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GLOBALIZATION OF TRADE BASED ON INNOVATIONS

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Trade is characterised by a high level of competition. Because of that, trade companies need to search for various areas to improve their commercial activities. In this connection, such parameters as integration of different forms of trade, increasing the role of intangible assets (in particular, own trademarks, social responsibility) play a major role. The use of digital technologies, especially mobile commerce, also plays a major role in modern trade.

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Introduction

The last few decades have been driven by the rapid development of digital technologies. The creation of the Internet at the end of the last century led to the fact that now everyone has the opportunity to access the telecommunication networks. All this has led to the rapid development of e-commerce. The e-commerce is the most widely spread in the small business, in particular, in the field of retail trade. The creation of an online store for small business organizations is possible even at low initial costs, but this is what determines the very high level of competition in the Internet trading.

Another trend of the last decades is the growth of the influence of intangible resources on the results of economic activity of trade organizations. These are the intangible resources that largely determine the results of economic activity of trade organizations. The intangible resources connected with interaction with consumers play the greatest role in the economic activity of the trade organizations which carry out the economic activity with the use of the Internet. The business reputation, the regular customer bases, the loyalty of buyers, etc. are such resources. The huge role of such intangible resources is due to the large number of dishonest online shops which arise for a very short time, sell the goods of poor quality, and do not perform their obligations. That is why the consumer's choice in the Internet is not determined by the price of goods alone, the buyer uses and analyzes such criteria as the business reputation of the store. In this regard, the customer is greatly assisted by the sites collecting the reviews about the store. Unfortunately, the likelihood that a buyer will write a positive review if the quality of service is high is much lower than the likelihood of writing a review if there are problems with the service. It is probably impossible to achieve the satisfaction of all customers, and this can lead to a lot of negative feedback even if the customer service quality is high. The solution to this problem is to provide the buyers with the bonuses for writing the feedback; in this case, the ratio of positive and negative feedback will be closer to reality.

The distance trading, and the electronic commerce as one of its types, performs the huge social functions. There are some groups of people for whom visiting the traditional shops is difficult. And the servicing of such groups of population is an important task of electronic commerce. However, the performance of social functions in itself, from the point of view of trade organizations, is an important intangible resource and leads to an increase in the efficiency of economic activity of trade organizations. One of the important aims of remote

trading is to serve the inhabitants of remote regions, which is also an important social function of electronic commerce. The problem of attracting the buyers to the online store is closely related to the problem of increasing customer loyalty. Each person has some psychological barrier after which he can start shopping on the Internet. As mentioned earlier, the competition between the trade organizations in the Internet is very high.

The information received during the analysis of key indicators of the commodity market, for example, the price level, is an important intangible resource of the organizations, as well as the analysis of the presence of intangible resources of trading organizations-competitors. The notion of the key product or goods is important more important in the electronic commerce than in the traditional trade. The buyer, forming a shopping list, determines the main item or goods and the list of accessories which may be more expensive. In a traditional store the buyer, having already visited the shop, purchases such additional goods in the absence of the key commodity, while shopping online, he will form the entire order in a competing store.

It should be noted that currently, these are the intangible resources that determine the efficiency of business activities of trade organizations in the field of electronic commerce.

1. Intangible resources in the modern trade

The rapid development of information technologies has a strong impact on all areas of the economy, including the retail trade. The positive intangible characteristics have a beneficial influence on customers and serve as a source of additional competitive advantages for retail enterprises, producing more and more influence on the results of their activity. While having a low book value, unique intangible assets constitute a considerable part and frequently the bulk of the market value of trade companies and become a key factor in the efficient utilization of their physical capital.

In recent years, the problems related to studying the intangible assets category are widespread in the works of economists. Different aspects of intangible assets functioning and managing are regarded in works of Bosworth & Webster (2006)¹, Bounfour (2003)², Hand (2003)³, Lev (2001)⁴, Norton & Kaplan (2003)⁵, Sherman (2012)⁶. The problems of intangible assets valuation are examined in detail by Cohen (2005)⁷, Hitchner (2006)⁸, Mukhina M. M. (2016)⁹, Reilly & Schweih's¹⁰ (1999).

However, despite the fact that the authors mentioned above achieved some results in their studies, at the moment the problems of intangible assets

¹ Bosworth D. & Webster E. The management of intellectual property, Edward Elgar Publishing, Cheltenham. – 2006.

² Bounfour A. The management of intangibles, Routledge, London. – 2003.

³ Hand J. & Lev B. Intangible assets: values, measures, and risks. Oxford University Press, Oxford. – 2003.

⁴ Lev B. Intangibles: management, measurement, and reporting. The Brookings Institution, Washington, DC. – 2001.

⁵ Kaplan R.S. & Norton D.P. Strategy maps. Converting intangible assets into tangible outcomes, Harvard Business School Press, Boston. – 2003.

⁶ Sherman A.J. Harvesting intangible assets, Amacom, New York. – 2012.

⁷ Cohen J.A. Intangible assets: valuation and economic benefit, John Wiley & Sons, Inc., Hoboken. – 2005.

⁸ Hitchner J.R. Financial Valuation. Applications and models, 2nd edn, John Wiley & Sons, Inc., Hoboken. – 2006.

⁹ Mukhina M.M. The problem of illegal use of a trademark for maintaining the business image of trade organization. The Seventh International Congress on Social Sciences and Humanities – 2016. – P. 224–226.

¹⁰ Reilly R.F. & Schweih's R.P. Valuing intangible assets, McGraw-Hill, New York. – 1999.

functioning as part of property of the retail organizations and their roles in the efficient retail activity are still practically unstudied.

The study of intangible assets implies their clear definition, which is complicated by a manifold of official approaches and views of specialists in various fields (accounting, valuation, law, marketing, etc.) as well as by objective language difficulties associated with the nonequivalence of some terms in different languages. International Financial Reporting Standards define intangible assets as an identifiable non-monetary asset without physical substance. An asset is a resource that is controlled by the entity as a result of past events and from which future economic benefits are expected (intangible assets 38). According to International Valuation Standards intangible assets is a non-monetary asset that manifests itself by its economic properties. It does not have physical substance but grants rights and economic benefits to its owner (IVS 210). Lev (2001, P. 5)¹ considers intangible assets as “a claim to future benefits that does not have a physical or financial (a stock or a bond) embodiment. A patent, a brand, and unique organizational structure that generate cost savings are intangible assets”.

Intangible assets in the most general sense, without considering the particular sphere of application or the rules of a certain state, are a group of assets characterized by the following: absence of material form; long-term use; ability to provide economic benefits (income) to the owner.

From the standpoint of trade performance, it is expedient to treat intangible assets as specific assets that have no physical content but exert their influence on the results and efficiency of the financial and business operations of trade organizations. In such interpretation, intangible assets are the entire intangible component of a company including both “classic” identifiable assets (patents, trademarks, geographical indications, trade names, etc.) and unidentifiable assets (characteristics, attributes) that also affect enterprise performance but, due to their particular qualities, cannot be reliably estimated, alienated and so forth. The aggregate of those unidentifiable intangible assets forms goodwill of a trade company. This approach conforms to the general trend of intangible assets development that consists in a gradual detailing of the intangible component of business.

The most significant identifiable intangible assets in retail are trademarks, geographical indications and trade names. Whereas identifiable intangible

¹ Lev B. – 2001. Intangibles: management, measurement, and reporting, The Brookings Institution, Washington, DC.

assets have been closely analyzed in scientific papers, unidentifiable assets require a more in-depth study.

In our opinion, the following should be attributed to unidentifiable intangible assets of a retail enterprise:

- Intellectual capital embodied in knowledge, skills, qualification, experience, personal business relationships of the employees;

Organization's goodwill depends on the personal qualities of both the managerial staff and frontline workers. Personal achievements, business relationships, leadership traits, constant qualification improvement of each particular employee simultaneously raise the reputation of the whole enterprise.

- In-house relations;

Relations inside the company depend on organizational structure, corporate culture, the top managers' ability to make an optimal use of the available labor resources, motivate the personnel to achieve the goals set and psychological compatibility of the working team members, etc.

- Relations with contractors;

Stable business connections with counterparties (companies that provide goods advertising, marketing, promotion and distribution services, consulting companies, etc.) are created thanks to the company's long-term and successful work on the sales and supplies market.

- Relations with customers;

The main criterion of efficient relations with customers is their loyalty to the seller or specific item. Stable relations with the customer are first of all formed by efficient marketing aimed at detection and satisfaction of market needs.

- Quantity and quality of extra services;

In the present-day conditions of harsh competition, a positive image can be formed in the customers' minds only with the maximum satisfaction of their requests achieved by providing the widest range of services. Such services may be related to productive functions and different service offers.

- Purchase convenience;

Present-day customers often call convenience as the main criterion for choosing a shop, that is, good location, convenient layout, high speed of serving, etc. At the same time, the customer's desire to visit the shop and consequently, make purchases, depends on the atmosphere in the retail space created by the interior decoration, behavior of shop assistants, lighting, musical background, aromarketing.

- Level of innovational development of an enterprise;

Mobile applications, QR codes, RFID technology, touch screens, etc. are widely applied by chain retailers and have been already recognized by their

customers. Modern technologies are changing the method of conducting retailing business – mobile commerce is developing, shops and their The Internet subdivisions are integrated. Innovational characteristics of the retail enterprise determine its unique character, increase the shop's attractiveness for customers, create high quality and prestige-related associations.

- Relations with nonprofit public organizations, mass media, etc.

The company does not exist in isolation, it is involved into a system of complicated interaction with the outer world, and goodwill is created in the process of public relations and depends on the norms and standards accepted in this society. Availability of special funds, charity campaigns, etc. are aimed not only at performance of certain social functions but also at goodwill strengthening.

- Information resources and information technology;

Information resources (customer bases, working documentation, feedback data and any other data in the digital form) play an important role in retail (especially in large chain entities). A well-arranged system of collection, processing, storage and protection of such information is the most important condition for successful functioning of the enterprise.

- Financial standing of an enterprise;

The indicators of the financial and economic activity, calculated on the basis of accounting data, serve as one of the most reliable sources of information about the situation on a particular enterprise. The capital structure, activity ratios, liquidity ratios and other financial indicators give a clear idea about the company's difficulties and possibilities.

As the intangible attributes specified above are not the company's property, they are not classified as independent, "classical" intangible assets, but are assessed and accounted only as a part of goodwill. However, the fact that they can bring benefit to the owner is more substantial and determines the necessity for their purposeful management.

That said, unidentifiable intangible assets have an economic value only as a body and in relation to a specific enterprise, that is, they are unalienable, interrelated with each other as well as with tangible assets and identifiable intangible assets.

A prerequisite for an effective management of intangible assets in commerce is an integral system of their operation features. A review and analysis of the literature dedicated to the operation of trade organizations and intangible assets show that at the moment such system has not been formulated yet.

From our point of view, the operation features of trade enterprises' intangible assets are characterized by the following. Firstly, in the operation of trade organizations the most important are marketing intangible assets, that is,

brand identities which are not connected with R&D and are not direct results of intellectual activity. Secondly, intangible assets of manufacturing enterprises exercise significant influence over the operational efficiency of trade companies. Thirdly, trade organizations face an issue of choosing manufacturers and trademarks. Fourthly, although it is customary that the exclusive rights to the trademarks of goods that are marketed by trade enterprises are held by manufacturers, the development by retail chains of their private labels has become a worldwide trend. Finally, a scheme for the transfer of intangible assets by organizations to other organizations (franchising) is popular in commerce.

Special attention should be paid to brands that represent intangible properties being of paramount importance for commerce and that, in the strict sense, come neither under identifiable nor under unidentifiable intangible assets.

One of the basic criteria for intangible assets management is their market value.

Intangible assets, just like any other kind of assets, may be evaluated using three approaches: income-based, expenses-based and comparative. Each approach implies a set of particular methods and is aimed at the achievement of the same principal goal – arriving at the justified cost indicator of the evaluated object as of a particular date.

As a rule, the expenses-based approach is the least frequently used to evaluate intangible assets. Despite relative accessibility of the source data and calculation procedures, this method of evaluation quite often brings an erroneously low result. It is practically inapplicable while evaluating the means of identification (trademarks, geographical indications, trade names), intangible assets which are the most important for trade. So the expenses-based approach is most often applied to calculate the minimal intangible assets price below which the transaction becomes unprofitable for the owner; to evaluate new intangible assets that have no analogs; when it is necessary to correct the results received with the use of other methods.

A comparative (market) approach to intangible assets evaluation often yields more trustworthy and convincing results, and this is the most precise method if there is sufficient information. However, its application is complicated due to absence of a developed intangible assets market and confidentiality of information on the transactions concluded there; uniqueness and specific nature of each asset; and also labor-intensity and duration of the required studies.

The income-based approach is the most widely used to evaluate the cost of intangible assets: a potentially possible sum of income received is determined and equaled to the current cost of the expected income flow from the use of

evaluated asset in the economically justified term of beneficial use. The methods of income-based approach make it possible to evaluate the cost of intangible assets from the standpoint of its contribution to the company's general profitability, which seems to be the most trustworthy and complies with the key principle of evaluating activity – (Modigliani-Miller theorem) in accordance with which the company's cost depends only on the amount of cash flow it brings and does not depend on the structure of assets. The main difficulties of the income-based approach application are related to the necessity of using a large amount of forecast data and the results of expert evaluations.

However, intangible assets evaluation has its peculiarities which considerably complicate determination of their value, including in comparison with evaluation of other assets.

From our point of view, considerable complexity of intangible assets evaluation is conditioned by the following factors.

Firstly, evaluation of separate intangible assets types has its peculiarities, and different methods, used only for this kind of assets, are used within the framework of traditional approaches. Thus, evaluation of trademarks is based on specific methods; along with theoretically based, empiric and reproducible methods, there are "closed" methods used by their developers only, for instance, the method of trademarks evaluation of the Interregional Society of Industrial Property Assessors. A large number of evaluation methods also has its positive side as it allows to evaluate particular assets at a higher precision.

Secondly, when intangible assets is evaluated, the uniqueness of each separate asset is shown to a large extent. The said peculiarity is also true of non-traditional (non-conventional) trademarks (shapes, colors, sounds, etc.) which are impossible to evaluate using only the market approach.

The third factor complicating intangible assets evaluation consists in the fact that the cost of all the organization's intangible assets does not equal the sum of costs of separate assets, that is, correct evaluation is only possible considering their mutual connection and influence. Evaluation of goodwill is especially complicated.

Another, fourth, difficulty in intangible assets evaluation is the necessity to take into account possible risks. It should be considered that intangible assets-related risks are usually somewhat higher than the risks related to investments in material objects. This increases the complexity of forecasting the cost of the asset and even the possibility of its using in the company's activity.

The fifth factor that complicates intangible assets evaluation is determined by the possibility of simultaneous intangible assets use to receive different profits.

Different variants of intangible assets application do not compete for possible alternatives of income generation and do not result in lost profit which inevitably arises in respect of the assets which can be used only in one place at a particular moment.

Sixth, despite the fact that separate intangible assets are independent economic entities having their own value, their combination with tangible assets ensures additional income for the owner at the expense of mutual connection. So, when intangible assets is evaluated, we should take into account that their cost depends on intangible assets's contribution to the company's total income.

Finally, the seventh factor that complicates intangible assets evaluation is conditioned by the necessity of solving a number of problems connected with their identification and legal protection. This task is complicated due to faults in legislation in the sphere of intellectual property rights protection. When intellectual property is evaluated, we should take into account the following two legal aspects that influence its cost: firstly, term of the exclusive right; secondly, expenses due to the necessity of increasing legal protection of the exclusive right and a potential possibility of its violation.

We should separately note that it is practically impossible to evaluate separate non-identified intangible assets each of which produces more or less influence on the company's working results but is considered as only one of the elements that form the business reputation.

Economic efficiency is traditionally determined by the ratio of results received in monetary terms to different resources (material, labor, financial, information) spent on their achievement. With all other conditions being equal, the company's activity may be considered more efficient if its expenses ensure higher results or if these results are received with lower expenses.

The indicators that characterize the effect of economic activity of a retail enterprise include:

- The volume of goods turnover, its change over time (the financial expression of the goods turnover is the income received by the enterprise);
- Volume and dynamics of expenses (in the period);
- Volume and dynamics of income and profit.

Besides, the effect may be determined as the difference between the values of different parameters of retail enterprises as of the beginning and end of the considered period.

In the present-day conditions of harsh competition, retail enterprises seek new sources of increasing efficiency, including at the expense of intangible assets.

The specific nature of intangible assets influence (in comparison with tangible assets) on the economic efficiency of retail enterprises is conditioned by the absence of material aspect in them and is characterized by the following.

1) While traditional tangible assets may only be used at one place in the given period of time, which inevitably results in the appearance of the lost profit (opportunity costs), intangible assets do not compete for possible alternatives of income generation and may be used in different spheres at the same time.

2) Efficient tangible assets management allows the organization to achieve a competitive advantage in the short-term period as competitors can quickly reproduce them. Intangible assets create a competitive advantage in the long run. Investments in intangible assets for the purposes of long-term profit growth interfere with reduction in expenses to achieve quick financial results. So it is important to balance the short-term financial goals of decrease in expenses and increase in efficiency with the long-term goals of sustainable profit growth in the context of a single strategy.

3) As intangible assets themselves do not possess a real value, their role in the results of the company's work is only visible in presence of other intangible and, the main things, tangible assets. Moreover, all the assets should conform to each other and the strategy realized by the organization. The transformation of potentially useful intangible assets into a real instrument of increasing the efficiency of the retail enterprise is only possible if they are related to other assets and strategically appropriate.

