

Svyatokho Natalya,

Ph.D. in Economics, Associate Professor,
Associate Professor of the Department of Management,
Institute of Economics and Management (structural subdivision),
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

**THE ENTERPRISE'S STRATEGY OF SALES ACTIVITY: ESSENCE, TYPES,
PRINCIPLES OF FORMATION AND MANAGEMENT**

The need for strategic management of the economic activity of the enterprise as a whole and its individual types, including sales, is due to the desire of any economic entity to ensure the stability and continuity of its functioning in the long term, as well as to take a strong position in the market. The global goal of market actors in a dynamically developing external business environment should be not so much to obtain and maximize profits, but to a greater extent to create a reliable basis for realizing the existing potential, as a result of which the company will be able to continuously develop.

Currently, the national economy of the Russian Federation is experiencing a stage that can be called a stage of rethinking the approaches and principles to the organization of enterprises and organizations. Its peculiarity is that the «wild» ways and methods of doing business are replaced by a scientific approach and the desire to use the best practices of domestic and foreign companies. The importance of strategic management began to be understood not only by the heads of large enterprises, but also by representatives of small and medium-sized businesses.

The article examines the essence of the strategy of sales activity of the enterprise. The approaches to the interpretation of the concept of «sales activity of the enterprise» are analyzed. The management of the sales activity of the enterprise and the features of the strategic approach to this process are characterized. The principles of strategic management of the sales activity of the enterprise are considered. A generalized system of marketing strategies that can be developed at the enterprise is presented. The principles of the development of the marketing strategy of the enterprise, taking into account its characteristic features, are identified and characterized.

Keywords: sales, sales activity, the enterprise's strategy of sales activity, principles, strategic management, formation of strategy of sales activity of the enterprise.

... : , ,
 —
 ... «
 » [10].
 ... «
 ,
 » [6].
 ... [12].
 « » « »
 ,
 —
 ,
 ,
 ,
 — [5, 8].
 (. 1).
 « »

1.

*

	-	-
		;
-		-
/	,	,
	(-	
)	-
-		-
-		—

* [6]

« » (.2).

- 1)
- 2)
- 3)

9], « » [8]. [2, 3, (.1).

[10, 11].

- 1.
- 2.

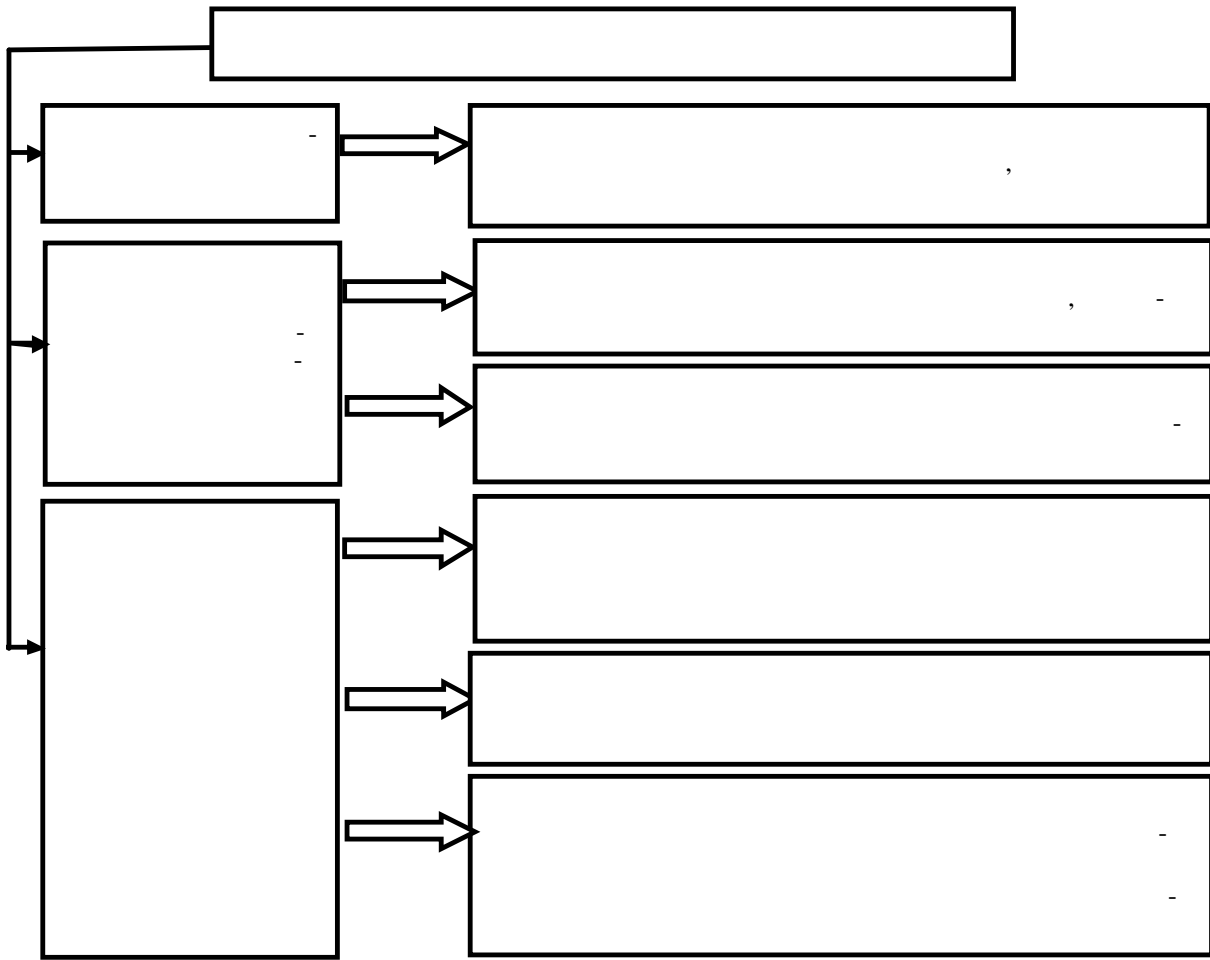
2.

