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## **ORGANIZATIONAL AND MANAGEMENT PROBLEMS OF FORMATION OF COMMODITY POLICY**

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**Key words:** commodity policy, commodity, strategy, commodity innovation.

**Annotation.** Commodity policy is the core of marketing issues around which decisions are made related to the condition of the acquisition of goods and the methods of its promotion from the producer to the end consumer. The article deals with the main problems of formation of commodity policy on the basis of improvement of innovation activity and general strategy of the enterprise. The necessity of perfection of the commodity policy of the enterprise, oriented on satisfaction of the request of consumers, is substantiated. It was established that the development of more effective management structures, including commodity policies, provides the company with a flexible response to changing market needs, which in turn increases its competitiveness and efficiency.

For any enterprise producing products or providing services, the product is the main object of attention. The product is the basis of the entire marketing mix. If the goods do not satisfy the buyer's needs, then no additional costs for marketing activities can improve his position in the competitive market, and in the end his failure is inevitable.

The absence of a general, strategic course of action of an enterprise, without which there is no long-term commodity policy, often leads to the adoption of wrong decisions, the inefficient use of forces and assets. Undoubtedly, the commodity policy can not be separated from the actual conditions of the enterprise, the specificity of its type of activity. But at the same time, as practice shows, different companies that are in roughly the same economic conditions solve their commodity problems in different ways: some are confused, helpless, others, guided by the principles and methods of marketing, find promising ways [1–3].

Commodity policy plays an important role in the commercial and marketing activities of an enterprise on the market. The marketing aspect is the actions aimed at providing consumers with goods and services, and the commercial aspect is the achievement of the economic efficiency of the enterprise in the procurement and marketing of products. The basic directions and principles of product policy development directly depend on the clearly defined general strategy of the enterprise. For the proper effective formation of a commodity policy, it is necessary to ensure such conditions:

- existence of a long-term general strategy;
- clear idea of the purposes of production and marketing of products for the future;
- knowledge of the competitive market and its needs;
- an adequate assessment of their capabilities and resources [4].

Most problems of the commodity policy of enterprises are unstructured, uncertain and not predicted in advance. In addition, quite often they provide for several solutions. Therefore, a highly professional analysis of data and the operational development of alternative solutions to problems are important. Well thought-out commodity policy not only allows to optimize the process of forming and updating the assortment, but also serves to guide the enterprise as a kind of guideline for the general direction of action.

The following main problems of the formation of the commodity policy:

- ensuring an appropriate level of quality;
- formation of the optimal product range;
- creation and production of new goods and services;
- positioning of goods;
- product life cycle management;
- providing high-quality service.

Quality has always been and remains an important market characteristic of the product. Since the end of the XX century, there has been a significant increase in the value of quality in human life. For 80 % of buyers, quality has become more important than price [1]. In countries with developed market economies, the notion of a quality category is reflected in special international ISO terminology standards. In Ukraine, certification, as a rule, is voluntary, but there is also a wide group of goods that is subject to mandatory certification.

Also an important aspect is the price of the goods. Unfortunately, in the current conditions of management, the high price does not yet testify to the high quality of the goods, but in the low price segment, unfair competition also often leads to a struggle for quantity, and not for product quality, so the problem of price and quality inconsistency is quite urgent [5].

It should be noted that there is no universal answer to the question of the formation and management of the commodity assortment-volume. The basis for the assortment is the assortment concept. Formation of assortment can be carried out by various methods depending on scales of sale and specificity of let out production. The criterion for the optimality of the product range is the maximum satisfaction of the needs of customers with the most efficient use of the enterprise's resources for the manufacture of goods with low costs. The commodity producer must organize a constant control over the behavior of the goods in the market, its life cycle. One of the concepts that solves the problems of forming and optimizing the assortment is the organization and effective interaction of the manufacturer with wholesale and retail sales representatives, and thus the optimization of the commodity flow from the producer to the consumer is carried out. This concept was called the category management. In accordance with it, when forming a product category, such indicators as sales volume, consumer survey, merchandiser observation [5].

An important problem for the enterprise is also the choice of the strategy of commodity innovation:

- 1) to be a leader in the production of innovative products and the application of new technologies (offensive and defensive strategy);

- 2) quickly respond to changes and adapt to them (simulation strategy).

Choosing the first strategy, an enterprise can make a big profit, but the risk of failure in this case is substantially increased. Following the second - the company can adjust its activities taking into account the success or failure of pioneer firms [6-7]. The main problem of the Ukrainian manufacturer is the practical lack of products with unique properties - as a rule, most product lines repeat already existing both in assortment and consumer properties. First of all, this is due to the moral and physical aging of equipment, the underdevelopment of commodity markets, and the insufficiency of income for investment. Obviously, the release of unique products is a more expensive process, but it is he who helps the producer to occupy his niche in the market and make a profit from investments. Therefore, today, when forming a commodity innovation policy, time is valued, the possibility of rapid application of new technologies in the enterprise.

It should also be noted that for most goods, there is a tendency for a significant reduction in the life cycle (LC). Therefore, it is the analysis of the product life cycle (JTS) that makes it possible to make changes in the process of formation of commodity, price, and marketing policies, which in turn affects the character and durability of the JTS. Having information, at what phase of the LC is the product, the producers can extend the life of the goods or vice versa be ready to take the goods out of production, as it is in a recession phase [6].

Summing up the foregoing, it should be noted that commodity policy is a complex set of certain coordinated marketing-oriented actions, methods and principles of enterprises' activities related to the development, manufacture, promotion to the market and withdrawal from production.

The main factors influencing the formation of the commodity policy are: the quality of the product, the range, the strategy of commodity innovation, the positioning of the product, its life cycle and service. Consequently, the enterprise engaged in the production and sale of goods, it is necessary to have a clear, purposeful commodity policy.

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### **РАЦИОНАЛЬНОЕ ИСПОЛЬЗОВАНИЕ ЗЕМЕЛЬНЫХ РЕСУРСОВ СЕЛЬСКОХОЗЯЙСТВЕННЫМИ ОРГАНИЗАЦИЯМИ**

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**Ключевые слова:** производственный потенциал, земельные ресурсы, структура земель, землеустройство.

**Key words:** production capacity, land, land administration structure.