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The Concept of Marketing Policy in Trade and Service Enterprises

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Abstract: In this article, internal factors such as sales, price and service, selection, creation, pricing of new goods and services, and the main rules of the stages leading to the sale of goods and services are considered in this article.

Key words: Market, trade, service, sale, price, segment, enterprise, need.

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In the conditions of the market economy, each business entity needs to develop a policy that reflects the general requirements and procedures for operating in the sales segment. Ensuring the effective sale of products and services in a competitive environment requires the optimal use of all methods and tools of the marketing system. Usually, a positive solution to this issue is carried out by developing an excellent marketing strategy in trade and service enterprises.

Marketing policy development is one of the main functions of the marketing service of every business entity. Also, the marketing policy defines the main tasks and obligations of the marketing service and the order of work organization.

Marketing policy in commercial enterprises is a type of document that summarizes marketing activities and ensures effective implementation of marketing strategy.

In the development of marketing policy, it is necessary to be based on principles such as accuracy, truthfulness, comprehensiveness, and interrelationship.

Marketing policy is an important component of the development policy of production and service enterprises. This policy covers internal factors such as product, sales, price and service. This structure of

marketing policy represents the main rules in the stages of selection, creation, pricing of new goods and services, and ultimately sales of goods and services.

A marketing policy should enable management to make strategic and tactical decisions that help optimize the sales process. Also, the marketing policy should be aimed at strengthening and expanding the company's position in the sales segment, increasing the profit of marketing processes, increasing the number of potential consumers, and ensuring an advantage in the competition.

The development of a set of marketing policies in the sale of products and services ensures the achievement of the following strategic goals:

- effective organization of marketing service, reflection of priority directions of implementation of marketing process;
- defining the main requirements for the formation of the marketing strategy of the enterprise;
- conducting marketing research, expressing the main methods of market segmentation;
- implementation of an effective marketing control system, etc.

Analysis shows that the effective development of marketing strategy in trade and service enterprises largely depends on the environment in the selected sales segment. If the competitive environment in the sales segment is high, in this case, the trading company is obliged to develop a perfect communication and service policy.

Price policy is the main part of the company's marketing policy, and it is one of the important factors of speeding up the movement of goods in the sales market and increasing the number of consumers.

The price policy in trade marketing is a set of measures aimed at determining the optimal price for the products offered for sale, ensuring price elasticity based on the analysis of the market situation.

Effective implementation of pricing policy in marketing ensures achievement of the following strategic goals:

- increase the volume of sales by properly managing the price of products and services;
- promoting the sale of this product when the demand for a specific product or type of service decreases;
- helping to reduce the level of damage that can be seen from the sale of these products when another group of goods and services competing with the product appears on the market, etc.

In sales marketing, the price policy is developed based on the analysis of the situation in the sales market. In this case, the following methods of price policy formation are used:

- **routing on demand.** In this case, the price policy is formed taking into account the price of two similar groups of goods in the market;
- **routing based on cost.** In this way, the price policy is adapted to the goal of expanding the share in the sales segment. The main strategic goal is to increase the number of consumers by using a flexible pricing system;
- **orientation relative to competitors.** In this method, the price policy is intended to provide an advantage over competitors in the sales market.

In trade enterprises, the sales policy is a type of document that helps to solve the problems of speeding up the movement of goods for sale, increasing the interest of consumers in the brand.

The sales policy should structurally include such aspects as defining the strategic goals of the enterprises in the market segment, reflecting the principles of the sales policy, classifying consumers and sales channels, the content of sales methods, the description of the places of distribution of goods, the procedure for working with suppliers and intermediaries.

In marketing, the sales policy is also important in expanding the consumer base, eliminating the negative effects of seasonal changes on the sales process, increasing the competitiveness of the brand in the sales segment, and diversifying the sales segment and assortment of goods.

