolutely the same applies to the parties of the analysis, which is professionally engaged economists and financiers: the only marketer to see the actual reaction of the buyer on the ratio of price and value of the goods, and only he can give an objective assessment of whether the buyer to pay the price, and therefore provide us with an appropriate level of profitability. But that's not an answer to the question.

The idea is to sell, to profit, naturally forms the main conceptual position, which is realized in the course of any marketing analysis. However, it should be borne in mind that about two decades ago, the guru of modern management Peter Drucker in sufficient detail to develop and substantiate the thesis about the depravity of profit as the main target of the company. Without going into the details of the position of P. Drucker, it can be noted that she, of course, if some is relevant, then certainly not for firms in underdeveloped countries and transitional economies. Or in other words, the analysis should take into account some other elements, but profitability is important. Negligence and especially the imprecision of the definitions, including definitions, sales targets, have not only theoretical, but above all the most important practical value.

We show this by example. If we agree that the analysis referred to, is an important field of activity of the marketer and his participation in it is absolutely necessary, therefore it is the responsibility of the sales Manager. From here

begins a chain that looks something like this: if everyone agrees that a marketer needs to do the job in the first place necessary adequate qualifications and training. Next, you should provide him with certain conditions for systematization of information and above all some slack time to perform this kind of task.

It is also necessary to encourage the marketer to be active, and most importantly – it needs to see the results of this work really help it to achieve the highest of achievements. Add to the above another important point. Since this analytical work involves «teamwork», it is necessary that administrative staff was organized, guided and supported the activity of the team performing it.

Thus, it is easy to see that the very formulation of this task and its practical implementation require a substantial effort by management not only in sales, but the company as a whole. In this regard, we note again that the task is clearly initiated their views on the effectiveness of marketing.

2. Preparation, elaboration and adoption of decisions on the most efficient structure of distribution channels and system management.

This is a task of fundamental importance for any service distribution, because it determines how, where and when goods and services are brought to the consumer. As noted above, the channels of distribution – area of special study and in the framework of textbook this topic is dealt with separately. Given this circumstance, will make only two comments of a purely methodological properties.

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THE MAIN TASKS OF THE SYSTEM IMPLEMENTATION PRODUCTS AND SERVICES

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The paper discusses the features of the tasks associated with building systems sales of goods and services. Indicate the main directions of use of marketing in the enterprise.

Key words: product, service, system implementation, marketing.