*

	,	-
	(-
),	-
-	,	-
		-
	(,)	-
) (/) (-
	,	-
) , (-
		-
-	,	-
-	,	-

* [6, 12]

3.



. 1.

()

4.

5.

6. , -

1. : -

2. : -

- , - ;

- , - ;

- , - ;

3. , -

4. , -

5. (), [14]. -

4-10 — 15-20 10-15 7-10 , - — 5-7 ;

6. [11]. — 10

7. ; -

8. : -

9. — -

10. - -

11.

... , ... , ...
... () , ...
... : () ,
; ; , , ...
—

12.

... , ...
... , ...
—

1.

... / ... ; ... —

2. ... : ... : [...] / ... , ... — [8- ...].

3. ... /

4. // ... : ... —2007.— 6.— .7-15.

5. / ... , ... // ... —2002.— 5.— .68-78.

248 6. ... —2005.—

7. // ... —2014.— 45.— .159-163.

8. / ... , ... —2003.— 4.— .133-183.

9. // ... —2003.— 1.— .31-56.

10. / ... , ... —2017.— 1 (38).—

11. // ... : ... , ... —2017.— 1 (38).—

12. ... : ... / ... , ... —2012.— 512 .

13. . . . : / . . . ; . . . ; — : , 2002. — 720 .
14. . . . [] // . . . — 2017. — 6–7. — : cyberleninka.ru/article/n/sovremennaya-kontseptsiya-povysheniya-effektivnosti-sbytovoy-deyatelnosti-predpriyatiya (: 15.03.2021).

SPISOK LITERATURY

1. Ansoff I. Novaya korporativnaya strategiya / I. Ansoff, E.D. Makdonnell; per. s angl. S. Zhil'tsov. — SPb. : Piter, 1999. — 416 s.
2. Berman B. Roznichnaya trgovlya: strategicheskiy podkhod: [Per. s angl.] / B. Berman, Dzh. Evans. — [8-ye izd.]. — M.: Vil'yams, 2013. — 1181 s.
3. Burtsev V.V. Kontrol' i sovershenstvovaniye upravleniya sbytom v kommercheskoy organizatsii / V.V. Burtsev // Ekonomicheskiy analiz: teoriya i praktika. — 2007. — 6. — S. 7–15.
4. Veles'ko Ye.M. Ekonomiko-matematicheskoye obosnovaniye obshchey zadachi strategicheskogo upravleniya na predpriyatii / Ye.M. Veles'ko, P.P. Loginov // Menedzhment v Rossii i za rubezhom. — 2002. — 5. — S. 68–78.
5. Gorchels L. Upravleniye kanalami distributsii / L. Gorchels, Ch.U. Mariyen. — M.: ID Grebennikova, 2005. — 248 s.
6. Gurzh y N.G. Teoretiko-metodichn aspekti strateg chnogo upravl nnya zbutovoyu d yal'n styu p dpri mstva / N.G. Gurzh y // V snik yekonom ki transportu promislavost . — Khark v : UkrDAZT. — 2014. — 45. — S. 159–163.
7. Dinamicheskiye sposobnosti firmy i strategicheskoye upravleniye / D.Dzh. Tis, G. Pizano, E. Shuyen // Vestnik S.-Peterburgskogo un-ta. Ser. Menedzhment. — 2003. — 4. — S. 133–183.
8. Doroshchuk N. Distrib'yutsiya na praktike / N. Doroshchuk, V. Kulesha. — M. : ID «Vil'yams», 2015. — 215 s.
9. Kleyner G.B. Ot teorii predpriyatiya k teorii strategicheskogo upravleniya / G.B. Kleyner // Rossiyskiy zhurnal menedzhmenta. — 2003. — 1. — S. 31–56.
10. Kostoglodov D.D. Raspredelitel'naya logistika / D.D. Kostoglodov, L.M. Kharisova. — Rostov n/D. : Ekspertnoye byuro, 1997. — 127 s.
11. Kravchenko L.A. Marketingovaya strategiya predpriyatiya: osnovnyye printsipy i faktory formirovaniya / L.A. Kravchenko, P.D. Kuznetsov // Nauchnyy vestnik: finansy, banki, investitsii. — 2017. — 1 (38). — S. 134–139.
12. Min'ko E.V. Osnovy kommertsii: ucheb. posobiye / E.V. Min'ko, A.E. Min'ko. — M.: YUNITI-DANA, 2012. — 512 s.
13. O'Shonnesi Dzh. Konkurentnyy marketing: strategicheskiy podkhod / Dzh. O'Shonnesi; per. s angl.; pod red. D.O. Yampol'skoy. — SPb. : Piter, 2002. — 720 s.
14. Khasenova A.A. Sovremennaya kontseptsiya povysheniya effektivnosti sbytovoy deyatelnosti predpriyatiya / A.A. Khasenova, A.R. Zhusupov [Elektronnyy resurs] // Gumanitarnyye, sotsial'no-ekonomicheskiye i obshchestvennyye nauki. — 2017. — 6–7. — Rezhim dostupa: cyberleninka.ru/article/n/sovremennaya-kontseptsiya-povysheniya-effektivnosti-sbytovoy-deyatelnosti-predpriyatiya (data obrashcheniya: 15.03.2021).

26 2021

29 2021