4) Intangible assets operational activity may change regardless of the term of their use, and more often it shows increase, not decrease, over time. At the same time, newly introduced intangible assets (means of identification) cannot bring profit at once, time is needed for their recognition by consumers, and the oldest trademarks are the most valuable ones.

5) While identifiable intangible assets produce direct influence on the results of the company's work (customers are ready to pay more for the goods with well-known trademarks), the influence of non-identifiable intangible assets often has a mediated nature.

On the whole, the presence of "strong" intangible assets:

- increases the company's market cost (which helps receive an additional economic effect during its sale, issue of shares and bonds, receiving a credit, etc.);

- gives a possibility for the development of trademarks and turning them into brands (which raises the company's competitive advantage, ensures stable demand and volumes of realization);

- ensures the monopoly rights of the organizations to this or that intellectual property object (in terms of identifiable intangible assets);
- allows to create network structures and expand business on the basis of such forms of business activity as franchising and license trade.

intangible assets influence on the effect and efficiency of trade organizations is produced in two main directions:

- by using intangible assets in proper financial activity during goods realization or in the process of management (in this case, intangible assets gives additional income to the enterprise from goods realization or increases profit as a result of saving on expenses);

- by full or partial transfer of rights to intangible assets to third persons (in this case, the enterprise receives profit from the realization of property rights to intellectual (industrial) property objects).

The choice of this or that method of intangible assets application is based on the results of marketing studies which make it possible to predict the expected results.

To choose the most efficient method of intangible assets use, we should bear in mind that the enterprise receives the biggest economic effect (profit) from the monopoly use of this or that asset in its own commercial activity, that is, during provision of services related to goods realization. At the same time, due to the possibility of simultaneous use of one and the same intangible assets by several persons, the rights to intangible assets may be transferred to other enterprises, but it is evident that the parallel use of intangible assets in different directions to achieve the maximum effect cannot help reflecting on the conditions of such use.

In the current economic conditions the result of commercial activity is largely determined by intangible assets. This raises the need for tools of analysis and assessment of the their use efficiency. The indicators characterizing the efficiency of intangible assets use by the trade organizations are suggested to be classified into the following groups.

The first group includes the indicators of the value of intangible assets and the trade organization owning them. Many types of value (market, balance, investment, etc.), which can be used as characteristics of intangible assets, are distinguished in the assessment activity.

The intangible assets performance indicators calculated on the basis of market value, match the widespread at present value-oriented concepts of management and include first of all the value of immaterial component of a company not subject to accounting recognition, i. e. the brand and unrecorded business

reputation as well as the market value of the whole business generated with their help. On the other hand, the intangible assets value as an efficiency criterion has the following disadvantages: the complexity of accurate valuation of intangible assets (compared to the tangible assets) due to such factors as the variety of assessment techniques, the uniqueness of each individual intangible asset, the absence of a sound market of intangible assets, the high risks, the possibility of simultaneous use of intangible assets to obtain different incomes, etc.; the intangible assets value does not characterize the investments into their development, which amount compared to the change in the value of intangible assets could indicate their inexpediency; the intangible assets value growth (or their market value exceeding the book value) can be caused by any external factors and does not depend on the management techniques and, therefore, will not reflect the efficiency of intangible assets use.

The second group includes the traditional performance indicators, which represent a comparison of the effect (result) of the work performed by the organization with the resources to achieve it. The main indicators characterizing the economic impact of financial and economic activity of a trade organization include the volume and dynamics of trade turnover, costs, revenues or profits.

Since the main purpose of the trade organizations when investing in the intangible assets is getting more revenue and, accordingly, profit, the profitability and returns from intangible assets will be the intangible assets performance indicators. The main advantage of these indicators is that they correspond to the classical definition of efficiency as the maximization of economic result provided the optimization of the resources necessary to achieve this result. On the other hand, the application of traditional performance indicators to the intangible assets is complicated due to the following reasons: it is difficult to determine the connection between the intangible assets and the specific financial results; not all intangible assets are registered in the official accounting documents; the book value of intangible assets is often very understated, because it is calculated on the basis of the costs of an asset (and not its ability to generate income); the book value of intangible assets can be distorted as a result of revaluation and depreciation.

The third group of indicators characterize the intangible assets as a part of the assets of trade organizations and includes:

- Volume (and dynamics) of intangible assets. An increase in the volume of intangible assets in terms of value can be caused by the introduction of new intangible assets or an increase in the book value of the existing intangible assets, which can be considered a positive trend in terms of their efficiency. – The share

of intangible assets (and its change) in the structure of non-current assets and the assets side of the balance sheet. An increase in the share of intangible assets may indicate the more active use of intangible assets by the trade organization, an enhancement of the innovativeness of the company, the important position of intangible assets in its development strategy. – The indicators of the structure (composition) of intangible assets. The structure of intangible assets is analyzed in accordance with their classification signs, including the types of intangible assets, useful life, the sources of their arrival to the organization, forms of legal protection (protection degree), liquidity, risk of investments into the intangible assets, etc. The proportions of these or other types of intangible assets can also indirectly characterize the efficiency of their use. – The indicators of status and movements of intangible assets. The indicators of status and movements of intangible assets are calculated according to the universal formulae used when analyzing the whole depreciable property. Such indicators include: the intangible assets input coefficient, the intangible assets retirement rate, the intangible assets growth rate, the intangible assets novelty factor, the intangible assets useful life coefficient, the intangible assets liquidation rate. On the whole the analysis of intangible assets as a part of the trade organizations assets by means of researching their volume, share of non-current assets and all assets of the company, the structure, various coefficients and their dynamics allows identifying the general trends in the development of intangible assets, understanding in details their operation, and making some conclusions on the efficiency of their use. At the same time the analysis of intangible assets as a part of an organization's assets only indirectly characterizes the efficiency of their use, because it does not take into account the influence of intangible assets onto the economic results. The indicators given above and classified into three groups with some refinements are applicable to the organizations of various sectors of economy. A number of scientists believes that the franchising and sales of goods under own trademarks (private label) are the unique and the most promising use of intangible assets in the trade.

The main indicators of own brands efficiency include: the number of items under their own trademarks, the share of own brands in the total number of items of goods sold, the proceeds from the sale of the goods under own trademarks, its share in the total revenues of the company, the turnover rates of the goods under own trademarks, etc.

When examining the franchising such indicators as the revenue from franchising services, the share of revenue from the franchising services in total revenue of an organization, the total number of franchises, etc. shall be taken into

account. Thus, the efficiency of intangible assets use by the trading organizations is analyzed on the basis of indicators divided onto the following groups: the indicators of the market value of intangible assets and business; the traditional performance indicators calculated as the ratio of the result and the costs (resources) necessary to achieve it; the indicators characterizing the intangible assets as a part of the assets of an organization; own trademarks and franchising use performance indicators. The complex application of presented indicators is expected to allow comprehensively and reliably assessing the efficiency of intangible assets use by a certain trading company as well as identifying the reserves to improve its overall performance through the effective management of intangible assets.

Consumer's choice of this or that store depends largely on what impression he/she experienced from the store. In the middle and higher price segment prices of goods still play an important role to promote sales but there are other factors of influence as well. To that effect, various ways to promote sales are used, but the trade organization should strive to reach a positive image, increase in the proportion of repeat purchases. As shown previously, today intangible resources play higher roles. One of the resources should be considered the quality of commercial services.

Creation of high quality commercial services are defined largely by the work of the staff of the commercial organization. To maintain it various educational seminars are prepared, job descriptions are designed, and other methods are used. However, to reach the defined quality indices of customer service requires direct control over the employees.

Traditionally, quality control of personnel are direct supervised by the management. Nevertheless, current trends make us allocate dedicated staff for direct quality control. In return, the quality control of the specialists is also required, and the creation of a quality control chain increases direct costs. Moreover, this type of control is ineffective during direct contact of a seller and a buyer, and that decreases the value of that kind of control. Quality of customer service is an intangible commercial resource and at the same time there is constant accumulation requiring constant monitoring.

Modern technical instruments of quality control have a great capacity. Surveillance provides the situation when employees feel constant monitoring of their activities. But the fact of the monitoring is extremely negatively perceived by staff and it worsens the business climate in the commercial organization, and as a result it decreases those aspects of the operational quality of the staff work when the monitoring of the kind is not possible. Moreover, methods like the

described cause greater staff turnover, and lower the quality of commercial service as a result.

A mystery shopper method has a great capacity. The easiest way to run the method is to have special employees on board for that kind of job. But in that case, it is hardly possible to reach an effective quality control of customer service, as within short time sales staff will start to recognize the mystery shopper in person and there is a higher risk to leaking information about ongoing inspections. It is also possible to see a collusion between inspectors and employees.

In this case it is better to involve special companies providing the mystery shopper service. The companies can serve a large number of organization of different industries, so the probability that the same agent visits the same shop is minimized.

Quite often the sales staff can reveal an agent because of his/her behavior. There are several factors for that:

- Often the number of reviewing parameters is too high. As a result, the agent needs not to miss any of them, so it keeps some tension during the review. The issue can be solved by making cards with reviewing only key parameters including a minimum parameter set to follow clearly described activities. It is better to minimize requirements to the agents to ask pre-defined questions as the questions are actual presentation of the agent.

- During review process it is necessary to keep a natural environment. In many cases, an organization ordering a review imposes excessive restrictions regarding the purchased range of goods for the desired amount. It can lead to the situation when the analysis of the structure and amount of the purchase can definitely identify the agent. In this regard, it is better to use a variety of parameters for review. During inspections of catering organizations, especially at night, appearance of the agent as a single visitor is a factor of quite low probability of realization. It is not a problem to provide quality service to a single client than to a lot of clients.

In this case it is recommended to make inspections in a couple as it has a great capacity, ideally, the agent makes his/her pair. So it secures the situation which does not differ from ordinary life.

The role of e-commerce also grows today. In the e-commerce field the competition is high, when a buyer makes his/her consumer choice he/she can analyze a lot of product offerings. Checking of various product offerings is at high speed, so it is necessary to secure customer loyalty. In this context, accumulated intangible resources of a commercial organization are really important. A large number of properly completed orders, without violation time, nice

personnel of the store for both phone conversation and for delivery process, quality of pickup points – that is what shapes a higher loyalty and brings higher number of returned customers.

Retail commercial organizations complete the interaction chain from a producer to a consumer. And, in this regard, social function of retailers is very important.

Market research results play essential role in enhancing functional effectiveness of a commercial organization. If the planned economy system defines a volume of sales with a plan ordered from a hierarchically higher organizations, the market economy allows commercial organizations to keep their own assortment policy in competitive environment.

There was a development of the online forms of modern commerce at the end of the twentieth century. E-commerce features a high level of competition, it is defined as the ability of consumer choice among a large number of online stores and commercial organizations, they gave a broad capacities for the analysis of economic activities of competitors. In this regard, an important factor of competition is the price. Nevertheless, a peculiarity of e-commerce is the low barrier to enter the market, and it brings a lot of unscrupulous sellers, and as a result, a higher value of intangible resources, including the image of the organization of electronic commerce. Quite often a buyer hesitates to purchase goods online in an unknown store, and it defines the role of business reputation of the commercial organization.

The Internet forms of commerce allows producers of goods to sell products directly to end users, without building their own retail network. In this situation the producer originally possesses the intangible resources as a guarantee of high quality of products and the absence of counterfeit goods. The resources can help to set prices much higher, to organize the minimum number of pickup points, to set relatively lengthy delivery time. But the presence of such a resource as quality guarantee secures a large flow of customers for the stores.

Development of network forms of commerce caused a wide distribution of propitiatory trade marks¹. It helps the networks to manage intangible resources associated with existing goods, helping the producers to be just producers. A commercial network of the company brings the company to the process of creating competitive advantages keeping them in tact in the case of producer switching. Therefore, modern commercial organizations form not only the resources that are specific to the retail sector, but also use of the resources directly related

¹ Boykova A. V., Nikishin A. F. The potential of private labels in the development of electronic trade // European science review. – 2016. – № 9–10. – C. 259–261.

to goods. In recent years, the Russian Federation cultivates so called Policy of Import Substitution. The main feature of the strategy is the creation of appropriate social climate in the country. In this regards, foreign intangible resources dramatically loose the importance for the local population, and it also plays an important role in the development of the local retail network trade marks of the Russian Federation.

The franchising also contributes into the development of intangible resources. Franchising conditions provide a company an opportunity to use various intangible resources, increasing the efficiency of business operations.

Social responsibility also plays a major role in the modern world¹. In this regard, the role of intangible resources that define the social functions of commerce also increases. An important role in the modern commerce play consumer flows. In this regard, it is an advantage for commercial organization to be located close to transport arteries.

One of the perspective directions of commerce is electronic commerce. This type of commerce has a high level of competition, and it forces to create competitive advantages for commercial organizations. One of the main competitive advantages is the use a pricing strategy. However, at crisis the low level of consumer demand and the important role of prices for consumer choice leads to the fact that most online stores keep prices low, which in turn reduces the space for manoeuvre within the price competition frames.

The main sources of information about product offerings in e-commerce is Internet, in particular, search engines and social networks. The Internet provides great opportunities for advertising campaigns, but it is important to assess their effectiveness.

When making a purchase in an online store a buyer creates an image about the store which defines a probability of subsequent purchases, and the commercial organization does not need to spend extra money to attract the buyer once again. The quality of consumer service is shaped at different stages of the purchase process. The Internet helps to offer buyers a desired product range. In particular, when purchasing first time a buyer concerns about delivery, including the pickup option, and also about forms of payment.

Both at the time of placing an order, and at the time of delivery of purchased products a buyer may be offered a bunch of various additional services. For instance, consultations, communication with other buyers, and so on. When

¹ Mayorova E. A., Lapitskaya N. V. Assessment of customers' perception of social responsibility of trade business // International Journal of Economics and Financial Issues. – 2016. – T. 6. – № 2. – С. 158–163.

selling digital goods it is important to transform information into a format that is compatible with devices of the buyer.

It is necessary to monitor the delivery of the goods to the buyer. In this regard, there is a great potential for mystery shopper method offered by dedicated companies. In this case, the order for the purchase of goods in the online store is considered by managers as ordinary one, so it secures the consumer quality control effectiveness.

There is a high level of integration of traditional and electronic forms of modern commerce. In this situation, the quality of customer service is considered for the whole commercial network. Initially the competitiveness of online stores of the kind is higher due to the earned positive business reputation of the offline commercial network. However, poor quality of customer service of one of the forms also leads to degradation of the whole business reputation of the network, so it requires the use of the electronic form only if the commercial organization can secure high quality of customer service.

Retail is a kind of the entrepreneurial activity involves a large number of interactions with various businesses. During the interactions there is also possible the appearance of corruption in the field of cooperation conditions selection. It is recommended to consider delivery contracts, rental contracts and other situations to the alike situations in the commercial field. Retail organizations interact with individuals. Today's buyer has a sufficiently large amount of rights. And buyers can overindulge these rights and go to the so called consumer extremism. However, illegal interaction of a seller and a buyer in this field may cause a greater damage to the commercial organization than "consumer extremism" can make alone. A person of managerial functions can be a person who works with consumer claims and who can accept the claim from the buyer or decline it. In the modern commerce a commerce organization can easily accept claims of customers, even if not that legal, instead of undergoing numerous trials, paying various legal fees, as it leads to a substantial loss of business reputation. In addition, any information (reliable or not) about any violations by the commercial organization is perceived by buyers as a manifestation of socially irresponsible behavior. Research results reveal that the level of social responsibility influences on buyer's perception of commercial companies, thus influencing on the reputation and economic results of the companies. In this regard, commercial organizations often agree with incoming claims, despite the claims are possible insolvent.

One of the sales promotion tools, receiving widespread in modern conditions, is its own brands. Own brands determine the loyalty of the Buyers to a trading network, which in turn has a positive impact on sales. Own brands

are an important intangible resource of the trade organization, according to which the trade organization still has the rights for the brand, not the producer. The value of the goods, sold under own brand, in the modern conditions is usually lower and ensures an acceptable level of quality.

Private label is a trademark owned by the retailer. This brand can repeat the name and logo of the trade network or have its own specially designed name, but its manufacturing and marketing is exclusively controlled by the retailer. The first private brands at the European market appeared in chain stores in the UK. At the end of the XIX century old British chain Sainsbury's launched a project for the sale of bacon under its own brand, and in 1924 Tesco announced about private label (Tesco Tea) sales.

Currently, products under the trade mark of a seller are becoming increasingly popular among European buyers. According to the association of manufacturers of private brands (PLMA) the share of private label products increased in the markets of 18 of the 20 countries surveyed and accounted for 33% of all sold to the European retail market products in 2010. At the same time the position of private labels in some countries are not identical and vary depending on the region and the economic situation in a specific market.

The most rapid growth of private labels in recent years has been noticed in Spain. In 1999, the share of products under private label accounted for only 17% of all goods sold in the country. By 2004, the market share increased to 30%, in 2009 it exceeded 40%. Currently, private label products occupy 49% of the Spanish market.

In Switzerland, the UK and in the segment of private label the competition between discounters and supermarkets is growing. In such circumstances private labels steadily occupy a leading position among European countries, averaging about half of all goods sold.

In Germany in 2010 the number of private label products increased in 12 of 13 surveyed sales organizations, in France – in 8 out of 12. The successful development of private brands in the Netherlands allows to predict the imminent increase in their market share up to 30%.

In Scandinavia, the most rapidly developing private labels are in Norway and Finland, while the share of private label products in the Swedish market did not change in 2010, and now it equals 26%.

In Italy, despite an increase in private label products in all 9 stores investigated, their market share remains low – 19%.

Buyers in Portugal and Greece – the countries experiencing economic difficulties, have switched to private label products, primarily due to their low price.

