



**USE OF FOREIGN EXPERIENCE IN THE DEVELOPMENT OF A COMPLEX OF MARKETING IN RETAIL TRADE**

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**ABSTRACT:** THIS ARTICLE DISCUSSES THE PRICE OF A TRADE SERVICE, A TRADE MARGIN, THE PRICE OF THE GOODS SOLD, THE SIZE OF THE MARGIN, THE COSTS OF A TRADE ENTERPRISE IN THE PROCESS OF CREATING AND PROVIDING ITS SERVICES TO THE BUYER, AND PROFIT.

**KEY WORDS:** MARKETING, MARKET, SERVICES, GOODS, BUYER, PROCESS, INFORMATION.

The scope of trade marketing covers activities in the market of trade and intermediary services related to wholesale resales and retail sales of goods to the final consumer. The features of such activities are predetermined by the very nature of the trading service - its timeliness, reliability, availability. Trade marketing is the marketing of trade services, including the purchase of goods and the formation of a trade assortment in accordance with customer demand, the organization of trade processes and public services, the provision of information to consumers and in-store advertising, the provision of additional trade services, etc.

Consider the features of the elements of the retail marketing mix. The traditional concept of marketing identifies four components of the complex - product, price, distribution channels and promotion. Using the specific application of this concept to the market of resellers, it is necessary to consider the transformation of these elements of the marketing mix. In addition to this, in relation to the field of trade marketing, we consider it necessary to add three additional factors - location, staff and design - that affect the marketing activities of trade enterprises.

First of all, we note that in trade marketing, a service acts as a product. Features of trade marketing are associated primarily with such properties of trade services as its intangibility, inseparability from the manufacturer, perishability and variability of quality. The specificity of the quality of the service is explained by its instability, the inability to test it. Here it is advisable to talk about the level of quality expected by the consumer and actually received. Traders and their customers often have different ideas about the required level of service. Yes, according to a customer and business survey retail trade conducted in Germany regarding the reality of the stated claims on the quality of the services provided by merchants, the following picture was obtained. According to the proposed positions, independently of each other, buyers and sellers had to assess to what extent, in their opinion, each of the positions characterizing the quality of services and work in general of a retail enterprise meets the needs of buyers. Thus, it becomes immediately clear that retailers rate the quality of their services higher than their customers.



Many retailers tend to exaggerate the quality of their services, while the level of customer demand for quality of service is much higher. Therefore, in reality, the actual quality of services and the expected level of service may have a significant discrepancy.

The main task of trade enterprises is to provide the opportunity to purchase any product with the appropriate quality of trade services. The proposed set of services is one of the main means to make your store different from the rest. For example, the well-known German trading concern Kaufhof offers the following types of services to its visitors:

- free issuance of a “customer card”, with which you can pay for purchases made;
- free delivery of goods from a cost of 200 euros per item;
- exchange of goods;
- lotteries and drawings;
- recreation areas on each floor;
- ordering table and bed linen in any quantity;
- ordering dishes, cutlery, sets, porcelain, kitchen equipment;
- order books with delivery within 24 hours;
- watch repair, change and recharging of batteries;
- children's playrooms;
- rooms for infants;
- photo services;
- reservation of goods;
- selection and compilation of commodity sets;
- packaging of goods;
- luggage storage;
- department of lost things;
- free taxi call.

As a rule, with the help of a set of services offered to the buyer by a retail outlet that is different from competitors, a trade enterprise determines its position in relation to competitors. So, for example, due to fierce competition among large retail chains in Germany, the Kaufhof Gallery decided, despite the ban on official authorities to open stores for customers on Sunday. A similar retailer promotion (Sunday shopping service) led to a large influx of customers and a sharp increase in its sales volume.

