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WAYS FOR IMPROVING TRADE MEDIATION ACTIVITIES IN UKRAINE

Market relations development in the economy of Ukraine requires an implementation of principles and methodology of marketing and logistics in the practical activities of enterprises, including the trading and intermediary sphere.

Modern organization of the whole activities of intermediary should be aimed at an activation of commercial functions.

For the purpose of enhancing the efficiency, the trading and intermediary activities should be competitive in the system of all branches of the merchandise turnover sphere. It should widely use modern principles of management, marketing, and logistics, constantly introduce newest forms and methods of trade, by using the best world experience in this sector, actively develop services based on modern principles of market interaction.

In the development of organizational forms of management of the trade mediation system, a plurality of conditions and factors of its effective operation in an economic mechanism should be taken into account.

Research activities, sales promotion, establishment of contacts, conduct of negotiations, product movement organization, financing, and assumption of risk function in the process of trading and intermediary activities.

There are two types of trade intermediaries: with full service and limited service. Full-service trade intermediaries provide such services as storage of commodity stocks, provision of sellers, lending, goods delivery securing and promotion in the management sphere. Wholesaler with a limited service provides his suppliers and clients much less amount of services.

Moreover, it is a model of e-commerce development between business partners (business-business) in the world practice. Today, Ukraine already has some preconditions for this model of e-commerce.

The analysis of scientific literature shows that there are a number of approaches to the sales management, which include a concept of process improvement, concept of production improvement, concept of intensification of selling efforts, marketing concept. Management of distribution channels in relation to the trading and intermediary activities means making decisions on certain spheres.

More dynamic response to changing market situation requires a control not only over the final stage – cash inflow but also over all stages of a sales process.

Efficient sales management also includes building an optimal sales service at a trading enterprise itself.

An important element of the sales system is analysis and control, which in foreign practice is called “audit of sales.”

The sales management system audit can be conducted by the developed directions.

Based on the above, sales management can be determined as analysis, planning, implementation, and control over product movement from the producer to consumers for achieving certain goals of the organization, such as profit earning, increase in sales, market-share gain and so on.

Thus, sales are the most important business function of the trade intermediary. All others are of minor importance in relation to it. Given the above, sales management can be simmered down to the execution of the following main operation: finding buyers of goods (market outlet), establishing economic ties with consumers, choosing forms and methods of sales, distribution channels, promotional and PR activities, sales promotion, and its audit.

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