Market share increased up to 42% in Portugal and for the first time exceeded 20% in Greece.

A significant increase in the share of products under private labels in 2010 occurred in Eastern European countries – Poland, the Czech Republic and Slovakia.

These statistics confirm the trend growth in the popularity of private label products in the European market. In countries experiencing economic difficulties (Greece and Portugal) buyers are attracted by low cost of such goods. In other countries, some consumers who turned to private labels during the recession, are returning to their habitual brand manufacturers, but most of them remain loyal to goods of private label.

In addition, more and more consumers are choosing products of retail chains due to their exclusivity. The price of the goods is no longer a crucial factor, but its quality, design and innovative features. Therefore, the development of private labels requires the development of networks of new trends in the segment of private label.

One of these areas – sales of organic (environmentally friendly) products under the private label. It is understood that the organic products are made only from natural ingredients under friendly technologies without negative impact on the environment.

Environmentally friendly products are now especially popular in Europe and are included into the range of the absolute majority of retailers, including under their own brands.

Thus, the French company Carrefour offers its customers the organic products under its own brand name Agir, which includes four lines:

- Carrefour Agir Bio (mainly food products);
- Carrefour Agir Éco Planète (non-food products, environmentally friendly – cleaning products, energy-saving light bulbs, and others);
- Carrefour Agir Nutrition (healthy food);
- Carrefour Agir Solidaire (Fair Trade products).

The last line – Carrefour Agir Solidaire – includes products that are labeled Fair Trade. Fair Trade is an organized social movement and market approach, which aims to create more favorable trading conditions for producers in developing countries, as well as to help protect the environment. It focuses on exports of coffee, cocoa, sugar, tea, honey, wine, fresh fruit, chocolate, flowers, and other products from developing to developed countries.

Implementation of Fair Trade products, and the goods derived from it under the private labels is typical for many European networks and it is a separate area of private label segment at present.

For example, the British retail chains Co-operative, Sainsbury's, Waitrose, Tesco and Marks & Spencer sell labeled with Fair Trade chocolate under their own brands. In particular, since 2009, private label chocolate of Co-operative is made exclusively from Fair Trade cocoa, imported from the Dominican Republic, Ghana and Peru.

By purchasing these products, a buyer understands that by doing so he helps people in developing countries. Therefore, Fair Trade mark on the packaging serves as a means of attracting customers to the goods.

Another way to attract the attention of buyers and another trend of private label segment of the European market is to create a line of products together with the famous, well-known to consumers persons.

The participation of celebrities in the creation and promotion of goods gives them greater exclusivity, promotes awareness and customer loyalty. This trend is primarily for the clothing market – one of the main segments of the private label, with the exception of consumer goods. So, in 2008, Marks & Spencer has signed a contract with the famous stylist Patricia Field to create a clothing line (35 titles) for retail chain brand.

When creating their own brands, retailers can combine not only with individuals but also with other companies (industrial or commercial).

Placing private label sign next to the logo of the manufacturer has been called co-branding. For example, the German-Discout store chain Aldi sells Be light (healthy food line) cheese under its own brand, produced by the French company Bel brand Babybel.

Combining retailer with a trading company involves the sale of private label products in one network to the other stores. Thus, the Belgian conglomerate Delhaize in Greece sells products under the brand AB through a network of local supermarkets Alpha Mega.

Co-branding and selling of private label goods of retail chain stores through other retailers are also important directions of development of private brands in the European market.

The development of distribution networks for new approaches to the creation and promotion of products under private labels and their successful implementation show that the European private label product market is promising and is ready for further growth.

The trend of private label segment of the European market confirms the results of a study based on a survey of more than 3.000 customers in France, Germany and the UK:

– The number of buyers, announced about the intention to acquire more private label goods is much higher than the number of those who are going to reduce the purchase of such goods;

– The most frequent buyers of private label products are young buyers (aged 16–34 years), who have a greater awareness of them than buyers of middle and old age;

– Private label products are becoming increasingly popular in the segment of non-food products;

– Buyers believe that private label products have the same high quality as the products under the brand name manufacturers.

And the results of the study of the attitude of customers to private label, and increasing of the share of private label products in the total volume of goods sold in most countries also show that at the present time, private brands are popular in Europe, and suggests that the European market growth in this segment will be even more intense.

One of the most successful areas of use of own brands is the value transfer of the goods sold under its own brand, the price of other goods, usually of great value with products under its own brand sold as a complement gifts. The desire of the buyer to reduce the time required to process the purchase and sale of goods leads to the fact that the goods were bought in sets. This set is usually possible to identify some key commodity that determines the choice of the organization by the buyer. If you have a loyalty to particular trade organizations, such item becomes a related product sold under its own brand. Such example is the implementation of souvenirs together with other goods.

The experience of own brands use is also widely spread in the cross-marketing. Often this approach is used for the trade organizations, which sell various product categories. The cost of related products sold under own brand is insignificant, but it determines the possibility to sell more expensive goods. It should also be noted that the practice of trade collection is different for small and medium-sized organizations. Thus the sale of related products influences the taxation. It increases the sales efficiency by generating the most attractive offer for the customers.

The prospects of related products sale under own brand also plays an important role in the economic activities of organizations operating in areas related to the trade. In this case the potential of the brand of such organization allows selling the related or souvenir products at the prices several times higher than their traditional cost in everyday conditions. In its turn the possession of such goods by the consumer positively affect the brand image. In this regard

when selling the souvenir products it is expedient to have in the assortment both the goods, which sale is aimed at profiting, and the goods, particularly durable goods, which will in the future affect the brand image.

The retail chains seek to capture the new territories and to increase their market share by opening the new outlets, but face the problem of competition. Often the new shops open almost next door to the competitor sharing the market with it. Accordingly this situation is characterized by the constant redistribution of customer flows between stores.

In the competitive environment the usual methods of stimulation are sometimes not enough. It is necessary to win the loyalty of customers to a particular retail chain, since the assortment matrix almost all networks is the same.

Own brands can be distinguished as one of the methods of formation of customer loyalty in conditions of constant redistribution of customer flow. In the modern literature the presence of own brands in the assortment of goods sold is defined as an important intangible resource of trade organizations directly affecting the efficiency of economic activities.

Own brand name, as opposed to the brand of manufacturers, is a resource fully-owned by the retail chain. A trading network initiates the creation of a unique product, which will make it differ from many others. It is worth noting that own brands are the intangible assets and intellectual property of a trading network, which is protected by law, so it is forbidden to sell the products under own brand of another store.

The goods subsequently sold under own brand can be manufactured by both the distribution network and independent manufacturers. Given the limited resources of a trade network the expenditures onto non-core activities are often economically inexpedient. In this connection the mechanism of own brands is designed for outsourcing, that is, the network orders the goods under its own brand from an independent manufacturer in the necessary quantity and according to the criteria that suits it. Usually small private enterprises are such manufacturers.

The main advantage for the consumer is the low cost of goods sold under own brand, while the consumer is guaranteed a certain level of quality. Usually the quality of these products is closely related to the positioning of the trade network at the market.

In its turn, the benefits of own brands for a retail chain, as it has been shown, include the full right to manage this resource. A trading network can differentiate the manufacturers, including increasing the volume of sales by engaging new one. Own brands are becoming so popular and efficient way to enhance the customer loyalty that some networks have at once several types of own brands.

It should be noted that own brands are not only the products, which can be seen on the shelves of a specific network, they are own brand and business reputation. In this regard the quality of products sold under their own brands should be closely monitored, as it has a strong effect on the customer loyalty.

The advantage of signing a contract for the supply of goods under own brand for a manufacturer first of all consists in the expansion of markets for its products. In addition, often the retail chains offer to conclude a contract on favorable terms, and the manufacturer does not bear any additional costs for the promotion of its products sales.

Currently own brands are also going through a transformation and the brands, which price at the premium segment stores several times exceeds the actual purchase price, are appearing, but at the moment it is rather an exception than the rule. Accordingly, it is possible to note the considerable prospects of own brands development in the high-price segments.

In this situation it is expedient for the trading networks to have in their product matrix several own brands, which are positioned at different segments of customers. In particular, other methods to stimulate sales, rather than price incentives shall be applied to such brand. The creation of an appropriate brand image in respect of the buyers shall be attributed to such methods. To this end, it is important to use the positive reputation of the trade network in the advertising of own brands. Such trade mark must be differentiated from the goods of lower price segments. The trade organization must carefully control the quality of such goods, including with the use of mystery shopper method. A deterioration in the quality of goods sold under own brand leads to the loss of business reputation of the trade network.

The small manufacturers do not have the proper capacity to enter the market. The use of own brands of large retail chains allows within a short time ensuring the sale of own products, which in its turn will increase the efficiency of trade in the Russian Federation.

It may be noted that the use of own brands has the great prospects both for the development of manufacture and the higher efficiency of retail chains. The introduction of brands of high price segments has the greatest prospects due to their low prevalence at present.

The same product sold under various brands can have a completely different user value. Moreover, this cost may be several times higher, that is, the value of the brand in the price of the goods exceeds all other components. For this very reason, the major manufacturers of goods often sell the goods manufactured on their order by other manufacturers. In this case, the consumer does not even

realize that buying the goods of a world-know manufacturer having the large capacities, nevertheless the real product can be manufactured by a completely different company. This fact benefits each of the parties – the consumer ultimately gets the goods of the quality he presupposed – the owner of the brand controls the quality, the real manufacturer also has the opportunity to expand the market, while the owner of the brand can focus on its own manufacture. Thus, for a number of goods the manufacturing enterprises acts as a wholesale trading one, which uses its own brand.

The retail chains also widely use the mechanism of own brands. The use of an own brand allows the organization carrying out the trade policy stimulating sales not only in the field of trade services, but also in the area of goods. A carried out program of sales promotion allows a trade organization keeping its rights even in the event of termination of the contract with the manufacturer of the goods, which leads to the mitigation of risks of non-return on the investments made.

The fact that for a buyer the commodity, which has no material basis, has the value is the specific feature of the sale of digital goods. However, the uniform style of such framework is also stimulates the higher sales efficiency.

Own brands are quickly becoming recognizable among the customers of retail networks. The presence an the assortment of own brands makes it unique, the competitors can not have such products. Different trade organizations operate the trademarks differently: they may be a part of assortment or the entire assortment, the goods under own brands can be positioned as affordable and as the goods with a certain level of quality.

Selling the goods under own brands the sales organizations can allocate for them the best location in the trading floor, thus stimulating the sales. Provided recognition of the goods they themselves due to the mutual arrangement in the trading floor can provoke the demand for other goods, which the trade organization needs to sell in the near future.

Own brands positively affect the efficiency of regional goods distribution. Many manufacturing facilities are located in the regions. The small manufacturers do not have the capacity to carry out the market research and to forecast the demand accurately. All this leads to an increase in the inventory losses. The use of technology provided by the owners of trade marks leads to a reduction of losses and increase in the efficiency of economic activities of the regional manufacturers.

Traditionally in the major cities there are any retailers with the high recognition. While in the regional trade there are the individual trade organizations of

small size. In this situation the purchase of goods under any known trademarks can increase the efficiency of economic activities of commercial organizations.

The use of several of own brands has certain prospects. As it has been mentioned earlier, it is possible to promotion own brands, as well as one brand due to the accumulated potential of another brand.

The classical principle of classification of trade organizations depending on their location is their availability for the customer. In this regard, we can traditionally distinguish shops within walking distance and shops of citywide type. The criterion of such accessibility is the geographical proximity of various objects characterized by the radius of the coverage area.

In modern conditions of large settlements, a great role is played by the transport accessibility of various shopping facilities. In this regard, the time spent by the buyer on his or her way depends on the type of transport and the schedule, with the geographical remoteness factor playing a much less important role.

The impact of the transport availability varies depending on the range, implemented by the trade organization. The customers who purchase premium goods are more likely to use personal vehicles, while the buyers of the economy class goods use the public ones. Thus, for the buyers of goods of premium-class the state of the roads, their utilization, availability and ease of parking are crucial, while on the customers of economy class goods the route network of the public transport has more influence.

Interaction of the development of trade and public transport gives mutual benefits to both sides. Large shopping centers attract visitors for quite a long time, and therefore the time spent on the way, is only a small portion of time spent by the customer. After visiting a shopping mall, the customers seek as quickly as possible to get home, including using commercial transport routes.

The location of the trade organization outside the major population centers, but within a transport accessible area has a number of advantages. The main advantage is the reduced cost of renting the land that has a positive effect on pricing. Possibility of reducing the price level has a positive impact on the efficiency of the economic activity of the trade organization, as well as on the implementation of the social function of trade.

Cost savings on accommodation of the trade organization allows allocating additional funds to stimulate sales, thus providing an additional flow of customers.

The location of the trade organizations with easy availability also has a positive impact on logistics. Delivery of the goods to such a location is a much simpler task, allowing trade organizations to reduce inventories and to be more responsive to demand.

Strategy of the transport development in a number of cities implies the creation of major transport-transfer hubs. Such hubs involve better integration of the various modes of transport, intra-urban as well as suburban. An important feature of a transport-transition hub is a high intensity of the passenger traffic that leads to an increase in the customer flow. On the other hand, the cost of the area in transport-transit nodes, located in large cities is high, that defines the requirements for the category of the goods sold.

An implementation of the goods of pulse demand in the transport and transit hubs possesses a high potential. The time spent by the buyer in a transport and transfer hub is determined, primarily by the transport schedule. Thus, the buyer spends quite a large period of time at the store, but it has the possibility of a more thorough examination of the assortment of the offered goods.

Traditionally a transport and transfer hub is a transfer from commuter types of railway transport to the motor transport. Current conditions are characterized by exact observance of the schedule that enables buyers to plan their time more accurately. This is the advantage of stores on the places of transfer to shops of walking distance. If the shops of walking distance have an important advantage of saving time spent by the buyer on the way to the store, then the location in the transfer hubs the personal time of the buyer is not generally wasted – it is already spent for him. On the other hand shopping at a store of walking distance as a rule has a planned, targeted character, the buyers of such stores have the predefined requirements that cause visiting the shop. Most often such stores are focused on a particular segment of buyers, which defines the assortment and price policy of the store, the methods of attracting the customers and overall strategy of the business functioning. A visit to the same shops located in transport and transfer hubs can be spontaneous, that requires a special approach to the formation of the assortment, its placement on the trade area and sales promotion techniques.

Currently, the running of the widely called-for high speed and accelerated trains develops very fast. These trains run on a number of directions, forming a system of global expedited transport routes. In case if the passenger's route most is mostly taken in the area of accelerated highways, using a transfer system has a lot of merits – it has more convenient and usually daily schedule, great speed and improved comfort of the modern trains. Servicing the settlements located at some distance from the transport routes can be carried out using the rail buses or the motor transport. All this contributes to the development of hub architecture in the far rail.

The world has accumulated an enormous potential for organizing high-speed traffic. High-speed trains have a huge positive reputation, which is

especially important in the area of services. On high-speed routes, various rolling stocks are used, from comfortable trains of Sapsan type to the budget type of Lastochka.

The stereotype of past years is a postulate that a sedentary wagon is the lowest class of the passenger service that is bought for the sole purpose of saving. The realities of today's economic situation showed that daytime fast and high-speed trains organically combine the virtues of sitting cars in the form of savings of the passenger's money and the comfort with higher classes of service. It is, proven by the high-speed trains having different classes of cars, minimum prices that do not exceed the prices for traditional trains, while there are also cars with a sufficiently high level of comfort. The factor of the development of the high-speed passenger service is the provision of additional services to passengers, many of whom are associated with the development of the Internet.

Currently, an increasing number of persons acquire tickets through the Internet. Before purchasing tickets, passengers have an opportunity to be acquainted with the response to the train, to select the most convenient places and class of service in social networks. On the other hand, the Internet has a great potential of advertising campaigns. The improvement of quality of passenger services is contributed by various The Internet forums, allowing feedback from the passengers. Increased comfort level helps to provide to the passengers a variety of additional services, the primary role played by the provision of food services. As known, the Internet is a convenient tool for preliminary formation of a range of trade organizations. The passenger has the ability to preselect the food set, which will be delivered directly to his car.

Modern trains are an ideal place to sell certain product groups. First of all, such commodity groups include souvenirs.

In modern trains, the passengers have an access to the Internet computer network, based on which they can obtain additional services. Such services could include the purchase of tickets, taxi and tours, watching video and audio programs for these purpose modern high-speed trains are equipped with special headsets.

High-speed trains came to the economically free niche of the daily rail traffic, which also contributed to the explosive growth of their popularity. High-speed trains are perfectly complemented this niche, breaking the stereotype that if the passenger wants to go by rail, he could travel only at night. Previously, this was one of the factors making the passengers to select bus instead of rail transport.

Considering the economic effect of the organization of high-speed traffic, you can highlight the following aspects:

- Direct receipt of taxes to the State budget.

- Increasing of the employability of the population due to the lack of need in exhausting night travel. Sapsan arrives at between 10 to 11 am – and the work would be much more effective even with the loss of one or two labor hours, but the passenger will think about work, not about when he will be able to make up for lost sleep. In addition to the growth of productivity, this results in fewer manufacturing defects.

- Increased mobility of the population. A number of passengers are not ready to use air transport, many do not agree to spend the night in trains – but it is the high-speed train that is suitable for almost all categories of passengers. Moreover, the convenient location of the station resulted in fact, that a trip to another city is no longer perceived as a significant event. The passenger simply performs a transfer between trains, between a subway trains to the high-speed one, – he has just go a little longer. In the morning, he leaves for a business trip and returns home in the evening. Such an easy moving strongly contributes to the development of the regions, the growth of business integration forms, which in its turn leads to an increase of the economic potential of the Russian Federation.

