

**КОНЦЕПТУАЛЬНІ ЗАСАДИ УПРАВЛІННЯ
ТОРГІВЕЛЬНОЮ ДІЯЛЬНІСТЮ ПІДПРИЄМСТВ
В УМОВАХ ГЛОБАЛІЗАЦІЇ**

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**MODERN PRIORITIES OF THE DEVELOPMENT OF DOMESTIC TRADE
IN UKRAINE**

Trade is the most important area of formation and stabilization the consumer market, coordinating link in the inter-branch system, regional and interregional ties, an effective mechanism of satisfaction social issues, contributes to the effective development of production and creates an influence on the formation of its volumes and promising directions.

The functional role of trade in the national economy, its resource potential and its ability to influence the country's socio-economic development determine the main indicators such as commodity-money exchange in the form of sales for the amount exceeding 1.8 trillion hryvnias a year, satisfying 75–80 % material needs of the population as a result of attracting to circulation a large number of commodity resources, forming in trade 14–15 % of the gross domestic product, ensuring employment of at least 25 % of the country's labor resources [1].

The main purpose of domestic trade is provision of population needs in goods and services. In the structure consumer consumption of goods occupy 75 %, and 25 % accounted for services. However, due to the organized trade of the population of Ukraine satisfies only a share of their material needs – 20 % food products and 47.6 % not household goods. In general, however in Ukraine the turnover is 2 times lower than the volume of personal consumption.

Domestic trade combines retail trade, mediation in trade and wholesale trade, which accounts for the largest share weight in the total volume of domestic trade (about 85 %). The final phase of the commodity circulation, during which it is carried out the transfer of goods to the end user to meet his needs in exchange for money, there is retail trade. It is an integral part component of domestic trade [2].

Today, trading networks account for about 10 % total retail sales, while in the US and countries Western Europe through the trading networks is implemented on average about 60 % of goods.

The development of trade in Ukraine takes place against the backdrop of general economic situation in the state. Today the economy of Ukraine is developing in unfavorable conditions that are reflected in the negative ones the tendencies of changing the basic socio-economic indicators such as GDP and the index of manufactured products of the basic industries, thus hampering the development of domestic trade.

For example, using official statistics, we can state the tendency of a negative change in GDP deflator in Ukraine in the second quarter of 2017, which is 20 % compared to the corresponding quarter of 2016, compared to the first quarter, which is 25.1 % before the first quarter of the previous year [3].

Negative trends in the index of the physical volume of the commodity structure of retail turnover of enterprises are recorded in the period from 2012–2015 and are characterized by a critical decline of this indicator in 2015 by 32.1 points, although in 2016 this trend has changed to a positive increase in the index by 24, 3 points. The dynamics of indicators of domestic business activity is not an exception. The retail turnover in January-October 2017 decreased by UAH 281,739.5 million compared to the same period in 2016 [3].

For Ukraine's domestic trade, there are positive developments in terms of increasing wholesale volumes of enterprises for 2014–2016 (by UAH 568,008.7 million) and the volume of retail turnover of enterprises increased in particular in 2016 (UAH 555,975 million) compared to 2015 (UAH 487,558 million) [3].

An important factor in the prospects of the development of trade in Ukraine is the share of investment in the development of wholesale and retail trade. After analyzing

the estimated data of the State Statistics Service of Ukraine it can be concluded that compared to 2015, when the capital investment index was 72.4 % for wholesale and 76.8 % for retail trade in 2016, the index significantly increased (for wholesale – 123 %, for retail – 132.1 %), which indicates a significant potential for the development of domestic trade in Ukraine [3].

An economic precondition for the further development of one or another types of trading business units is the receipt of additional economic effect due to concentration of resources, efforts and large volumes of activity (the effect of synergy), reduction of specific expenses for a separate business transaction, unification and standardization of all business processes, centralization of management functions and reduction of administrative costs, automation management processes, application of the latest marketing and trade technologies.

Ukraine has a good innovation base for implementing a large number of innovations in domestic trade, which will help create the preconditions for the effective functioning of the domestic trading system.

Significantly, trade development indicators will increase if the Ukrainian authorities take measures to improve the legislative framework regarding the orderly organization and implementation of trade activities as well as compliance by economic entities with regulatory norms.

Therefore, despite the presence of some negative tendencies that worsen the state of the domestic economy of our country, there are prospects that will contribute to raising the level of development of the domestic economy of the country in modern conditions.

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