The sales policy represents the basic requirements for the sales process. Therefore, the sales policy in enterprises should ensure the achievement of the following strategic goals:

- strengthening the sales culture, reflecting the main requirements for the effectiveness of the sales staff;
- establishing the basic rules for regulating and controlling the activities of distribution channels of goods and services;
- development of effective sales methods;
- improving the quality of goods on sale, the process of providing good services, the order of packaging, introducing a system for expanding the range of goods and the variety of services, etc.

It is desirable that the policy of selling goods in retail enterprises clearly expresses the rules for organizing trade relations with different categories of the population, the correct placement of sales channels, determining the aesthetic arrangement of the sales hall, and the correct selection of the information distribution (advertising) system to consumers.

Wholesale trade enterprises, on the other hand, need to focus their sales policy on such goals as establishing profitable cooperation with distributors, expanding the sales segment, and forming a reliable logistics system.

The sales policy of trade and service enterprises should provide recommendations on which goods and services to continue selling, on which goods and services to revise pricing, and to improve the structure of the enterprise's sales service. In general, the conduct of the sales policy should ensure that the goods are sold in the greatest possible quantity and at reasonable prices.

In enterprises with a large sales volume, it is appropriate to develop an assortment policy along with a sales policy. Assortment policy is the assortment of goods and services on sale based on market needs

includes activities related to formation. Especially in retail marketing, the assortment policy is an important tool in regularly meeting the needs of the target consumer group. This policy makes it possible to update the composition of goods on sale and the quality of services, to organize the sales process in accordance with the needs of the consumer layer in the sales segment.

Also, the assortment policy is shown as a factor that optimizes the risk of operating at a loss for trade and service enterprises, and helps to increase the number of customers in a competitive environment.

Usually, communication strategy is used as an important factor to accelerate the movement of goods in sales segments with high competition environment. Communication policy reflects the main directions of movement of goods in the market.

Communication in marketing service represents the process of establishing mutually beneficial relations between trade and service enterprises with suppliers and consumers, rapid exchange of necessary information.

The following strategic goals are aimed at developing a communication policy in marketing:

- increase consumer perception of products and services planned for sale and display, reveal positive features of new goods and services;
- use of sales promotion methods, introduction of a mechanism to increase the level of customer service;
- working with potential buyers, including determining the procedure for studying the requirements and complaints of buyers regarding the quality and design of the goods on sale;
- revitalizing the trade of goods and services that could not withstand competition, minimizing the losses that the enterprise may suffer from the sale of these goods, etc.

In this concept, means of marketing communication represent the process of mutually supporting each other. This is a reliable guarantee of maintaining a brand and a constant group of consumers in a competitive environment

In our opinion, the use of an integrated communication strategy in marketing provides the following advantages:

- achieve effective marketing management in accelerating the movement of goods;
- establishing long-term cooperative relations with a wide group of consumers, potential suppliers and intermediaries;
- get the most accurate pricing of the situation in the sales segment, etc.

At the same time, the process of developing an integrated communication policy is labor-intensive, and it is necessary to develop high-quality skills in this process. In the development of this policy, trade entities with a high share in the sales market will have more opportunities due to sufficient financial resources.

Service policy in trade marketing is a set of measures to create additional convenience for consumers in the sales process, to facilitate the sales process. The development of the service policy will have a positive effect on the activities of wholesale trade entities that sell large quantities, and large retail complexes.

The service policy defines the conditions for the delivery of goods to consumers or sales points, and the functions of the departments responsible for this process.

In conclusion, it is appropriate to pay close attention to the following aspects when developing a marketing policy in trade and service enterprises;

- raising the marketing policy not only as a set of procedures expressed on paper, but to the level of a conceptual framework aimed at increasing the effectiveness of marketing processes, which in turn allows increasing the responsibility of marketing service employees;
- attracting a qualified marketing team to the development of marketing policy;
- comprehensive coordination of marketing policy with the activities of other divisions of the enterprise;
- in order to coordinate the marketing policy, to start training personnel not only in the "Marketing" specialty, but also in the "Sales officer" specialty in higher educational institutions.

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