- Increase of the effectiveness of the work of the related service industries, in particular tourism and trade. A great upswing in trade industry in the cities situated in the tourist routes can be marked. The tourism industry is of great importance for the economy of the regions.

During his or her travel, a tourist is more subject to impulsive purchases than in everyday life. Trade organizations located in places of passage of the main tourist trails get rather significant gains. Such purchases are impulse; the tourists do often not use the purchased goods even as gifts – nevertheless, the number of goods purchased by the tourists is large enough.

Great importance of the development of trade has the improvement of the social situation in the regions. Retail trade organizations, carrying out their activities, implement the social order of the society, reducing unemployment and increasing the flow of taxes into the budget. Social responsibility of the trade in this situation is enormous, because the creation of a favorable environment greatly affects the tourist flows.

One of the directions, giving a reason for the development of tourism, is the development of transport infrastructure. To the passengers of comfortable high-speed trains a variety of products is offered just in the way, and the prices of these goods are much higher than the price of their analogs in other places. In addition, at this very moment the buyers are ready to an impulsive purchase of such products. On the other hand, the increase of the speed reduces the time

stops, thereby negating the possibility of trade during the train stops, transferring the purchases to the terminal point of the tourist. At the railway stations of major cities, lots of retail outlets use a 24-hour schedule of work.

On the other hand, the tourist has the opportunity to purchase goods at lower prices in the city. In addition, these savings can cover the expenses on their journey almost completely. That is why a number of travel companies provides special tours for the goods. And if in the sphere of the organized tourism trade and information and entertainment tours are distinguished, in an independent travel the tourist can combine business with pleasure. Staying at a hotel, a tourist can buy necessary goods, taking them with him or her when he or she leaves.

But in the place of their residence tourists create additional demand for some goods. Going on a trip, the tourists need some or other goods for it. Moreover, this time quite different criteria are important – for example, when selecting a digital camera, one of the main selection criteria is its weight. That's why some manufacturers like Panasonic are already excluded heavy SLR cameras from their production line. Minor things like that play a serious role during travels, and buyers buy more and more products.

Points tourist routes used to pass through are very important for competition. That is why trade organizations consider an important objective to compile a product range. The vast majority goods bought by tourists belong to one of two groups: FMCG or souvenirs. The tourist path is well-known, most of tourists take this path. And all trading organizations are keep to run their business along this path. When selling souvenirs a huge influence is expected at places of the trading organizations and merchandising. In the case of purchase of FMCG goods the attention is drawn to commercial networks with good business reputation. Therefore, intangibles play even a more important role.

Another problem is unstable consumer stream. Transport traffic is bound to a particular time; it is defined by the time of arrival and departure of trains, checkout time in hotels, tourist buses parking.

Speaking about retail income from tourism, it is also appropriate to note the growth of income. Quite often, a tourist spends much more money on food when traveling than at home. Usually the rate at hotels include breakfast, but for tourists food cards seem to be more convenient way. It helps to avoid a situation when food is included in two tourist programs (e.g., breakfast at a hotel and breakfast after boarding on a ship). Moreover, payment with a voucher is only a part of the money spent for food by a tourist.

Unfortunately, when organizing high speed pass through problems may occur. For instance, a speed train requires a dedicated path, and in case of its

absence, it is necessary to arrange a time range of appropriate length within conventional train schedule. This limit is not essential for long route trains, while it is essential for suburban trains. Another disadvantage is the necessity to service low-turnover stations. High-speed train ceases to be speed, if it has to make a lot of stops. In addition, since the vast majority of passengers prefer high-speed trains, due to a lack of passenger traffic it is necessary to cancel ordinary trains with routes partly not within high-speed ranges while provider can better make prognosis on the demand.

When organizing high-speed traffic an important objective is to maintain the balance of travel comfort and cost. Therefore, in some wagons of high-speed train Sapsan passengers are offered meal, The Internet access, the use of electrical outlets.

The Internet has influence on the development of high-speed transportation as well. Today, sales and return of tickets happen via the Internet, and first class passengers can select meals. Ordering additional services over the Internet secures a great potential for development. His immediate environment renders the huge influence on the user behavior. If the user is in the comfort environment like at home, he can view the pages and select an on-line shop for the goods purchase carefully enough. Even slow page loading in this case would not be a problem as the user can simultaneously make another work on his computer. If the user is in a tourist train, e. g. a high-speed train, his capacity to search for information is extremely limited. Moreover, the user in these circumstances will not be interested to find more beneficial ways to buy goods, because his time in the train is already paid and he is keen to use it as expected. If the buyer is limited in time, his information search criteria change – in this case not the price, but the convenience of receiving the goods will be the determining factor. In addition, the time spent onto the search for a suitable offer will be significantly shorter.

Currently a great amount of goods is sold the at tourist paths without appropriate permissions, particularly if it's food. Currently such trade is becoming more civilized, but in the case of an organized excursion the time, during which a tourist can visit a stationary retail facility is very limited. In this regard, the trade organizations must adjust their activities to the wishes of a specific tourist.

An interchange hub can provide a passenger with a sufficient level of comfort – at such hub, a buyer can purchase various goods. There are many buyers with medium and high income among the passengers of high-speed, which determines the purchasing power. Unfortunately, the movement of high-speed trains causes rather long stops of economy-class trains, which creates some inconvenience for the passengers, but, on the other hand, generates the necessary

flow of buyers for the trade organizations. The catering enterprises have the special development prospects in this case.

Currently, many on-line stores render the customer pickup service to the buyers. Adjusting the location of the customer pickup center, the on-line stores can adjust the specific features of this service provision both in terms of cost reduction and of creating convenience for the buyers. A customer pickup center location at a transfer hub is quite convenient for the buyers and in many cases is more promising than the delivery service.

The task of determining the size of checkout counter at a shop is important in the modern trade. An increase in the size of checkout counter leads to an increase in the cost of the staff training and an increase in the payroll, as well as to the inefficient use of space. On the other hand, a decrease in the size of checkout counter leads to the queues growth and lower quality of service.

In the classical theory, the number of cash desks is determined primarily on the basis of the shop floor area. However, a large number of factors influences the checkout counter size.

The various assortment of goods sold by a trade organization is characterized both by the average service time and its different variability. In terms of optimization of the number of cash desks it is variability of service time, which is also complicated by the variability of the flow of buyers, what negatively affects the economic activity of trade organizations. A growth of variability of consumer flows leads to a lower average engagement of a cash desk and at the same time the queues will be longer and the outflow of customers will be greater.

A cash desk positioning in the a store is an important factor. It is obvious that the premium segment shops have completely different requirements to the quality of service. In such shops the long queues are unacceptable and the time of service of a customer is rather long. A cashier's friendliness and the answers to all questions of a buyer improve the image of a store, but only in the absence of queues. Of course, the flow of customers depends heavily on probability factors and it is impossible to fulfill guarantee the absence of queues. In this situation and increase in comfort of the buyer's wait in the queue is very important. To this end, a buyer may be offered the additional free services and gifts, such as a cup of coffee. The use of electronic queue system is an important element in enhancing the comfort of waiting.

In the economy class stores, the situation is different. In these stores, the level of prices of sold goods is the main criterion. The buyers' attitude of the queues is more loyal. The social function of such stores is also very important. These factors determine primarily the requirements to cutting of a trade organization's expenses.

The efficiency of economic activity, which main indicator is, of course, the profit, is determined by the number of buyers, the income from a single buyer, and the costs incurred by a trade organization. Thus, the maximum efficiency is achieved by the achievement of a balance between the number of buyers, who have left the shop or later abandoned its services, and the expenses of the trade organization.

The presence of short queues is also a positive factor for a trade organization. The checkout counter is a hot zone, during the wait in a queue a buyer can closely examine the proposed products.

The queuing method itself also affects the efficiency of the economic activity of a trade organization. A single queue split onto several cash desks reduces the average waiting time in the queue and a fast moving queue is perceived by the buyers more positively. A single queue can be arranged in various ways: from directing the flows of customers with the use of decorative fences to the arrangement of an electronic queue system. An electronic queue system is quite effective in terms of comfort of customers, but the cost of its implementation is higher, in addition, the system switching time is also longer.

The number of cash desks is strongly affected by the trade organization location. When a trade organization is located in the area affected by the transfer hubs, the buyer's attitude to the queue and the probability of buyer refusing a purchase is determined first of all by the vehicles running times. Moreover, a buyer will assess the possibility of visiting a trade organization depending on the projected time spent waiting in the queue and the free time of a purchaser.

The transition to the buyer self-service devices is a modern trend. The introduction of these technologies leads to a reduction in the expenses onto the service staff, but makes the service time longer, which results in the loss of useful space. The expenses onto the sales personnel are also cut, but the security service must be enhanced in order to avoid theft.

The buyers flow optimization during a business day is very promising. The development of stimulating events, which depend on the time of day and the day of the week, can be used as a mechanism of such regulation. This will allow minimizing the corresponding fluctuations in consumer flow.

Currently many trade organizations use a system of cash desks differentiation depending on the quantity of purchased commodities. This approach makes the average queue throughout the trade organization longer, but different buyers will spend different time in the queue. A buyer, who has collected a wide assortment of commodities, has already spent more time on both the selection of the goods and the road to them. The store has been selected by the purchaser in

advance taking into account many factors. The likelihood of such buyer leave is much lower, but the losses from his leave are also higher. All this leads to the search for some compromise between the number of cash desks, which allow servicing the customers with a small number of purchases and the growth of the queues to other cash desks. His size of the checkout counter in this case is determined by the optimal maximum flow of buyers, which provides the operation of all cash desks, and the average waiting time in the queue, which does not exceed the rational indicators. The cashiers work schedule during a day is determined based on the non-linearity of the flow of shoppers. Flow of buyers depends on the time of the day. For instance, there are more consumers after working hours and much less in the morning.

The merchandise distribution is one of the most important, fundamental functions of trade. It turns out to be rather difficult to bring a product to the store shelves, it requires addressing a number of tasks: to establishing the business relationships with the suppliers, to choose the correct methods and routes of transportation, warehousing, etc. These tasks are the most difficult for the small shops, which have to compete with the major national and international retail chains.

The establishment of trade and economic relations with the manufacturer is available for not every trading company and, sometimes, even not for every wholesaler. The manufacturer prefer to sell their products in bulk, which leads to the lengthening of the goods supply chain. This is a significant advantage for retailers, which volumes allow directly cooperating with the manufacturers, purchasing the goods at lower prices, and selling them rather quickly. Many manufacturers want to directly cooperate with such networks. Of course, there are a number of advantages, such as the struggle for the quality and price among the manufacturers. Many manufacturers make concessions, stimulate the growth and development of networks by providing the discounts and conducting the marketing activities at both the store and beyond at their own expense. In doing so, they create a high reputation of their goods. The major manufacturers such as Unilever, P&G, etc. create all conditions for the purchase of their goods. For example, when the audit of an outlet is expected, a representative of the company always arrives at the same time and personally reports for the company's products, thus facilitating the oversight and verification processes. But there are significant drawbacks of direct access to a manufacturer, because the retail chains dictate their terms of delivery, price, quality and much more, thus limiting the manufacturer and preventing it from developing. For example, many domestic manufacturers can't enter the market or expand their presence because of it, because the major networks don't take their products due to the fact that

the low prices of these goods will decrease the turnover of the other, more expensive goods. Many international networks have suppliers abroad and prefer to order the supplies from them to Russia as well, which hinders the development of manufacture in our country. All this confirms that the networks dictate the conditions to the manufacturers, although this should not happen at the market.

After the economic relations are installed it is necessary to select the delivery routes. This problem is particularly acute when supplying goods to the regions. The selection of the optimal type of transport is not an easy task. The choice depends on the volume and frequency of deliveries, season, and the specific features of transported goods. For example, the food cannot be transported for a long time due to a short shelf life. The railway is the most convenient for the transportation of large consignments of goods, there is also the opportunity to use own driveway, which is useful for the frequent and large shipments. However, in case of small volumes and distance no more than 1,000 km it will be the most profitable to use the automobile transport. This type of transport is the most mobile, there is the possibility of frequent deliveries, door-to-door, many manufacturers choose this type of transport even for the large volumes, because it is reliable and allows fully controlling the delivery process. The water transport can be divided into the river and sea. Usually the river transport is not used for the delivery of goods, because of its seasonality, and shifting the way of delivery depending on the season mean the excessive risks, which lead to force majeure and costs. The sea transport is used much more often, mainly for the delivery of goods from China, if we look at the world's largest ports, the ports of Asia and in particular China are the leading ones. This low-cost transportation is most often used to deliver clothes, accessories, and various non-food goods to Europe and Russia. The air transport is the most expensive, so when choosing a route it is often not even take into consideration. However, at present the price of air transportation have become much lower and modern company successfully use this type of transportation. Firstly, this is the fastest transport and, secondly, one of the most reliable, and thirdly, this is often the best option for the long-distance transportations. For example, tulips are transported only by air from Holland, while from the point of view of end-users their price is low. Not only the flowers, but also the food are delivered by air. For example, the American beer known for its quality is delivered to Japan by air, at the same time it is premium and is successfully sold at the Japanese market for decades. So, it is necessary to calculate these transportation options in modern conditions as well.

After the selection of the optimal transport and route it is necessary to take care where exactly the goods shall be delivered and stored. The retailers

generally organize the delivery to their distribution center often using their own driveways. At the distribution center the consignments are divided, if necessary, and then are distributed among the specific outlets. For each sales outlet the exact quantity of necessary type of product to be delivered is calculated. The demand in each outlet is influenced by various factors, such as: location, publicity, incomes of the population in a particular area or even a neighborhood of the city. The shops of the same network located in different parts of the city may have a completely different target audience. This is especially noticeable in the major cities such as Moscow, Dubai and many other cities worldwide.

In the competitive environment the search of ways to improve their competitiveness is an important task for the trading enterprises. The optimization and integration of both external and internal materials and related flows of a firm is one of such ways.

Over the past 10–15 years the actively developing globalization process has engulfed every sphere of human activity, including the market relations and international business. Until recently, the market orientation was considered the main factor of success. A new concept – resource orientation – formed in 1980s in the economically developed countries. To achieve the stable profitability the companies had to choose and combine the resources. Today, when under the influence of globalization the speed of material, financial and information flows has increased immeasurably, the integrated logistics is spreading wider and wider in the global economy. The Internet strongly influences the development of modern commerce, which allow dramatically simplifying the exchange of information within an integrated chain, quickly responding to the demands of consumers, providing them with the most popular products.

Russia also gradually turns toward the system structural reconstructions, resource-oriented approach. Today all commercial entities and public sector enterprises need integration, which means it's time to create the conditions for combining the industrial and commercial companies serving the market infrastructure into the integrated logistic systems able to supply goods and services quickly, timely and with the minimal cost. For example, the manufacture of a plane requires the establishment of interaction with a thousand and a half suppliers of spare parts and components. An enterprise resource orientation presupposes the existence of several logistics concepts, which describe the mechanism of management of resources (reserves). Such concepts include: KANBAN, JIT, MRP (I, II), etc. The commodity-money relations in the commerce usually result in a change of subjects of property, i. e. in addition to the physical movement of goods, the transformation of property rights, which form the legal flow,

is characteristic. An integrated approach also allows sharing other resources of a trade organizations as well.

When using an integrated approach there is no matter whether the movement and transformation of economic flows takes place within one company or several. An integrated chain can cover tens, hundreds of businesses, and sometimes entire regions. Based on the latest technologies it is able to ensure the real cooperation at the interregional level as well. In the result not only costs, but also economic risks possible losses are reduced, while the quality of services grows.

The economic mechanism of each trade organization aims to maximize the price difference between the procurement and sale of assortment of goods. While the approach based on the use of chains focused on all participants of the procurement process. There are five directions, in which it is possible to achieve greater efficiency: the communication with the suppliers, the communication with the customers, the technological process inside an organization, and the communication between enterprises within the chain. The enterprises united in a chain get the undeniable advantages over others: their independent risks are merged, the costs are reduced, the quality of the entire system improves.

The formation of integrated chains has a positive effect on the pricing, which in its turn has a positive effect on the social function of modern commerce.

The enterprises united in a logistic chain get the undeniable advantages over others: their independent risks are merged, the costs are reduced, the quality of the entire system improves. This is understandable, since the competence of logistics includes the inventory management, transportation, warehousing, cargo processing, packaging, and, of course, information and logistics infrastructure.

The modern logistical chains should cover the planning needs, supply (services) quality management and control, as well as the decision making taking into account the level of acceptable risk.

The basic principles of commercial logistics:

1. Systemic nature, i. e., formation of a flow, allocation of moving and changing objects as a separately managed subsystem and application of systemic approach to it, arrangement, planning, manufacture, sale, procurement, storage and transportation as a uniform material flow of a logistics chain.

2. Integrity, i. e. formation of a developed infrastructure for the provision of flows movement in specific conditions, coordination of actions of the participants of the material flows movement, the aspiration of firms to the close cooperation with the external partners in the commodity chain and establishment of strong connections between the various divisions of firms within the internal activity;

3. Scientific nature, i. e. strengthening of calculation at all stages of flow control, from planning to calculation of all parameters of flow movement;
4. Specificity, i. e. the clear identification of a particular result as goals of flow movement in accordance with the technical, economic and other requirements;
5. Constructibility, i. e. continuous monitoring of movement and changes of each object of flow and operative adjustment of its movement;
6. Reliability, i. e. provision of reliability and safety of movement; high speed and quality of information arrival and methods of its processing;
7. Variance, i. e. the firm ability to flexibly react to the fluctuations in the demand; the purposeful development of reserve capacity, which is used in accordance with the company's plans.