Chosen six times as the favorite according to customer monitoring data in Germany, Globus, a family-run retailer, in addition to the generally accepted range of services, also provides the customer with the opportunity to get back 5 euros in case of a 10-minute wait at the checkout in line (provided, of course, that other checkouts busy too). The client also receives 5 euros back if the product purchased by the client (yoghurts, milk and even fresh products) reaches the expiration date. In the shops of the Globus network near the checkout you will not see goods of the so-called impulsive demand (sweets, chocolate). Retail marketers know that the vast majority of its customers are mothers with children. If mothers start to get nervous at the checkout because their child asks to buy something from impulsive demand,

In trade marketing, prices are also undergoing a transformation. The price of a trading

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service acts as a trading margin. Therefore, from an economic point of view, it is not the price of the goods sold that is of primary importance for trade, but the size of the margin, which is determined by the costs of the trade enterprise in the process of creating and providing its services to the buyer, and profit. The reseller has more opportunity to participate in price formation, since he acquires ownership of the goods. Restrictions on price changes are associated, on the one hand, with the purchase price of the goods, and on the other hand, with demand and competition. The accruals made by the trading enterprise include own costs plus profit. Since trade enterprises are in direct contact with the end consumer (buyer), then they can monitor its response to changes in pricing policy. Therefore, a trading company can use flexible pricing and take into account the psychological component as much as possible when setting prices.

The retailer, more often than the manufacturer, faces the challenge of setting the price of a product based on rapidly changing market conditions. Trade enterprises can focus on different ratios between sales and the amount of charges. Almost any retailer can be classified into one of the following groups: high mark-ups and low sales (fine specialty stores) or low mark-ups and high sales (broad stores with discount prices).

At the same time, such approaches to pricing are constantly evolving and transforming. The first principle - "high and low prices" - characterizes the pricing strategy, when goods are first sold at a higher price, and then the merchant conducts a sale.

In today's environment, more and more retailers are moving away from the practice of episodic sales in favor of the principle of "daily low prices". According to this principle, retail prices always remain somewhere between the usual price level and the sale level.

For example, Wal-Mart adheres to the strategy of "daily low prices", which, having begun to expand into the German market, initiated a real price war between the largest retailers there. At the same time, the head of the German branch of Wal-Mart, R. Thiarks, believes that "German merchants pay excessive attention exclusively to price as a way to attract the attention of buyers and then they are still surprised why their buyers are constantly running from one merchant to another in search of more favorable payment terms. ". The opinion of Mr. R. Thiarks is also shared by T. Bruch, owner of the Globus retail chain, who says: "Our company has a corporate culture that has developed over the years and has a good image with its customers. Some retailers rely solely on pricing as an effective marketing tool. We offer, in addition to a favorable price level for the buyer, a wide range of goods, extensive guarantees and high quality service. Of course, as one of the market participants Globus, obeying the actions of competitors, was forced to reduce prices for 25,000 items of food products. However, thanks to a reasonable assortment management policy, you can keep a higher level of prices and earn money without losing your regular customers due to a price war."

A. Töpfer, Professor and Head of the Department of Market Business Management at the Technical University of Dresden, believes that "trading companies with a high level of service can always set their customers a higher price level without fear of losing customers, since traders actually offer more value purchases (value adds a high level of service) for almost the same cost of goods.

The next element of the marketing mix is distribution channels. Since the retailer itself acts as a distribution channel for the manufacturer of the goods, for the merchant the traditional concept of the distribution channel is transformed into a new quality. Distribution channel in trade marketing refers to in-store logistics or physical distribution. As a rule, physical distribution is understood as all operations for the storage of goods, the formation of an assortment and its intra-store movement.



Retailers use an arsenal of promotional tools to capture customer attention and intensify purchases. The peculiarity of this element of the trade marketing mix is due to the fact that it is used primarily in relation to a trade service, and not to any specific product. Methods of communication with buyers are divided into paid (advertising, visual presentation of the product offered, personal selling, sales promotion - special sales, presentations, bonuses, coupons, games, contests, lotteries) and free (public relations, word of mouth or word of mouth advertising). It is worth noting that free word of mouth advertising for the store is of particular importance. As is known from ongoing research, one customer dissatisfied with the service shares his impressions and passes negative information on, affecting, according to studies, another 16 people. And then this chain of "informed" about an unsuccessful visit to the outlet grows further.

When it comes to public relations events, events such as open days and seminars for clients occupy an important place here. For example, the German trading company Globus began to hold "open days" regularly. On such a day, customers can, wearing special white caps and boots, wander around the store with a guide and see what is happening behind the scenes of their favorite commercial enterprise.

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As we have already noted, in relation to the trade marketing mix, it is advisable to additionally highlight three more important factors.

