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OPTIMIZATION OF FLEXIBLE COMMERCIAL POLICY IN THE SYSTEM OF MARKETING MANAGEMENT OF THE ENTERPRISE

This article provides an analytical study of characteristics, principles, and models of the formation of commodity policy of a company and formulates the basic requirements of approaches to marketing management at the enterprise. It is noted that the product policy represents a complex set of agreed marketing-oriented action methods and principles of the company related to the product life cycle.

Optimized product policy not only allows managing the process of forming and updated product range but also serves for the heads of the company as a benchmark for overall course of action. Scientists distinguish the following problems of formation of commodity policy:

- 1) ensuring an adequate level of quality;
 - 2) creating the optimal product lines;
 - 3) creation and production of new products and services;
 - 4) positioning of products;
 - 5) Product Lifecycle Management;
 - 6) ensuring quality service.
- Sophisticated product policy allows optimizing the

recovery process of a product range, but also serves for the company's management as a kind of indicator of general orientation of actions that could correct the current situation.

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