Thus, the main objective commercial logistics is to achieve the maximal adaptability of enterprises and companies to the changing market environment while minimizing the overall logistics costs and ensuring the quality, completeness and timeliness of deliveries. The logistics system is one of the key notions of trade logistics implementing a systematic approach in the arrangement of flows and their management in trade. The logistics operations are the framework elements. A logistic system in this case is determined not through the object-subject structure, but through the specific activity characteristic only for the systems of this type "with" the flow in the economic sphere.

The distinctive feature of a logistic trading system from any other is its elemental composition, its nature, and the nature of relationships between separate elements. The trade logistics system can be defined as a set of interrelated logistics operations with the flows of goods, information, money, services and property rights in the commodity exchange forming the integrity of trade and mediation activities. The logistics operations in the trade are the basic and complete actions or a series of regular and recurring actions "with" the flows of goods, money, information, services and property rights organized in the distribution and exchange of commodities.

It is the subject of logistics, which is the bearer of logistics operations, by means of creating and converting the flows. The resellers arrange and implement the trade, commodity circulation and distribution among the manufacturers and consumers, who are the subjects of trade logistics, i. e. constitute the totality of enterprises and organizations directly involved in the distribution process. The commodity-money relations in the commerce usually result in a change of subjects of property, i. e. in addition to the physical movement of goods, the transformation of property rights, which form the legal flow, is characteristic for the trade logistics.

Logisticization of international trade involves the formation of a unified policy concerning the investments into the transport infrastructure, including the construction of end-to-end roads and rail routes, development of sea, river and air transport. Particular attention should be paid to the use of modern terminal technologies for the processing of traffic, which involves the construction in the main transport lines intersection nodes of automated complexes equipped with the high performance machines and equipment, which use the latest information technology, solve the crucial problems of handling, transportation and warehouse operations with the material flows;

> standards and requirements to the development and processing of universal cargo transport units: the development of a single container establishment and the manufacture of appropriate packaging, which solves all crucial problems of integrity, information provision, security, etc. of flow of cargo;

> means of communication, including the use of global information networks, which provide the interaction of participants (actors) of macro-logistic system in real-time and the implementation on the basis of available information resources and management technologies of the systems of streaming processes in the international trade logistics.

In the midst of an economic crisis, the sales increase is an important task for the businesses. To this end a commercial company, it is advised to optimize the range of traded goods, which in its turn requires the study of demand.

The existing information analysis is the easiest way to assess and forecast the realized demand. To this end a commercial company may use the data on the sale of product in preceding periods, consider the factors affecting the demand, etc.

The population income is an important factor influencing the demand in conditions of a crisis. To examine the interconnections of incomes of the population and the demand for specific products it is advisable to use the statistical models¹. It is evident that the models are highly non-linear and vary for each product. The complexity of such models construction is that they cannot be considered as static, because the parameters and, perhaps, the structure of the model will evolve over time. At the beginning, in case of a decrease in the income the population has some stocks of goods and there is no demand for cheaper alternatives. In the future such demand arises. It should be noted, however, that these figures are only average, and the analysis of the demand for

¹ Leonova Ju. G. Peculiarities of performance assessment of a trade organization in a competitive market // *European Journal of Economics and Management Sciences*. – 2016. – № 1. – С. 72–74.

competitive products requires the analysis of incomes of the population in the relevant market segment.

In addition to the population income the demand is also influenced by other factors. The demand for some products is strongly associated with the time of year, seasonality. To detect the seasonality the spectral density analysis is often used. It allows detecting both the demand fluctuations with a high amplitude (seasonality) and other variations, including having a period of several years.

In case of formal construction of mathematical models the forecasting of a decrease in sales caused by one-time factors will also be approximated for the following years.

The unrealized demand assessment is a more difficult task. But such analysis may also be more effective. In the midst of an economic crisis it is necessary to more carefully choose the products and to pay much more attention to the price. So, it is important to research not only the demand for the goods included in the current range of a commercial enterprise, but first of all to the goods, for which there is a demand, and, perhaps, include them into the range.

The analysis of sales goods in the state on the whole, the relation of these amounts with the population incomes may be used to research this demand. If a commercial enterprise makes the decision to work with this product, it is appropriate to conduct an opinion poll among the buyers, to identify their attitude to the goods, the criteria by which it is chosen. When conducting the opinion poll among the consumers it shall be noted that not all consumers honestly answer the questions of the questionnaire. The number of such consumers increases dramatically if a gift, discount on products, etc. is offered the completed questionnaire.

In the result of the survey the commercial enterprise can determine why customers do not acquire the goods. If one of the main reasons is that the goods are too expensive a lower price should be considered. But although a lower usually leads to an increase in turnover, the profits in this case can both grow or fall. Perhaps the buyers are expected to buy some other commodity at the store. In this case it is advisable to include into the questionnaire a question, which allows the buyers specifying exactly which product they want to purchase.

Here the task of segmenting consumers, first of all by the level of income, and, accordingly, by the ability and desire to spend on those goods these or other money, is important. The consumers strongly dislike answering the questions about their income, so this information can be obtained indirectly. For a trading enterprise it is easier to change its range than for a manufacturing enterprise, and accordingly to choose the relative commodity for purchase and subsequent sale.

After studying the demand it is advisable for a commercial enterprise to consider the ways to increase the sale of goods, i. e. to promote the sales. Categorizing the methods of stimulating, it may be noted that both buyers and the own staff can be the objects of stimulating.

When considering the methods of stimulating an important place belongs to advertising. In the analysis of the effect of advertising the non-linear dynamic nature of economic dependencies is more prominent than in the analysis of many other factors.

The problem of regional goods distribution is one of the tasks of the development of modern commerce. A number of factors, among which we can specify, in particular, the hub structure, centralized management of the economy in the last century, the low purchasing ability of the population and a number of other factors contributes to it.

Currently the lower population density, the narrower the range of products offered to the consumers, and the higher the costs of organizing the goods distribution. This is because, on the one hand, the cost of shipping goods to the regions is higher and, on the other hand, the probability of products purchase by the buyers is lower.

The development of national manufacture allows developing regional goods distribution. Earlier a consignment arrived from abroad centrally, but in the conditions of development of the national manufacture of the transportation of the goods already manufactured and, accordingly, located in the region to their consumers must be maximally cheap.

The development of regional supply of goods leads to the development of resources of commodity markets and the development of the regional market. A wider commodity offer is an important factor of improving the quality of life in the regions. When planning the sales policy the small businesses are can sell in the conditions of lower competition. The development of regional relations is an important aspect of wholesale trade.

The arrangement of a large number of decentralized regional commodity relationships is more difficult than using a hub system of commodity supply. The efficiency of investments into the arrangement of such system is high enough, and the tax incentives may act as the initial investment. The association of trade organizations is very promising as well.

The customers' needs are the main determinant of the range of products on sale. Traditionally the market marketing researches are the method of studying such needs, but a rather large delay is the drawback of such polls. The use of e-commerce solves this problem. The order registered online will be delivered

directly to the retailer with a high probability of its repayment, moreover, the data of the orders made by the customers may be used for further demand forecasting. Moreover, other information obtained from the network can also be used for the demand forecasting. The use of information technologies enables more rapid forming of assortment of goods and arranging the remote trading on a higher level.

A reduction in the prices of traded goods is an important task of regional commodity movement. Unfortunately, the lower population density in the regions leads to the fact that the value of the goods is divided by a smaller number of people, which leads to an increase in the value of goods. On the other hand, the purchasing activity of the population in the regions is lower. In this regard the mechanisms retaining an acceptable level of prices of goods are the important task. The tools of state regulation of prices of goods shall be used with extreme caution, because in the conditions of high cost of a unit of goods and low purchasing ability it will result in the absence of goods.

When organizing the regional commodity supply the speed of delivery of the goods is important. Different types of transport can be used for the goods distribution arrangement. The transportation by water and rail are the most profitable way of delivery of goods over long distances. A relatively low speed of delivery of cargoes is the problem of railway transport. In today's world the passengers prefer to move around in the daytime, which imposes the high demands to the speed of movement. The use of high-speed communication threatens with overtaking of other trains. The freight trains in this situation have the lowest priority, they have to wait the pass for a long time and eventually the cargo delivery speed becomes lower. This problem can be solved by the construction of highways, which would provide for the passage of the fast passenger transport while the accelerated the movement of freight trains carrying relatively light consumer goods is possible in the intervals between the high-speed passenger trains. The reliability of economic relations is an important feature of goods distribution system. And this problem is also the most acute in the regional goods distribution. The user, who has ordered the goods, wants to get them in time, and a small failure in the commodity supply leads to a delay. The business reputation of the organization is one of the key indicators determining the supply reliability. Establishing the economic ties the work with a contractor with a high business reputation tends to reduce the necessary slack time, which allows making the commodity supply system more efficient.

On the other hand, the development of the commodity supply system itself leads to an increase in intangible assets of trading organizations. The trade

organizations get the new economic ties and higher business reputation, they also expand the base of contractors.

It is impossible to fully predict and eliminate the likelihood of risky situations. To somehow reduce the consequences of the occurrence of adverse events it is necessary to carefully analyze the internal and, in particular, external environment of the company, which, in their turn, have a high degree of uncertainty. The strategic planning, analysis and selection of alternative response options of the company are also important. But it will also not protect the organization from the adverse consequences. Considering the economic activities of trade organizations it may be noted that the greatest impact on business results are rendered by the risks related to the non-delivery of the goods, as well as the risks associated with consumer demand change.

However, all trading organizations risk, and a thorough risk analysis will allow not only reducing the impact of their consequences, but also vice versa, advantaging from the situation and achieving higher efficiency of its business at the market. In particular, the proper formation of assortment and, consequently, the selection of suppliers allows traders improving their situation at the consumer market.

The efficient planning of a trade organization activity is important with the purpose to increase the profits, of long-term operation, to ensure the stable growth and development of the organization, as well as of the formation of its strategy. Planning enables to use the human capital assets and other resources in the best way. The main objective of the strategy is to ensure the sustainable growth and development of the organization and to achieve higher competitiveness at the market.

Currently for the formation of strategies and business planning the following is suggested: determining the current financial and economic status of the organization, what state shall be achieved, and then determining the possible development scenarios. After such analysis the plan of the means and methods of the chosen strategy implementation is chosen. It is important to note that it is impossible to plan for 100%, because both the internal and especially external environment is characterized by a high degree of uncertainty. The strategy planning has its own specific features: firstly, the strategic decisions should be forward-looking and should take into account the constantly changing external and internal environment. Secondly, they are associated with the involvement and mobilization of all material and labor resources. Thirdly, they are characterized by the ability to adapt and the constantly changing market conditions. But there are also significant disadvantages: the strategic decisions are highly

uncertain, because it is impossible to foresee all circumstances of internal, and especially external environment. When planning an enterprise activity it should be taken into account that there is no single strategy for all businesses, even if they are in the same sub-sector. Every organization is unique, and therefore a unique strategy is developed for each of them. The strategy development depends on many factors, such as the position of the trade organization at the market, the behavior of its competitors, the dynamics, opportunities and threats of the organization and other factors.

The use of prospects of regional markets seems to be the most promising strategy. The development of regional markets is an important social task.

E-commerce is one of the promising directions of trade. But this type of trading activity is characterized by strong competition, a high degree of globalization and the risks have the greatest impact onto e-commerce. At the beginning of the boom of e-commerce its prospects were often considered, it was considered that the Internet traffic was the future. However, the practice has shown that in a number of situations the traditional trade also does not yield its positions.

The prospects of e-commerce for the small businesses are caused by the fact that at a low cost for the establishment and functioning of enterprises the equal with the larger companies conditions of carrying out of economic activities are created, the access to the entire market of prospect buyers is opened, and the market information support improved. However, the articles of recent years specifies the disadvantages, which may adversely affect the development of the market of e-commerce: the lack of information about the product, impossibility to closely view it, the duration and the inconvenience of delivery. Thus, on the one hand, the on-line shopping is a promising direction for the small business, but on the other hand, due to high competition the risks for traders are higher. Currently a variety of sales channels is a promising direction of mitigating this risk.

In the organizations, the risk associated with the recruitment renders a considerable influence. When hiring the traders cannot fully verify the hired employee, in addition, the trading staff is not included into the highly paid category and is characterized by high turnover. But their activities are somehow connected with a commercial secret.

Most often, the confidential data leakage occurs in the retailing. At the same time lately not only the frequency of such actions, but also the severity of the consequences has grown. To reduce such cases it is necessary to improve the administration of the employees' computers, the identification of the user with

a personal password, the statistics of requested data, as well as the control of access to the system resources.

In addition the risk of losing the good business reputation is characteristic of retail trade. The particular importance of business reputation for the retail organizations is caused by the predominance of non-manufacturing functions, lots of external links, the strong dependence of the behavior of buyers on the emotional perception of the company. A sustainable business reputation maintenance demands from the trade organization not only the integrity and decency, but also the activities aimed at minimizing the possible negative impacts, which do not depend on its behavior. The implementation of the principles of corporate social responsibility can be considered one of the directions of reducing the risk of deterioration of the business reputation of a trade organization.

The intangible assets play a huge role in the economic activities of trade organizations. However, in the adverse economic conditions the intangible assets face the highest risk. The use of these assets often involves not only certain rights to use them, but also a certain degree of support from the holder of the right. And such support is not always possible in the current political and economic conditions. The problem of lower efficiency of franchising is closely related with the use of intangible assets. This problem is particularly pressing for the catering organizations, in which business activities the use of foreign franchising is common practice.

There are also other “everyday” risks. These include the risk of non-payment, a delay by the provider, unexpected demanded categories of goods, the damage of the goods, the formation of speculative stocks and many others.

The logistic risks of trade organizations can be specified separately. The “usual” threats, such as the risks of damage of goods, are currently expanded with the risks of instability in the fuel prices, increase in the prices for the warehousing and other risks. The risk of goods damage appears during the storage. This can be caused by fire, carelessness of workers. These risks need an integrated solution.

The risks associated with the purchases assortment are also high. During the crisis of customers’ preferences change, this is due to the limited funds. That means it is necessary to correctly assess the volume of purchased goods from a supplier so not to increase the stockpiles. It is also advisable to more carefully consider the demand of the end buyer, his preferences, to be able to maintain the large sales. Thus, the group of procurement risks produces at once two threats: the risk of difficulty in forecasting of purchased assortment and the risk of increase in stocks associated with the erroneous forecasts. This can have a significant impact on the total cost of goods sold.

Despite the fact that the global oil prices have fallen significantly in comparison with past years, the fuel prices have grown. At the same time, lately the decision to impose excise tax on gasoline is considered. In the result, if the decision is approved, then the prices will grow. This will affect the cost of transportation. The expenses of the trade organizations on the goods transportation, storage, etc. increase their cost. This can increase the price and will entail a lower competitiveness and attractiveness of the company as a supplier at the market.

The risk of goods damage during the transportation grows. This is due to the human factor and road infrastructure. In case of transportation by road, the risk of a road traffic accident is high, the drivers spend a large amount of money on the payment of fines for violation of traffic rules, these expenditures also affect the transportation cost.

The formation of client relations plays an important role in the present day trade. The level logistics service plays a considerable role in the delivery of the goods to the buyer. The logistics service consists of several units: the pre-sales services, additional service when selling goods, and after-sale service.

The ore-sales services include warehousing, transportation, the possibility of unscheduled delivery, advertising of goods through various communication channels with the public and various activities aimed at higher competitiveness of goods at the market.

The pre-sales services costs are very high, but they provide brand awareness, its status, and prestige in the market. Therefore, the service should be maintained at a high level. Great attention is currently paid to the marketing, namely, the promotion of the assortment and its advertising. All this creates a commercial attractiveness of a product in the eyes of the consumer, however, significantly affects the cost, as the cost of advertising and promotional activities is very high.

The next group of risk refers to the group of service when selling goods. This also includes a deferred payment. Once the goods are shipped, according to the terms of the agreement, the retailer must pay for the goods. However, some buyers can not immediately make the full payment until the goods are sold and they ask for a deferral. Such requests are often considered individually, because the company has provided the goods, paid for them to its seller, but has received no income, although those funds could be used by the company and be invested with the aim to increase the commercial appeal of the company.

The risk of losing the good business reputation is characteristic of retail trade. The particular importance of business reputation for the retail organizations is caused by the predominance of non-manufacturing functions, lots of external links, the strong dependence of the behavior of buyers on the emotional

perception of the company. A sustainable business reputation maintenance demands from the trade organization not only the integrity and decency, but also the activities aimed at minimizing the possible negative impacts, which do not depend on its behavior. The implementation of the principles of corporate social responsibility can be considered one of the directions of reducing the risk of deterioration of the business reputation of a trade organization. There are also other “everyday” risks. These include the risk of non-payment, a delay by the provider, unexpected demand for certain categories of goods, the damage of the goods, the formation of speculative stocks and many others.

2. Social aspects of trade in the context of globalization

The problem of steady regional development is an important task in the public life of any state. The level of regional development is largely characterized by different levels of living standards, most of which are generated in the distribution sphere.

Distribution sphere occupies an intermediate position between the spheres of production and consumption, implementing direct public service, bringing a wide range of goods and services up to it. Income generation comes up in different sectors of economy but its direct transformation into particular public flesh-pots happens in the distribution sphere.

A wide range of goods and services offered to the population allows to realize the needs of the population more accurately, providing consumers an opportunity to choose the products and services that are essential to them in particular, rather than those that are available. This problem is important in the economic development of regions, allowing the public to more fully realize their needs, creating additional incentives for income generation, increasing the efficiency of economic activity of the organizations in the distribution sphere, which has a positive impact on the development of a region.