- location, staff and decor. So the next factor is location. The successful location of a trading

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enterprise provides a sustainable competitive advantage, since, for example, service, assortment - all this is changeable and can change. Location levels are subdivided into the following areas: region (part of the country or city), trade area (sector containing potential buyers, as well as part of the city or city as a whole, depending on the type of store) and a specific place.

The main factors that determine the attractiveness of the chosen location include indicators of the overall size of the target market, population growth rate, income distribution and stability, family size and composition, level and stability of employment, level of competition and, in addition, the location of highways and busy streets, the density of pedestrian and car traffic. Also, when choosing a location, the road layout, visibility, placement of nearby stores working for one target segment (for example, clothes and shoes) are examined.

The intensity of vehicular and pedestrian traffic (the increase in the likelihood that someone will enter a trading establishment) is usually established through marketing surveillance. In addition, the possibility of free access to the store (the absence of natural and artificial obstacles) and its visibility for a pedestrian and a motorist from afar are being studied.

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The next factor influencing the trade marketing complex is the staff, in other words, the employees of the trade enterprise serving customers. According to customer monitoring data in Germany, the competence, courtesy of employees of a trading enterprise

are one of the main reasons why shoppers are more likely to choose one retailer over another.

It is very important that the staff of the trading enterprise enjoy their work. "A happy employee is a happy client," is what they say in the Globus retail chain. No less important, according to the head of the German branch of Wal-Mart R. Thiarks, "the creation of a team spirit among employees." To stimulate the creative activity of employees, Globus offers the opportunity for real career growth. The most interested employees actively participate in special seminars and working groups involved in the development of models for flexible customer service and improving the level of service. An additional stimulating factor for sellers: an employee can acquire some share of the enterprise on a share basis and thus feel on his own wallet a further need to improve the quality of service. Besides, as Professor A. Tepfler notes, "employees, being closer to the needs of customers, know better how to satisfy them." Thus, approximately 80% of the surveyed sellers of a commercial enterprise can offer their own options for improving the quality of services provided. If you look at the structure of remuneration of workers in the trade sector, then basically they receive money for a certain amount of goods sold. Thus, when remunerating salespeople, the factor of forming long-term relationships with the client is not directly taken into account. Therefore, it is not surprising that there is a certain category of employees who are focused solely on the quick completion of a sale and purchase transaction and absolutely do not care about whether the buyer will come to this store again

after the purchase. About 80% of buyers in Germany strongly condemn the fact that

The next factor influencing the trade marketing mix is design. This factor includes the types of store layouts, the distribution of retail space between different departments, the direct placement and presentation of goods in the store, the provision of an appropriate store interior, facade design, shop windows, store atmosphere.

As a general rule, 90% of the store area should be dedicated to sales. The best spots are used for items that sell well. The distribution of retail space for different groups of goods begins with determining the percentage that sales in a given department will give in the amount of total sales of a trading enterprise (10% of sales - 10% of the store area). Further, several factors for adjusting the data obtained are taken into account: the profitability of the product, its seasonality, the presentation of the product, which products will be emphasized, the mutual influence of the location of some items on the movement of customers and the number of purchases.

When creating a layout of a commercial enterprise, it is necessary to be guided by the following goals: the design of the store must correspond to its image and contribute to the decision to purchase. It is necessary to clearly imagine the portrait of the target buyer and develop a store concept. Placement of departments should be aimed at maximizing the profit of the store. The best places in the store are determined by the floor, location on the floor, position in relation to the main aisles, and so on.

The atmosphere of the store is understood as visual components - color, smell, lighting, music, which stimulate the emotional state (for example, a restaurant with a cozy atmosphere, subdued lights). Lighting allows you to highlight the product (the direction of the beams of light that highlight the product should be 3 times brighter than the main lighting). To create a certain mood, different shades of light can be used. Different colors can also cause a certain reaction. There are warm (red, yellow) and cold (blue, green) shades of color. They create exactly the opposite psychological reaction. Warm colors are more suitable for food service outlets, whetting the appetite. Cold tones are useful when selling expensive items. As for smells, women are more susceptible to them than men.

Analysis and evaluation of the experience of foreign experience demonstrate that trading firms in practical work are increasingly using marketing methods and techniques. The effective use of the marketing concept in trade is associated with an understanding of the transformation of the basic complex and the allocation of additional elements that will allow more productive functioning in the market of trade services.

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