

Dmytro Shchur

Vasyl' Stus Donetsk National University,

Vinnytsa

Research Supervisor: O.L. Andronik, PhD in Economics, Assoc. Prof.

Language Advisor: L.V. Romanyuk, PhD in Philology, Senior Lecturer

COMMODITY POLICY OF THE ENTERPRISE

Introduction. Commodity policy plays a significant role in marketing and commercial activities of the enterprise during competition period in the market. It aims to determine the company's concrete steps to satisfy the needs of customers in goods and services.

Review of the recent publications. Commodity policy has been studied by the number of researchers, such as M. Porter, G. Harding, P. Walton, F. Kotler, A. Diane. They have been investigating the formation of modern product policy, the creation and development of the proposals, product attributes according to the requirements and wishes of future clients.

Objectives of the paper are to study the concept of commodity policy, to identify the factors that influence the successful business management, to analyze the main problems of commodity policy.

Result of the research. Entrepreneurship is considered as an independent, proactive and systematic economic activity conducted at the own risk by the entrepreneurs for profit [2]. Each element of economy must be able to manage marketing, innovation, investment, personnel, financial and other policies. So, all the skills mentioned above affect the successful management of product policy of your own company. Commodity policy is an act related to the development and creation of a set of activities and plans to provide a competitive edge to the product into methods for preserving and initiating characteristics that determine its importance to the consumer and satisfy certain needs providing sufficient profits to the enterprise. The subject matter plays an immediate role in stabilizing the range of products, which determines its stability influenced by the various environmental factors, because the only effective product policy provides a sufficient level of customer service, turnover, favorable performance indicators and functioning of the enterprise [3: 8].

Product assortment formation involves:

- starting and managing of a range of goods or services;
- ensuring that the product can compete on any level;
- selection of best product segments for products;
- formation of measures for packaging, labeling and service of products.

Assortment optimization is the main process of product policy implementation.

The basis of the assortment policy:

- creation of types, subtypes, brands of product groups;
- ratio of modifications and basic models;
- finding out the ratio of the presence of goods on the market.

A commodity is what is put on the market to meet the needs of consumers and producers to acquire, use or consume material and intangible goods [1].

Every entrepreneur faces a number of challenges in creating a product policy in his production:

- Uncertainty about the products to be produced. In the number of goods, time of production and the its links;
- Identification of potential markets and consumer segments;
- Determining the amount of human and technological resources needed to produce the products;
- Understanding the capacity of the product to compete with such products in the market [4: 73].

Conclusion. Thus, commodity policy can be considered as the main factor for business success. Its managing provides easy understanding of your own product, smart solutions for solving problems and finding creative ideas for development, a free understanding of methods for optimizing its range.

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Maryna Ivaniuk

*Vasyl' Stus Donetsk National University
Vinnytsia*

*Research Supervisor: M.R. Riazanov, PhD in Economics, Ass. Prof.
Language Advisor: L.V. Romanyuk, PhD in Philology, Senior Lecturer*