As the main issues that have a negative impact on the development of the distribution sphere, we should note a low population density and low income. Provision of certain services, the sale of goods is characterized by the break-even level below which the economic activity is unprofitable. In turn, the low density of population determines the low demand for goods and services and, accordingly, the lack of organization the distribution sphere. This has an extremely negative impact on the living standards.

In recent years, as one of the challenges of today's economy, we can mark the migration of population between regions, especially from regions with low living standards. In turn, the outflow of employable population itself slows the development of the regions.

It should be noted that many cities were often originally built simultaneously with large industrial enterprises, which itself formed the necessary prerequisites for the development of the production sphere. Unfortunately, the development of the distribution sphere in such cities lagged behind production, which reduced the level of satisfaction of the population, and negatively affected the standard of living.

One of the modern trends in recent years is also the return migration of the population in regions with a lower cost of living. This process is characterized by the fact that a person moves to the region where his financial capabilities are higher due to lower cost of living of this region. Such migration attracts financial resources to the economy of the region, primarily in the distribution sphere. On the other hand, if you choose the region to migrate, the fact of the current development of the distribution sphere may be an important criterion for the choice of the region.

It should also be noted that the income received by the population is not necessarily realized in the region where it is received. Currently, as a rule, convenient and inexpensive transportation is widely developed between neighboring regions. In turn, this leads to the fact that if the distribution sphere is not well-developed, the process of goods and services consumption is partially transferred to other regions, which leads to a decrease in the number of jobs, reduction of financial flows and have a negative impact on the economic development of the region as a whole.

The distribution sphere, occupying an intermediate position between the sphere of production and the sphere of consumption, has a large impact on the quality of life of the population as a whole. In the last few years, the effectiveness of the distribution sphere is considered both in terms of quality of public services, and in the aspect of the living standards of workers, as well as at the national level, in particular, the effect of the distribution sphere on the tax revenues.

In modern conditions relating to the sharp drop in oil prices and a subsequent decrease of living standards, the development of the distribution sphere is one of the most important state tasks. Reduction of consumer income leads to a reduction in both the volume and the structure of consumer demand. In such circumstances, a consumer has a more responsible approach to his choice, carefully considering all possible product offerings.

Formation of consumer choice is made in various sectors. In particular, the travel and transport public services, entertainment and sporting events can be attributed to such industries.

The main directions of increase of social efficiency in the distribution sphere are the challenges associated with high-quality public services. In turn, the high quality of service leads to moral satisfaction of the population that has a direct impact on the quality of life of the population. In this connection, an important task is to increase the effectiveness of the various components of the distribution sphere, such as realization of tickets to entertainment events, public transport services and other components.

An important part of living standards improvement is the development of the transport component. Currently, high-speed passenger service is being highly developed, allowing traveling to other regions in a day, avoiding night travel. In turn, such passenger service contributes to high degree of integration of Russian regions as a whole.

Distribution sphere, occupying an intermediate position between the spheres of production and consumption, plays an important role in the quality of life of the population. Many macroeconomic indicators depend on the socio-economic efficiency of the distribution sphere. It defines an important role in the distribution sphere in the state economy.

One of the directions of state regulation of the distribution sphere is to regulate pricing, especially for socially important goods.

For the first time the theory of the state price regulation was advanced by an economist J. M. Keynes during the crisis of 1929–1933. In the “General Theory of Employment, Interest and Money”, he explained that in order to ensure the development stability, the market mechanism must be supplemented by measures of state regulation.

State regulation of prices in market economies is an attempt of the state through legislative, administrative and fiscal measures to influence prices to promote the steady development of the economic system as a whole.

History of Russian and other countries economies is replete with methods and state regulation of pricing methods: direct and indirect; from total control of the distribution system of the last century with coupons to the full liberalization of prices in a market model, preferential tax treatment for certain groups of food products.

US focuses on active use of market instruments and methods of indirect control, contributing to the overall improvement of the economic situation in the country. Among the main areas of indirect price regulation: monetary policy restriction, regulation of the interest rate the Federal Reserve Banks; reducing the state budget deficit; federal procurement of goods and services; tax policy. In the country, the laws of the market dominate, and if food prices go up, it means that this is due to economic reasons. Direct regulation of prices for food products and critical products is not produced in the United States. Extreme force majeure situations, such as hurricane “Katrina”, affect the price increases, but in this case, the government prefers to give citizens direct commodity (food) coupons.

Given the fact that inflation in the United States raises the cost of the food basket of an average of 5 percent annually, and in the case of natural disasters many people simply remain without means of support, since the 1960s, a system

of so-called food coupons has been used in America. These special benefits are given to those in need to buy a well-defined list of essential goods.

Modern coupons in the United States are the electronic cards, on which the state transfer the money from the budget monthly. On average, each American, corresponding to the strict criteria of “need”, gets food bonuses for 120 dollars a month and a family – almost 33 dollars a month. About 30 million Americans get food by such coupons.

In France, the state regulation of prices is engaged in the department of state regulation of prices and price competition of Competition Department of the Ministry of Planning and Finance, state inspectors of ministries and departments. The main task of controllers is the observation of the state price discipline. Controllers have the right to draw up acts for rules violation of pricing and transfer them to financial judgment seat, which shall decide on the sanctions to legal persons related to the violation of the law on prices. State controllers exist in all departments of the country and are ready to respond to all signals, including anonymous.

In emergency situations of national or regional scale (with flood or other force majeure), the State has the right enshrined in legislation to freeze or fix prices for products. The period during which the authorities represented by the French State Council, may use this right, limited in time – not more than six months. The law also punishes merchants, risked to a confrontation with the authorities’ decree – a fine of up to three thousand euro, which may increase in case of relapse.

The INSEE National Statistics Institute, as well as Price Observatory monthly process data from thousands of retail outlets. All this allows, if necessary, especially in extraordinary situations to respond accordingly.

In Spain, the regulation and control of prices is made through the Supreme Council for the prices at the Ministry of Economy and Finance, which is a working body of the Government Commission for Economic Affairs of essential commodities and goods and services whose production is monopolized. Lists of goods and services subject to compulsory pricing are regularly published in the bulletins of commercial information and relate mainly to the public sector enterprises and products of some other private companies.

The main functions of the Board are: consideration of applications of public and private companies to change the prices of specific types of goods and services in the plenary sessions; development of recommendations and the submission of reasoned proposals for changes in prices to the Government Commission for Economic Affairs; notification of interested public and private companies on the

results of consideration of a government commission; monitoring of the implementation of decisions of the Government Commission by private and public companies; coordination of the activities of the provincial commissions on prices; study and introduction of reasoned proposals to the Governmental Commission for the revision of current prices for goods and services.

There is also the practice of setting the permissive prices when public or private company, providing higher prices for a particular product or service, sends a request to the Supreme Council on prices and after obtaining permission from the government commission holds higher prices. These prices are set for the following types of goods and services: soybean oil, electricity, gas, LPG, gasoline, kerosene, diesel fuel, oil for the production of fertilizers and other fuels, pharmaceuticals, insurance in the agriculture, postal and telegraph services, telephone services, rail, road, passenger and freight transportation, sea passenger transportation within the country, as well as the chartering of vessels for this type of transport, air transport of passengers within the country.

Notification rates apply to products such as sterilized milk, vegetable oil, cornmeal, mineral fertilizers and their revision is made after the notification of the Supreme Council for the prices of the forthcoming increase one month prior to its implementation.

There are also local prices, which apply to such goods and services, such as water for the public needs, urban passenger transportation, and rail transportation, services of clinics, health centers, hospitals and improving the competence of the provincial commissions on prices.

All applications sent to the Supreme Council for the prices or in the provincial Commission must contain a description of goods and services with the proposed price increase; production costs structure; description of the sale of goods and services methods; applicable prices and tariffs for these goods and services; as well as the projected new prices and tariffs; justification of rising costs of production and increased prices.

Number of branches of the economy, where there is an active state intervention in the pricing is about 20. The share of installed directly by the state-regulated prices in the total consumer price is about 10%.

In Denmark, government influence on the formation of prices is very limited and is reduced to promote the creation of favorable conditions for free competition of private manufacturers who set their own prices for their products, based on the relevant economic criteria.

National, municipal and city authorities determine prices and tariffs in the public sector, the scale of which is small. The proportion of solid or regulated

prices set directly by the state is about 6%. The Council of Competition, whose members are appointed by the Minister of Industry for four years, provides supervision of the activities of monopolies in pricing.

In case of violation of the order of established prices, the Council obliges the entrepreneur to enter the reasonable prices for their products or specific rules for the calculation of these prices within a certain period of time (up to one year). If the employer refuses to provide advice and relevant information at the same time and repeatedly violates the provisions of the Competition Act, the Board may send a special appeal to the Ministry of Industry to set out its proposals on the nature of the sanctions against the offender (fines, seizure of property). Reference texts are published in the press.

In Denmark, in fact, there is no system of state subsidies to the prices, but the state subsidizes the purchase of medicines, treating it as an element of the social security system.

The process of pricing on agricultural products is formed under the influence of the EU agricultural policy mechanism. However, in Denmark there is an extensive system of state support for farmers, which provides, in particular, the provision of state guarantees for loans and preferential rental conditions for capital construction, maintenance of drainage and irrigation works, implementation of energy saving systems.

In Sweden, the supervision and control of prices is in charge of the State Administration of prices and competition, subordinate to the Ministry of Civil Affairs. In addition, in all the provinces of Sweden, there are offices on carrying out such work from 2 to 10 people.

Swedish experts believe that the price freeze is only effective in short term – to restore the sharp imbalances in the market and suppression of inflation bursts. The law on price regulation gives the right to take measures on the direct effects on prices (freezing), or in the event of war or danger of its occurrence, or the threat of a significant price increase. The law also provides for the possibility for the state to establish a maximum price level for individual products, to introduce the procedure, allowing an increase in prices only after a prior notice and justification of increasing size.

The impact on the price level is mainly through the state monopoly and state measures in different ways. The government heavily regulates the purchase prices of such major agricultural products, such as: grains, milk, meat, eggs, and other food and agricultural raw materials, taking into account the interests of farmers. Every year the price level for food products is set in the negotiations between the government and the union of agricultural producers with the participation of

representatives of consumers. The main form of costs reimbursement to farmers is associated with the annual fixing of a relatively high price level, which is fixed in negotiations between the government and farmers. The source for the agricultural subsidies is customs duties on imported raw materials, set at the difference between the higher prices in the domestic market and foreign market prices.

In Finland, the planning and control of prices is made through the Ministry of Commerce, which carries out the planning and monitoring of food prices, grain, energy (especially gas), and production of wine – vodka industry. The role of government is manifested in the lending business based on the sale of goods and services at prices that are affordable for the middle and lower strata of the population. Companies that organize the sale of goods at low prices obtain state credit for considerable periods under the benign interest. In general, pricing is flexible and it stimulates consumption, especially through retail prices and service system. Almost all national programs on the most important economic sectors in Finland are based on the plan – estimated pricing as market pricing effectively regulates only the current needs of society.

In Germany, as in the EU as a whole, the network of so-called Discounts – food stores with reduced available prices is wide-spread. Discounts constitute the main food products segment, dictating the purchase prices of their producers. Due to the constant price pressure of discounts in Germany, only large dairy farms can survive. Only they can stand in competition with low purchasing prices and produce dairy products at a profit. In Europe, there is a special program of assistance to producers of agricultural products, which can not withstand the market competition.

The British Government does not consider it appropriate to determine the price of food, believing that the market will adjust them on its own. However, if the food situation in the country or in the world deteriorate significantly and the market is unable to provide the population with food, the government may consider a return to the planned food production. The government also decides on the Food program providing the population to use small plots of land for vegetable gardens.

In Switzerland, the federal agency to control prices considers the pricing issues, which is a part of the Federal Department of the Swiss economy, as well as the Federal Commissioner for the control of prices, which is selected by the federal government. The price list for the goods falling under the control of the state, determined by the Federal department of the economy, taking into account the quality of the goods, a special process for manufacturing or warehousing. Federal Office of Price Control establishes a list of goods in respect of

which it may issue regulations on the upper reaches of the price or profits. Regulations on the upper reaches of the price received in such cases when you can not reach an acceptable solution of the optimal amount of the price. The law fixed the prices of almost 50% of the volume of marketable agricultural products. At the state level, the prices of food and feed grains, sugar beets, canola, milk are regulated. Reference prices for meat are established. Limited regulation with the price compliance is available for textile goods, clothing, toys, musical instruments and other goods.

The Swiss government under the Agricultural Policy provides the maintenance of prices at a level that ensures cost-effective production of agricultural products. For this purpose, widely used mechanism for price regulation measures to protect local producers from the competitive pressures of the external market. Price fluctuations are allowed within the known range of grain, sugar beet, potatoes and rapeseed. With regard to the products of other industries, the state price regulation is restrictive in the form of monitoring the compliance of prices for domestic and imported goods.

In Japan, a fairly simple system of state regulation of prices is formed. The competition policy takes a special place. In Japan, it is prohibited to install the “unfair” as exclusively high or exclusively low prices, which aim to “knock out” a competitor from the market. Restrictive measures in respect of the one-time price increases are introduced in those sectors where production exceeds 30 billion Yen. If in such industries more than two companies raise the price within three months by about the exact same value in absolute terms or as a percentage, then the commission is entitled to demand from them the reasons for the increase of the report and initiate an investigation if necessary. The exceptions are only provided in case of a sharp deterioration in business conditions, when prices fall below cost, and there is a threat of bankruptcy of a significant number of firms in the industry.

In such cases, with the permission of the commission, manufacturers may agree upon the scale of output, sales, total installed costs, levels of equipments utilization and prices. When the commission receives application for authorization of such exceptions, it shall make public the reasons for its consent or rejection within a short time. When making decision, the Commission is obliged to consult with the Minister, within whose competence the industry falls.

In Japan there is a special government body – the Bureau for Prices, Management and Economic Planning. Its functions include control over observance of antimonopoly legislation; tracking behavior of the commodity prices; maintaining sufficient level of demand, study of supply and demand trends. National

government regulates prices for rice, wheat, meat and dairy products, railway tariffs, tariffs for water and heat supply, electricity and gas, education and health care, in general, regulation covers about 20% of the consumer prices.

China is almost completely self-sufficient in food, with the domestic market being dependent on external, especially in terms of pricing. In case of emergency situations several agencies take on to address this issue at the same time – Ministry of Civil Affairs, Ministry of Transport and number of others. It's hard to tell how effectively they work because of the lack of official information.

State regulation of prices was introduced in Russia of the XVIII century by the decree of Catherine II, however unsuccessfully, and soon prices rose again. In Russia foreign experience in the sphere of price regulation is widely used by both indirect and direct methods. The regulatory framework is created and exists, which enables implementation of regulation of prices by the authorities. Russian Government adopted the Decision on the approval of Regulations establishing maximum allowable retail prices for some types of food staples of first priority, the list of certain types of food staples of first priority, in respect of which maximum allowable retail prices can be set. The list includes such foods as: beef, pork, lamb, chicken, fish, butter, sunflower oil, drinking milk, eggs, sugar, salt, black tea, wheat flour, rye bread, bread and bakery products from wheat flour, rice, millet, buckwheat, pasta, potatoes, cabbage, onions, carrots, apples. The decision to establish the maximum allowable retail prices is accepted by the Government of the Russian Federation. Price changes will be tracked based on data of the Federal State Statistics Service, but inspection can also be commenced following address of any resident of the region. If you find that in the majority of outlets in Russian Federation region the retail price for product increased by more than 30% within 30 days, then within a few days the price tag on this product can be adjusted in the entire region. It does not matter whether it was a weekly series of spurts or creeping inflation. This will take into account the assessment of situation at manufacturing enterprises carried out by the Ministry of Agriculture of the Russian Federation (in case of food products), and conclusions about the presence or absence of collusion between suppliers and (or) vendors on the part of Antimonopoly Service. It will be the basis for determining maximum value of price for a particular product in a particular region. For this time any consumer is provided with a stable price for food product he needs. Further, according to representatives of the Ministry of Industry and Trade of the Russian Federation, in 90 days (and perhaps earlier), when the restrictions will cease to play stabilizing role, new

suppliers can (and should) appear on this product market. Together with already existing retailers they will offer foods to consumer at affordable, reasonable prices. After some time the shops will appear in the region that can afford not to be included in the speculative games of local suppliers. This method of regulation of retail prices is one of the possible instruments of regulation of “emergency” situation on consumer goods market. The Russian Federation Ministry of Industry proposed (and even tested in some regions), a completely different way of fighting – the struggle exactly, and not regulation – with the rise in prices for socially important goods. The meaning of the proposed measures is as follows: local authorities determine categories of needy population, largely affected by the sharp rise in prices for socially important goods. These categories of population are provided with additional payments from the authorities for purchase of socially important goods. This provides support for the poor, on the one hand, a growth of demand for certain product groups is achieved, on the other, thereby providing assistance to domestic producers. The mechanism of struggle against the high prices proposed by the Ministry of Industry of the Russian Federation shall have the right to exist, but only in the short term. The main disadvantage of this proposal is the fact that inevitability of a permanent rise in prices for socially important goods is a priori recognized – population proposes measures to adapt to the existing rise in prices – the possibility of price controls is not even being discussed. Such approach is unacceptable in the strategic plan. The authorities are proposed to replace regulation of prices for targeted support to specific population groups.

