

METHODOLOGY FORMING STRATEGIES FOR MANAGEMENT OF COMMERCIAL RESOURCES OF TRADING ENTERPRISES

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Abstract

The purpose of the study is to develop a methodology for the formation of a strategy for managing the inventory of trading enterprises. This methodology allows us to ensure the synchronism between the processes of efficiency of formation of inventory and sales efficiency of products.

The study examined the main types of inventory management strategies. The following basic stock management strategies were highlighted as the most common: 1) "Just in time" strategy (depending on need); 2) SIC (statistical inventory control); 3) stock replenishment strategy with a period of order size. When forming a strategy for managing the inventory of a trading enterprise, the main role is played by the costs of their formation. By forming inventories, they decide the question of satisfying the various needs of consumers by providing them with the right to choose goods from a wide range. It is impossible to solve this issue without the necessary inventory. In making the choice of a method for managing the formation of inventories, a trading company seeks to ensure that they reach their optimal level. The achievement of the minimum or optimal level of inventory is presented by us through integrated inventory management strategies as part of the general direction of inventory optimization based on the relationship of management, accounting and complex classes of procedures. To determine the mechanisms and methods of managerial influence, a tool such as a strategy is used.

As a result of research, an alternative strategy was proposed, depending on the potential and type of which the type of inventory strategy was determined. The following are identified as possible alternative strategies for managing inventory: proactive, inertial, dissipative, convergent, and rehabilitation.

Thus, the determination of the type of strategy for managing the inventory of a trading enterprise is based on a certain relationship between the level of quality of inventory management, their management policy and the nature of changes in demand

Key words: *Inventory, Trading company, Inventory management, Strategy, Class procedures, Functional model, Cybernetic approach, Stratagem.*