

ІННОВАЦІЙНІ ТЕХНОЛОГІЇ ФІНАНСОВОГО МЕНЕДЖМЕНТУ СУБ'ЄКТІВ ГОСПОДАРЮВАННЯ

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IMPROVING THE MANAGEMENT SYSTEM OF MANUFACTURING AND SALES ACTIVITIES OF THE ENTERPRISE

Production and sales activities are an integral part of the enterprise operation. The better they are organized and regulated, the greater the chances of an enterprise gaining economic benefits.

Production is one of the key components of the enterprise functioning and is a set of interconnected mechanisms that, after a certain period of time, transform existing resources and technologies into a corresponding end result [1].

In turn, sales determine the company processes, which ensure the sale of goods, satisfying the interests of the seller and consumers of organization products.

Production and sales activity is a process that involves operations related to the production of goods, its delivery to the consumer. In the process of formation of production and marketing activities, the industrial enterprise should focus on the following aspects:

1. Development of the management system of material resources.
2. Carrying out marketing research in the field.
3. Establishment of assortment for production and sales.
4. Select the logistics network scheme.

In order to be able to manage production and sales activities rationally, it is necessary to determine the main points in its operation:

- defining and setting goals;
- establishment of the coordination mechanism between the enterprise divisions;
- introduction of motivational mechanisms;
- ensuring the integrated work of all subsystems of the firm to achieve the desired goals.

At industrial enterprises, as a rule, most of the accounting tasks are automated, and the tasks related to planning and management in the sphere of production and sales are coming to the fore. In order to adapt flexibly to changing demand and thus remain within the target profitability, it is necessary to carry out the following actions:

- through planning throughout the chain of «sale-issue production-purchase»;
- forecasting demand and calculating optimal stocks of finished goods in warehouses;
- operational review of all plans taking into account changes in demand structure;
- calculation of production cost;
- monitoring the progress of the production process, etc.

Such management of production and sales activity at the enterprise allows:

1. Ensure complete transparency of the production process and cost structure.
2. Adjust plans based on information on secondary sales.
3. Optimize stocks in warehouses; reduce losses if there is an expiration date.
4. Minimize losses in conditions of high uncertainty in production.
5. Increase the accuracy of forecasting sales.
6. Improve inventory turnover.

In the conditions of increasing competition, shortening of competitive advantage, consumer-oriented market formation, as well as strengthening the role of intangible assets (image characteristics of enterprises, the influence of the brand on consumer loyalty) in increasing the enterprise value, when the price and qualitative parameters of the offered goods on the market are aligned, an important role is played by the reorientation of all activities of the industrial enterprise on the consumer, and its needs. Today, an industrial company must not only understand its customers, respond quickly to their needs and demands, but also anticipate these needs and be able to manage them.

The management system of manufacturing and sales activities of the enterprise should provide, for a fundamental change in the functions of participants in business processes, mechanisms for their interaction, as well as the organization of material, financial information and other flows [2].

For successful management of manufacturing and sales activities, it is equally important to establish criteria for its assessment, prediction of problems and possibilities for their elimination.

Production and marketing elements of the business determine the competitiveness and stability of modern enterprises; therefore, it is necessary not only to formulate their complex work professionally and consistently, but also to make certain adjustments in their management in time [3].

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ВНУТРИФИРМЕННОЕ ОБУЧЕНИЕ ПЕРСОНАЛА ГОСТИНИЧНЫХ ПРЕДПРИЯТИЙ ТАДЖИКИСТАНА: ПРОБЛЕМЫ И ПУТИ РЕШЕНИЯ

Проблемы подготовки и переподготовки кадров в сфере гостиничных услуг в Республике Таджикистан пока не подняты в ранг проблем, имеющих особое значение в контексте стратегических задач развития данной отрасли. Об этом, в частности, свидетельствует скудный объем опубликованных материалов, отражающих состояние кадрового обеспечения гостиничных предприятий в республике. В официальной статистике об этом молчат, а в периодике почти нет ни одного материала, имеющего научно-исследовательского значения. Между тем, в развитых странах мира проблемам подготовки и переподготовки кадров гостиничного бизнеса и туризма уделяется особое внимание. По мнению А. А. Андросова и Е. Ю. Никольской, «успехи ведущих гостиничных предприятий связаны с созданием интегрированной системы управления человеческими ресурсами как составной части общей системы управления организацией, с учетом ее специфических особенностей, ориентации на рынке, производственного процесса и стратегии конкурентной борьбы» [1, с. 58]. Актуальность проблемы