The analysis of operation of authorities and local self-government in regions has allowed to systematize the following main areas of price regulation in the food market:

- creation and organization of work of special regional (local) commissions on monitoring for price situation in food market, whose main objective is the analysis of causes of price increases, trade-related infrastructure in the context of the entire pricing chain from production to retailing, the development of early action to ensure socially important products supply to all population groups;

- conclusion of agreements on cooperation of authorities, local self-government with industry associations of farmers, processors and trading companies in order to maintain prices for socially important food products at a certain level; implementation of such agreements requires for monitoring of prices at all stages of goods movement, exchange of price information, interaction with

the Federal Antimonopoly Service for control measures and adoption of anti-monopoly response measures in cases of unjustified price increases;

- agreement of the authorities and local self-government with the large network structures for application of minimum trade margins on socially important food products, expanding their range of products at the expense of small-scale producers (especially small bakeries);

- holding social events, “day off” fairs with the involvement of maximum possible number of producers, peasants/farmers, helping to reduce prices by an average of 20–25%; actions to provide discounts on basic food products with the special price tags, information stands, etc.;

- implementation of measures for replacement of the imported socially important products from outside the region with the products of domestic producers, including through targeted investment projects;

- systematic work for increasing volumes of agricultural products output in order to increase competition and stabilize market prices for socially important goods (investments in creation and development of milk processing plants of various capacities); statutory support for agricultural sector by means of: raising rates of subsidies for production of milk, sold to the public for industrial processing; allocation of funds to individual farms harvest and purchase of fodder; lending to small businesses and issuance of guarantees of regional guarantee funds in support of the project development of agricultural products processing, reimbursement for payment of an initial payment for the lease;

- procurement of wheat in the regional funds in order to create necessary reserves and ensuring the needs of region’s population in bread at affordable prices;

- development of inter-regional relations in order to establish direct contacts with the enterprises – manufacturers of food products;

- systematic information to the public through the media about situation in the consumer market in order to prevent excessive demand;

- state subsidies of commercial enterprises at the regional level through partial reimbursement of transportation costs for the delivery of essential goods to the Far North and equivalent areas in order to ensure availability of essential food products at low prices to population of these areas;

- Opening of special-purpose shops and permanent marketplaces to implement its own production by the local producers (agricultural producers, farmers, food industry enterprises); opening of shops and social orientation departments for selling the food products for veterans as well as poor and socially unprotected citizens;

- Creating of new jobs at existing retail markets by the municipalities for selling of the goods of the local producers;
- Implementation of municipal discount card for low-income social groups in commercial enterprises; opening of discount stores in rural settlements;
- Development and implementation of programming measures in the field of procurement activities for the purchase of agricultural products and wild-growing materials by the specially created purchasing centers and consumer cooperation shops.

Thus, summarizing the experience of some of the EU countries (France, Spain, Denmark, Sweden, Finland, and Germany), Switzerland, America and Asia-Pacific countries – Japan, China, Russia, the following basic tools of indirect regulation of prices by the state can be emphasized:

- Restriction (contractionary) monetary policy associated with an increase in taxes, reducing government costs and a decrease in inflation;
- Regulation of the accounting rate of national banks;
- Reduction of government budget deficits;
- Federal procurement of goods and services;
- Tax policies (in particular, the regulation of indirect tax rates – excise duties and VAT);
- Food support system for poor and needy population (in particular, food stamps);
- Support for domestic agricultural producers, their protection from foreign competition (import control);
- Effective policy to promote competition in the commodity markets;
- Promotion of the development of private farms;
- Encouraging the spread of retail formats such as “Discount”.

Along with such quite long list of instruments of indirect price control, practically in every country direct control instruments are applying:

- The establishment of the list of goods for which prices are regulated by the authorities;
- Monitoring of prices, including on the part of the state and public inspectors;
- “Freeze prices” and the establishment of fixed prices;
- Establishment of minimum acceptable prices;
- Establishment of limit price levels and/or income;
- Establishment of reference prices and the price range;
- Regulation of purchase prices level for agricultural products and raw materials;

– Penalties and other legal consequences for price discipline violation and the pricing rules established in law.

It should be noted that setting rigid price level, although tends to improve the goods affordability, thus having a negative impact on many other factors. Determination of prices level leads to reducing the volume of commodity supply, as the part of the producers prefers to invest in other sectors, as well as to increasing in demand, especially in view of the fact that a number of relatively cheap goods can be used by the population for other purposes. In turn, it leads to a trade deficit, and, as a result, to the deterioration of commodity supply, which adversely affects the socio-economic efficiency of the sphere of distribution.

The mechanism free of the above drawbacks is providing the state subsidies to producers of goods. In turn, it leads to lower purchasing prices and improving the effectiveness of the selling of such goods, even at low prices.

The modern Russian enterprises of the industry of children's products, including the manufacturing and trading, face in their activities such problems as the high competition on the part of the foreign companies and the high proportion of import on the whole, a significant share at the Russian market of counterfeit and low-quality goods, the lack of highly qualified personnel familiar with the industry specific features, the lack of specific studies and scientific and technical developments, the imperfection of the legal framework governing the relevant relationships, a downfall of the real income of the population, ruble exchange rate weakening, etc. Certain difficulties also arise from the fact that the children's products industry unites the enterprises of several industries and sectors, including manufacturing, commercial, educational, as well as certification centers, licensing agency, etc., in total about fifteen areas, each of which has its own specific features. In addition, the children's goods industry differs from other sectors of economy in the fact that it has two types of consumers, that is, the children and adults, the influence of the former on the decision to buy is growing with age, and a consumer-child often is not the buyer, which also creates some difficulties. The current circumstances require the definition of promising directions of development of the children's goods industry, the identification of ways and reserves to enhance the efficiency and competitiveness of its members.

Firstly, the development and competitiveness of the enterprises of the industry of children's goods are determined by the state policies in the field of education. The current Russian state education development program presupposes the implementation and application in the educational process of the various information services and systems, electronic educational resources, the arrangement of comfortable educational environment for the children with disabilities,

including through the use of distance technologies, mandatory school uniform, special attention to the health and physical development of children, focused work on the search for and educating of gifted children, etc. These tasks set as a part of the state program are directly connected with the activities of the enterprises of children's products industry and create significant prerequisites for their development. This year in the RF it is also expected to establish a register of Russian goods for children (including the school furniture, equipment for the education and sports, teaching aids, products for the school meals, educational games, etc.), which are recommended for use in public procurement system for kindergartens, schools, sports clubs, and hospitals. Such actions and decisions by the state largely determine the consumer demand at the children's goods market. In this regard the state policy in the field of education can be considered one of the key factors in the development of the industry of children's goods, which must be taken into account in development of the strategy and planning of activity of relevant enterprises with the purpose to achieve the higher efficiency and competitiveness.

As it has been mentioned above, in recent years the great attention in the RF is paid to the physical development and health of children. The work of the state in a specified direction is combined with the growing popularity of healthy life style among the population on the whole. In recent studies the health care is called one of the major factors, which currently affect the demand and ideology of consumption, which is especially important for the children's products market. The safety, usefulness, and ecological friendliness are become the buyers' key criteria in the choice of goods intended for children. This fact must be taken into account in the activities of the enterprises of children's products industry in the development and introduction to market of new products, choice of suppliers, formation of assortment, promotion, etc. The maximum correspondence of products to the consumers' preferences will enhance the competitiveness of the relative companies.

Along with the special attention to the healthy lifestyle the modern market of children's goods is characterized by the high interest of consumers to the developing and training games. Such games can be designed for the children of different age groups (e.g., 5–6 year-old children study the letters and alphabet, the older children – the basic economic laws) and have different technology (construction sets, creativity kits, tabletop, computer games, etc.). The games can be intended for the children to learn any knowledge, to develop the memory, logical thinking, communication skills, ability to work in a team, etc. Lego (including robotics technology) actively used at the primary and secondary schools can be considered currently one of the most successful projects in the field of educational games. The

foreign goods, which taking into account the need for the adaptation for the Russian consumers, tend to have high prices, prevail at the modern Russian market of developing and educating children's games. The results of studies show that in general the Russian market is ready to accept the domestic products. Therefore, the games made in Russia, developed with the participation of educators and child psychologists, having the same quality but lower prices may become more competitive than the imported counterparts. Thus, this segment creates the significant opportunities for the development and higher competitiveness of domestic enterprises of the industry of children's goods.

Another promising direction, in which the Russian enterprises of children's products industry can get the competitive advantage over foreign companies, is associated with the folk art crafts, which include, for example, painting and wood carving, bone carving, lacquer miniature, lace-making, embroidery, etc., as well as the traditional Russian (for example, New Year, winter) themes, folk customs, folklore, etc. The promising nature of this trend is proved by the increasing popularity of the annual exhibition fair of folk art crafts *Ladiya*, which, according to the organizers, in December 2016 was attended by approximately 1,600 manufacturers from 65 regions of the RF and more than 64,000 visitors. The manufacture and sale of products reflecting the national traditions will allow the Russian companies not only becoming more competitive at the domestic market, but also taking the sustainable competitive positions at the global market of children's goods.

Similarly the children's products industries have the opportunity to develop and become more competitive in the segment of licensed goods, primarily containing the pictures of famous cartoon characters. While the foreign brands such as Disney, StarWars, etc. are presented at the Russian market wide enough, there are much fewer children's products with the images of characters of the Russian cartoons present and often their quality is poor. The most successful domestic cartoon brands actively applied in the licensing technology currently include *Masha and the Bear*, *Smeshariki*, *Three Russian Bogaturs*, *Luntik*, etc. The images of animation characters are used in the manufacture and sale of toys, children's clothing, stationery, food and other goods intended for children. It is known that a brand being an intangible asset is often decisive for a product choice by a buyer. The Russian cartoon characters well known to the consumers allow creating the strong product brands and can become a significant competitive advantage of domestic enterprises of the children's goods industry.

Along with branding the arrangement of sales plays a big role in the activity of enterprises of the children's goods industry. The modern retail is

characterized by the gradual integration of communication channels between the consumer and the trading company, therefore so-called Omni channel sale technology is becoming especially important. This technology offers the possibility to purchase goods by any convenient means, including at the stores, via the Internet, mobile applications, directories, call centers, etc., and all these are interconnected, imply the presence of a uniform database, logistics system, assortment, prices, loyalty programs, etc. Taking into account the fact that currently the Internet technologies are becoming more popular in the retail trade (which is connected with an increase in the total number of The Internet users, evening of their sex and age structure, highly accessibility and deeper penetration of the Internet, active use of mobile devices for the Internet access, etc.), the integration of on-line and off-line commerce is the main direction of Omni channel sales development. For the enterprises of the children's products industry the Omni channel sales on the whole and the integration of on-line and off-line sales in particular creates the significant benefits associated with the maximum satisfaction of customers' needs. For example, a mother chooses the goods at the site of a trading company being at home with the child, while the father picks up them at the store (customer pickup) on the way from work and spends no time for the search and selection. The possibility to buy this way is convenient for the consumers of children's goods, makes them more loyal, and, consequently, makes the enterprises of children's goods industry, which provide the said opportunity more competitive.

The manufacture and sale of the goods under own trademarks of trading companies is the next important direction of activity and support of competitiveness of the enterprises of the children's goods industry. The increase in the sales of the goods under own trade marks is the general trend of development of the Russian consumer market. The own brands have a number of advantages for both the manufacturers and trade structures. For example, the manufacturers are getting the guaranteed sales, use the temporarily idling manufacturing capacity, reduce the costs associated with the promotion, etc., while the trading companies can reduce the cost of procurement of goods, control their manufacture and promotion, create a unique product offer, etc. At the same time the consumers get the products of acceptable quality at relatively low prices. The specified advantages of own trade marks of trade companies are the same in the manufacture and sale of the goods for children. In this regard the development of own brands is currently one of the most promising ways to achieve higher competitiveness and performance of enterprises of the children's goods industry.

Finally, the successful operation and competitiveness of the industry of children's products involve the improvements of its staffing. As it has been mentioned earlier, the lack of qualified staff with the knowledge of specific features of the industry is one of the factors impeding its development. In the modern studies the human capital is called the basis of innovative development of the economy on the whole as well as of individual businesses. For the enterprises of children's products industry the problem of labor resources is particularly acute, because the highly skilled experts in the manufacture, for example, of clothes and furniture often lack the knowledge of children's specific features, including the child ergonomics, physiology, and psychology. Therefore, it is necessary to train the personnel of various fields specializing in the children's products. It is now also appropriate to engage the children's specialists, including child psychologists, teachers, etc. into the development of such products.

Thus, the achievement of higher competitiveness of the enterprises of the Russian industry of children's goods is associated with a number of opportunities. Firstly, they include the state policy in the field of education and the popularity among the population of healthy lifestyles, which largely determine the demand for the products intended for children. Despite the fact that many segments of the Russian market of children's products are currently dominated by the foreign enterprises, the manufacture and distribution of educational and training games, products of national art crafts and traditional Russian themes, licensed products with the images of characters of famous Russian cartoons are the promising directions to make the domestic companies more competitive. The successful operation and creation of additional competitive advantages of the enterprises of children's products industry will also be promoted by the development of Omni channel sales of own trade marks of trade companies and improvement of staffing.

An important part of the socio-economic efficiency of the distribution sphere is the availability of goods and services for the population. In particular, as an indicator of such availability the number of shops per 1,000 inhabitants is used, as well as indicators of their remoteness. Recent studies focus on the fact that in modern life the closeness of the distribution sphere enterprises not only to places of public accommodation, as well as to the places of their work and transport hubs, plays an important role. Transport accessibility is an important resource for trade organizations. In this connection, the mechanism of increase of efficiency in social distribution sphere is the analyzing the locations of enterprises. In this aspect, the capacity of state regulation is large enough and does not require additional costs – government regulation may be based on a different payment for the land in different territories.

Optimization of the transport component is an important goal of public policy. Redirecting customer flows improves the level of social effectiveness of the distribution sphere.

An important task of state regulation is to control the quality of goods and services. In this regard, the audits implemented by a “secret shopper” method have great potential. They are widely used now in the economic activity of a number of commercial organizations.

Modern technologies, particularly the Internet, have a great influence on the distribution sphere. A large number of purchases are made currently through the Internet, the network prices are usually lower than in traditional stores, at that the indices of the enterprises availability lose their meaning and can be taken as ideal values. The Internet allows to dramatically improve the level of regional procurement of goods. In this regard, the government should consider to carry out complex to stimulate e-commerce, especially enterprises that solve critical social problems.

The most promising direction of development of the distribution sphere is to implement the use of remote sensing technologies. One of the problems of the quality service of the regional consumer is the low population density, as well as lower revenues. In this situation, the costs of trade organizations are divided into a smaller number of people, what leads to higher prices and, as a consequence, the reducing of the purchasing power of consumers. Lower income levels also lead to a reduction in demand for goods and services. In this regard, the organizations in the distribution sphere are forced to narrow the range of products offered to the population, which leads to a drop in the quality of life and reduce social efficiency of the distribution sphere at the regional level.

Historically, the distance selling is designed for the solution of this problem. The advantage of distance selling is that no logistic operations with the goods do not occur as long as consumers are not clearly mark their choice. It leads to saving of costs of trade organizations related to regional merchandise. The buyer has the opportunity to purchase the necessary goods for him from quite a wide range and trade organizations do not carry the risk of formation of illiquid inventories. Among the distance selling shortcomings we should note the loss of time at all stages of the purchase of the goods – the buyer must obtain the catalogs to make his or her choice from the range of offered products, and then communicate it directly to the seller. Another disadvantage of distance selling is the impossibility of a thorough acquaintance of the buyer with the offered goods.

The development of telecommunications networks, in particular the Internet, has given a new cycle of development of distance forms of trade. E-commerce, being a kind of a distance selling, allows to avoid or reduce the effects of many of its shortcomings. In particular, the using of the Internet allows to avoid the loss of time at all stages of the buying of goods, except the delivery. However, modern technologies allow to increase the comfort of the customer. For example, in case of delivery by the postal service, he has the ability to track the movement of the ordered goods, and upon receipt he can pick up the order without waiting for the mail notification. Purchase of the digital goods is possible within a few minutes.

An important application of e-commerce is an opportunity to get acquainted with the ordered goods. Information technologies allow to present more information on this product to the customer, at the same time he has an opportunity to read the product reviews on forums, guest books and other communication media.

The social function of distance selling is largely determined by the service of population groups with limited mobility. This, in turn, led to the fact that previously the main purpose of distance selling was a possibility of realization of the goods, which are absent in the retail network, currently e-commerce also allows you to purchase consumer goods with delivery. Simplification of the Internet technologies, extensive development of technical systems determine the purchase of goods by such population groups.

An important social component of the trading is pricing. One of the advantages of e-commerce is the lower price compared to the traditional trade. It is contributed by the high level of competition, ease of viewing options that have a positive impact on pricing.

An example of the use of remote sensing technologies in the others areas is the selling of tickets for long-distance trains. Before purchasing tickets, passengers have an opportunity to get acquainted with the feedbacks about the train, to select the most convenient places and class of service in social networks. On the other hand, the Internet has a great potential of advertising campaigns. As an example of the promotional events should be noted the dynamic pricing program, widely demanded by the passengers, discount on tickets up to 69 percent, reducing the price for modern high-speed trains to the level of the budget segment, special events like “Lucky Tuesday” and bonus program. The improvement of quality of passenger services is contributed by various The Internet forums, allowing feedback from the passengers.

A variety of additional services, in which the primary role is played by the provision of food services, helps to provide an increased comfort level to the

passengers. As known, the Internet is a convenient tool for preliminary formation of a range of trade organizations. The passenger has the ability to preselect the food set, which will be delivered directly to his car.

The present level of development of computer technologies is characterized by a wide spread of mobile devices, which have a great impact on the various spheres of economic activity of trade organizations in the distribution sphere. It is promoted by the decrease in the cellular communication tariffs, moreover, the information transmission service is often free of charge and is available in addition to the main tariff plan. In the Russian Federation the cellular networks are beginning to emerge, where the GSM standard is implemented in the form of 3G/4G. In such networks the high speed data transmission is provided, what facilitates the implementation of mobile e-commerce technologies. The use of mobile technologies is also conveniently for the user either in isolation from a stationary computer or at work, if there are restrictions on the use of the Internet for personal purposes. Thus, the support of mobile devices makes the organizations of the distribution sphere more competitive.

