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DIRECTIONS AND PROBLEMS OF EVALUATING COMMERCIAL EFFECTIVENESS OF BUSINESS

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Key words: commercial efficiency, stability, methods for evaluating the commercial effectiveness, logistics efficiency, marketing effectiveness.

Abstract. The article sets out the basic approaches to the definition of commercial efficiency, the author formulated his own definition, studied the existing methods of evaluation of the commercial effectiveness, the author developed a method for assessment - based on general indicators of efficiency, indicators of marketing and logistics, held its approbation, conclusions are made.

Issues of the theory and methodology for assessing the effectiveness of the commercial operation of the business have been and are currently the subject of investigation by both foreign and national scientists. However, they still carry the concept of commercial efficiency mainly to trading or buying and selling process. Therefore, the aim of this work is to review current approaches to the definition of commercial effectiveness and its assessment in relation to manufacturing organizations.

Efficiency problem occupies a central place among the totality of the problems facing the individual, organization or society as a whole. Especially urgent this problem is at the present stage of economic development due to increased competition, globalization, informatization, intellectualization of business, increasing business risks.

Despite the different points of view on the types of "efficiency", all the authors agree that the effectiveness - is the effectiveness of the test process or phenomenon, which is determined by the ratio of the effect and the resources (costs). And it is the object of the study that will depend on the type of effect and composition of resources (inputs) used to determine the effectiveness.

The study examined the concept of commercial efficiency. Commerce is a kind of trade or business enterprise, but noble, of the business of business, which is the foundation of any truly civilized market economy.

However, at the present time commerce has gone beyond trade concepts or simply purchases process, i.e. sales. There were commercial organizations, business, commercial sustainability, commercial calculation, commercial efficiency, etc.

Many authors identify the concept of "business efficiency" and "business sustainability". It is worth noting that this figure is relatively new for the economy and almost never used in commercial activities. Also, at the moment there is no uniform methodology for determining the level of commercial sustainability. Commercial sustainability of the scientific literature referred to, along with other indicators of stability and as an independent one, does not stand out.

Most scientists agree that the commercial sustainability of the organization is determined by such factors as: the level of business activity, the reliability of economic relations, the competitive potential of the company, its share in the sales roar. The disadvantage of this definition is that the commercial sustainability is not seen as a symbiosis of the stability of the market and marketing.

Nowadays the commercial activity is related to the economic activities of the organization, procurement, production and marketing. The effectiveness of these areas in the organization is achieved, in turn, including through effective implementation of marketing and logistics activities. In a narrow sense, marketing defines sets of products used by individual entrepreneurs in specific circumstances, and enables the use of existing company resources to meet a variety of needs for the benefit of both sides. With the logistics solved tasks such as:

1. The choice of the type of vehicle,
2. The definition of the routes,
3. Optimal packing of goods in containers,
4. The determination of the optimal placement in the warehouse areas,
5. The labeling,
6. Prefabricated orders formation.

Based on the foregoing the author suggested definition of commercial efficiency. Commercial efficiency is a comprehensive measure of the comparison of the results of activities undertaken in the organization of the sales, marketing and logistics activities with the costs of their implementation.

Method of evaluating the effectiveness of the commercial organization has been developed on the basis of this study. Initially we identified the key areas of commercial activity of industrial organization:

- A comprehensive study of the market of goods and services (this process enables to collect the information needed for the study of demand, market conditions and product selection for implementation);
- Market segmentation and marketing planning;
- Analysis of marketing effectiveness;
- Selection of the optimal group of suppliers;
- Timely delivery of raw materials and finished products;
- The level and quality of service;
- Analysis of the logistics efficiency.

On this basis, indicators reflecting commercial effectiveness were divided into the following groups:

1. Summarizing performance indicators;
2. Indicators of the effectiveness of marketing activities;
3. Indicators of the effectiveness of logistical activities.

These groups of indicators are represented in table below:

Table 1 – Indicators of commercial business efficiency

Groups	Indicators
Summarizing performance indicators	<ol style="list-style-type: none"> 1. Turnover ratio of current assets; 2. Implementation coefficient; 3. Profitability of sales based on profit on realization; 4. Profitability of sales based on net profit.
Indicators of the effectiveness of marketing activities	<ol style="list-style-type: none"> 1. The rate of growth of the market; 2. Market share; 3. The potential market demand; 4. The relative quality of products and services; 5. The relative price; 6. Customer satisfaction; 7. Save the client; 8. The costs of marketing; 9. Marketing profitability; 10. Earnings per new customer; 11. Product range update.
Indicators of the effectiveness of logistical activities	<ol style="list-style-type: none"> 1. The reliability of suppliers; 2. Distance of suppliers; 3. Control of stocks and finding opportunities to reduce them; 4. The level of customer service and product readiness for shipment; 5. Constant maintenance of logistics services costs; 6. The share of all kinds of transportation costs; 7. Reduction of the various damage to goods during loading and unloading; 8. The level of logistics service.

Source: compiled by the author.

Calculation of the set of indicators allows for a comprehensive evaluation of the commercial activities of the organization and its effectiveness. Indicators are selected

based on the analysis of the main areas of business of industrial organization and timely accounting of them will identify strengths and weaknesses in the commercial activities of the organization, from the procurement stage to marketing. After receiving reliable information under the guidance of the research directions basic ways of improvement of commercial effectiveness can be determined. The advantage of this technique is its complexity while the disadvantage is the complexity of the calculation.

Approbation of the proposed methodology for assessing the effectiveness of the commercial business is hampered by the lack of performance indicators of logistics and marketing activities. Most production companies do not expect these groups of indicators, which does not allow to comprehensively assess the commercial activity and efficiency. Further research involves the collection of information on all the blocks of indicators evaluating business efficiency on a real example of a business entity. This will allow for the full approbation of the developed method.

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CONCEPTUAL APPROACH TO THE DEVELOPMENT OF ENTERPRISES OF ANY OWNERSHIP IN MODERN CONDITIONS OF ECONOMIC DEVELOPMENT

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Key words: social production, problems, market, economic mechanism, restructuring.

Abstract. At the present stage of development of economy of Republic of Belarus restructuring of social production is the main condition of creation of the market relations which provides functioning of highly effective productions. The restructuring purpose is the production of competitive products by entities of various