It is known that the site of a distribution sphere organization in the Internet as well as its position in the search engines are an important intangible resource. The use of special tools for the site navigation and the information search in the Internet are very important for the use in mobile devices with the high variability of both the software and information output characteristics. The existence of such means simplifies the process of goods and services selecting for a buyer, which positively affects the customer's loyalty. The development of mobile applications, which also simplifies the process of purchase of the goods, is the further direction of increasing the use of the potential of mobile devices.

The use of mobile devices has a positive impact on the social responsibility of trade, allowing greatly reduce the loss of time for buyers.

One of the promising directions of remote technologies development in services is the social networks. Currently the social networks cover a large number of prospect customers of the distribution organizations, which necessitates their use in the business practices. The directions of the influence of social networks onto the economic activities of trade organizations are different. First of all, the very representation in a social network is an important intangible resource, which includes the business reputation of a distribution organization. The user welcomes the active policy of an organization in the social network and the level of trust to it is growing. The next aspect is the advertising campaigns in social network, which may cover the whole part of the target audience of the social network or a specific target audience. This is

determined by the fact that the social network contains enough user information for selection. The formation of own groups of organization allows keeping in touch with all regular customers.

A social network is an important channel for feedback from the customers, properly directing which an organization can increase its efficiency without resorting to the expensive marketing researches.

We should also mention the impact of social networks for improving the efficiency of the distribution sphere in general. The existence of a communication channel with the prospect clients does not allow the organizations to make the service quality lower in order to avoid the risk of loss of business reputation. This leads to an increase in the social efficiency of distribution sphere in general.

There is a vast number of factors influencing competitiveness of trade organizations. One of the important factors is the quality of trade service, which significantly depends on a system of labor stimulation of staff established in the organization. Existing level of customer service, which largely depends on the quality of work of sales operations staff, directly impacts the image of trade organizations by forming respective goodwill. Labor stimulation of staff responsible for logistics, marketing, and other aspects of the economic activity of trade organizations allows improvement of corporate image by inclusion in the assortment of those goods that are in line with buyers' needs.

Material and non-material stimulation of labor is used in trade to increase competitiveness. Direct financial stimulation in the monetary form is a simpler task in terms of planning, the results of which can be directly assessed. However, it is worth noting the targeted character of a system of motivation. The use of material motivation directly related to the results of economical activity in a certain period often leads to increase of sales of a trade organization in this period, but contradicts long-term objectives. On the other hand, formation of a system of material stimulation in the monetary form in line with long-term objectives is a challenging task.

It is known that the needs of various employees depend on individual peculiarities of a personality, as well as on their current financial conditions. It has a direct impact on the effectiveness of financial stimulation of staff. Thus, for a number of employees financial stimulation is insufficiently effective or leads to increase of costs for its organization. In modern conditions, a number of trade organizations are experiencing financial difficulties and can not allow such stimulation.

Thus, in modern conditions, other kinds of stimulation of labor gain greater importance. In particular, creation of a favorable business climate is important in the organization. Fair distribution of duties among employees, evaluation

of work input of each of them lead to lower costs, but show a rather high efficiency. Such measures raise loyalty of employees to the management and can significantly improve labor quality and productivity. Such an aspect also lessens expenditures of a trade organization for a system of staff work quality control. It is worth noting, that formation of high level of loyalty of staff requires a sufficiently high qualification of the manager, as well as fulfillment by him of certain moral obligations. Such a stimulation system requires a great level of openness. In this case, it is impossible for the manager to reward employees who are unscrupulous in fulfilling their duties.

Trade organizations are to give attention to such incentives as an employee social security program. For now, many trade organizations do not offer any social security elements, which significantly decreases satisfaction of employees.

There are several approaches to formation and distribution of a package of social benefits within an enterprise. The simplest approach presupposes formation of a uniform set of social security elements and provision of this set to all employees of an organization. Such an approach leads to increase of loyalty of staff, but it has a number of disadvantages, in particular, it gives no possibility of using social benefits to reward the most efficient employees on an individual basis. Such an approach does not allow linking this incentive to the results of labor, which leads to lesser influence on the quality of work. Moreover, such an approach leads to reduction of the motivation component, which negatively affects stimulation of labor of leading employees.

Thus, differentiation of social benefits on the basis of various criteria is a more viable approach. A criterion being applied most often is the length of employment in a trade organization. It allows lowering turnover of staff, reducing costs for the employees who get a job temporarily aiming to get a certain social benefit, which leads to increase of quality of service. However, such a system lowers the loyalty of the employees whose employment period is short, but who work effectively. It defies the principle of justness of a system of labor motivation.

Another approach is linking social benefits provided to personal contribution of each employee to the results of the economical activity of trade organizations. Such a way of forming a social package requires detailed consideration of criteria for determination of amount of incentives, but such an approach can stimulate the staff of a trade organization more effectively. When forming the criteria, it is necessary to bear in mind that they must be realistic.

There are different approaches to formation of a social package. The simplest is to establish clearly defined packages of social benefits. Another approach allows an employee to choose a set of social benefits depending on the results of

his work. Such an approach allows taking into consideration an employee's individual needs and is more difficult to implement. A clear advantage of such an approach is the possibility to link the number of social packages that are provided with the personal work results of an employee, as well as with the results of the economical activity of a trade organization as a whole. The problem of implementing social methods of labor stimulation resides in their subsequent repeal. Abolition of one or another social package leads to a sharp decrease of loyalty of employees, which requires preliminary detailed analysis of expediency of introduction of social benefits.

In conclusion, it is necessary to note, that in modern conditions of consumer demand reduction in a number of countries and deterioration of financial condition of a number of trade organizations related to this reduction, increase of productivity of labor, on the one hand, and reduction of staff, on the other hand, are necessary. In such a situation, employees want to be socially secure, which leads to an increasing role of social elements in the system of labor motivation.

3. Associations as a trade competitiveness increase factor

Creation of associations allowing integrating efforts of organizations and enterprises for resolution of various issues of economical activity is one of the natural processes contributing to development of trade, both as a kind of activity and a branch of economy. Associations do not only allow achieving a required result, but also even to do it with minimally possible costs. In other words, creation of associations is a factor, potentially contributing to increase of efficiency of trade organizations and enterprises¹. Associations of trade organizations allows them to receive the whole range of competitive advantages (especially, in comparison to non-integrated organizations) consisting in the following: first, for resolution of certain tasks, money and labor resources belonging to several participants of the Association are concentrated, thus likelihood of receipt of a positive result is sharply increasing; second, an effect of scale of used resources (fixed assets, other material resources, financial resources, and labor resources) is being realized; third, significant centralization of capital is occurring, which allows to change to larger or less extent directions of its investment; fourth, accessibility of trade organizations is improving. Centralization is contributing to «flow» of capital into other kinds of trading (or non-trading) activity, depending on the current conjuncture; fourth, economic risk is reducing and the range of influence in the market is increasing; fifthly, many elements of a trade service system can be unified at the expense of reduced costs.

Some legal incompleteness of the problem solving of associations in a number of countries predetermines economic difficulties in exercise of regulation of their activity as well. At the same time, one is to note the sum of benefits of integration of separate sides of functioning of different trade organizations exceeds a total of all possible negative points. Such relatively new for trade of a number of countries associations as holding companies, networks, commercial and industrial groups, etc., are not independent, legally designated organizational and legal forms. However, in our opinion, it cannot refute a fact of their existence and successful functioning in most cases, as well as their significant influence on development of the industry. Often commercial private entrepreneur organizations participate in trade in creation of associations of individual entrepreneurs,

¹ Zvereva A. O. Diversity of retail sales channels. The Eleventh International Conference on Economic Sciences – 2016. – C. 106–108.

while entrepreneurs without legal entity are less prone to integration and cooperation. Associations of trade organizations essential can be build on either voluntary basis or basis of centralization.

The voluntary associations of trade organizations carry out their activity in different legal forms: these are associations (unions), non-commercial partnerships, coalescences based on an agreement of a particular partnership. In addition, the voluntary associations (trade chains) can be build on the principles of franchising or cooperative fundamentals.

In other words, the voluntary associations of trade organizations on decided problems can be assigned to either non-business or business problems. Associations or the unions (further associations) are the contractual coalescences of commercial organizations being created for coordination of enterprise and submission and protection of their common property interests. Associations (for legislation) are legal entities, but at the same time, the members of an association are retaining an independence and rights of legal person. As features of trade associations, it is appropriate to allocate the following: the lack of profit as the main goal (which does not exclude an principal possibility to receive it); the lack of the right to distribute received profit between participants. Coordination of activity is the main task of associations in the area of trade and representation of participant's interests, their legal, informational and another necessary provision.

Non-profit organizations established by citizens and/or legal entities for pro-motion to their members in implementation of set goals are non-commercial partner-ships. One can assign to such objectives protection of interests of organizations, dispute and conflict resolution, delivery of legal aid, etc., along with other.

Thus, associations and partnerships have many features in common: these are the essentially identical purposes and tasks, the coincidence of the legal status (in both cases they are organizations based on voluntary membership); identical organization management structures and functions carried out by them.

Nevertheless, between associations and non-commercial partnerships there are certain differences related to a procedure of realization of charter goals, as well as to liquidation and exit conditions.

Non-commercial partnerships have for realization of charter goals the right to directly carry out business activity, when associations being permitted to deal with enterprise by creation and/or participation in business entities.

In those cases, when voluntary associations aim at commercial objectives, their creation helps independent sellers to successfully compete against network structures.

A most part of trading networks is built and functions by principles of holding companies, in other words, in their basis has relations of subordination and control. The formation of cooperatives and other voluntary associations, the so-called continued trading patterns not belonging to network structures became the natural protective reaction of a part of trade organizations and enterprises.

Chain trade structures bear several fundamental differences from trading networks: first, as was already noted, they base on a mutual consent of participants and it, in turn, presupposes a possibility of integration in some directions, (but not in all) directions; second, directions of integration are determined by the common purpose which there is before participants of a voluntary association; third, the trade chains consist of completely independent enterprises. In many ways, repeating (but on a different basis), technological methods of trading networks, chain structures thus ensure their competitiveness, preserving an independence of entrants forming them.

The association trade organizations also permits to optimize use of intangible resources. During organization of trade chains, the principles of franchising are widely used. In the growing markets, franchising is the fastest and little expensive way of extensive development of trade organizations, on one hand, and training of executives to the practical standards which are necessary to conduct profitable trade business, on the other. Franchising is such a method of trade development which in the first place presupposes sale «of the brand», and on this basis to create competitive advantages. Therefore, the principles of franchising are applicable during creation of voluntary trade associations as well as for their development.

First for a franchiser, this is an effective remedy of growth not requiring investments of money. The company receives a possibility to develop without buying new sales areas, a deficit of which retailers note.

Great motivation of small businesses for development of business is the second advantage of franchising sale chain (or a network) because the manager for a small business is not an employee, but a master. From a franchiser's standpoint the job under the mark of a network company is a guarantee of such a kind of his business «survival».

Franchising opens possibilities of rapid expansion in the new market and its reputation in the existing market's becoming more durable. Given the franchisee more exactly knows conjuncture and peculiarities of local market, the franchiser (trade organization) is significantly reducing his commercial risks. Increase of the amount of paid contributions allows the franchiser to develop rapidly and effectively in the market.

The franchisees earn franchise name for new market. he works under the matching trade mark, thus providing increase of its value, advertising a franchiser, as well as a franchiser's goods and service procedures.

- to reach great volumes of economies of scale and experience.

Each separate trade franchiser organization receives huge advantages in all the market because, rapidly expanding in the new market and making investment in development of this business in new cities, the franchisees are creating an extensive business network, enough money for development of which the large trade franchiser organization would never have.

- to achieve higher levels and rates of volumes of goods turnover (sales) growth.

Franchising opens for a consumer a possibility to learn more of goods and services. It is very important because the new franchise becomes recognized in the market during provision of its services.

- it will allow to carry out product and service sale in remote territories and conduct territorial division of market for the purpose of restriction of competition between franchisees without violation of an antimonopoly law;

- to regulate and exercise quality control of business administration;

- to carry out single pricing policy without apprehension of breach of anti-monopoly laws;

- a possibility of experience expansion of trading processes implementation on basis of usage of information from the franchisee;

- to achieve a constant cost economy conditioned by absence of need to create a regional network of an own trade organization.

Establishment of branches, the own trading enterprises, actually, requires significant financial investments. While franchising allows to save capital by attraction of franchisee capital. The brand name, the know-how, the technologies become a franchiser's major contribution here, the franchisee bears costs for direct organizing of trade technological proceedings, including expense for maintenance of apparatus of management, maintenance of premises, etc.

- to save additional resources on formation of physical infrastructure (shop premises and office spaces, equipment, etc.) because the franchisees can completely or partly have it under ownership;

- to save on administrative economic expense and management expense, which is carried out by the franchisee;

- to ensure the availability of high economic motivation of partners in joint activities;

- the interest of franchisee as an independent legal entity in the success, in a certain way guarantees the stability of the franchiser to generate additional income.

- to create an additional source of revenue from assignment of rights of use of the trade mark, firm style, intellectual property rights of objects use, commercial information; from used commercial technologies, a know-how.

Franchisees are making an initial deposition, acquiring a complete franchising package. Having signed additionally several franchise agreements with franchisees, the franchiser will be able to sell to them other management services, such as special support with consulting and marketing. Both transactions (initial franchise sale and sale of special services) are serving as an additional source of revenue for the franchiser.

Franchisees are making additional payouts for support of services being provided by the franchiser. All franchisees working as a franchisee, monthly pay for provision of services. A part of this money is being spent on provision of services for support by the franchisee of this system (training of personnel, consultants, etc.).

Nevertheless, the franchising system has even serious disadvantages. For example, one of the limitations of this system is large role of personal relationship between the heads of a network company and franchisee partners. It is organizing of relationship and contacts that often makes a decisive difference to a success or failure of franchising. Seeking to reduce risks of joint business with unfamiliar companies, some network companies are introducing special requirements to the potential partners.

The need of continuous refinement of a system of a franchising network control is another problem, required continued attention. It is worth forgetting about one as well more aspect of franchising relationships taking potential risk to the organizer of the network, namely possible competition on the part of the franchisee trained to the know-how and technologies of business conducting. While a franchisee firm receives experience and he gets strength approximately equal to power of his franchiser, it becomes ever more complex for him to own it in his power. To reduce possible McDonald's network risks in franchise agreements, a requirement of a transfer of the property right to a franchisees enterprise to a network company in case of breach of a contract, in the particular of disclosure of information and the know-how of a system or unauthorized information use, is stipulated, for example.

Franchisees are independent business owners. Even when there is a franchise agreement, difficulties during control of transactions executed by a franchisee can arise. Many consumers take each franchising enterprise as a part of one chain of enterprises operating under the single private label brand. Moreover, if any franchisee badly does his business, it will tarnish all the franchising system.

Royalties (periodic payments by a franchisee to a franchiser) are imposed, as a rule, in per cent of the turnover of a franchisee and the turnover itself, in turn, based on accounting and financial statements, being provided to a franchisee, is estimated and, unfortunately, it is not always simple to determine how much this reporting meets reality. The most effective for a franchiser way to provide truthfulness of reporting is to keep centralized accounting, in other words, to free a franchisee from reporting conducting and assume this function.

Franchisers define structure of payments for services, taking interest from a total amount of sales in every enterprise as basis. Franchisees are obliged to provide a statement on the total amount of sales (goods turnover) to a franchiser for determining the sum of paying. The franchisee can attempt to conceal the sum of sales and provide an incomplete statement to understate contribution to one's franchiser.

Operation of any franchising system is based on principles and standards being a franchiser's intellectual property. These business principles represent a trade secret and serve as basis of a success of a franchising system. The franchisee receives access to commercial secrets, completing training under a franchiser's program. Moreover, although the franchise agreement prohibits the franchisee to divulge such information, all the same there remains probability of disclosure of information. The franchiser must complexly fight against it, therefore, if he does not manage to cultivate effective measures, all the franchising system can strongly suffer.

The franchisee can believe the connections by franchising apply too great restrictions on him. Without having terminated a contract with a franchiser, he will perhaps want to open his own business that will already represent direct competition to a franchiser.

To avoid all these difficulties, franchisers must select very carefully executives to whom they want to sell franchises.

As a rule, the franchise agreements sets a ban against competition that can disseminate to both a franchiser and a franchisee. Obligations by the limitation of competition can be absolute or refer to certain types of goods (jobs, services), categories of consumers, or terms. At the same time, they can regulate the restrictions:

- a ban against creation of franchising objects in the place other than the specially intended or outside a specially intended territory;
- a ban against advertising in the place other than the specially allocated or outside a specially allocated territory;
- a ban against sale of goods to certain categories of consumers;
- a ban against product sale in a certain way;

- a temporary prohibition;
- another time constraints of competition locked into certain sales volume, or observance of a graph of franchising network development.

One can make deduction that franchising is such a method of development of trade which in the first place presupposes sale «of the brand» on this competitive edge production foundation as well. Therefore, the principles of franchising are applicable during creation of voluntary trade associations as well as for their development.

Sometimes trade organizations join and create a strategic alliance. The strategic alliance is an agreement on cooperation of two or more independent organizations made for achievement of definite commercial purposes by joint use of a part of resources, receipt at the expense of it of synergy effects.

The alliance is not an independent legal entity and does not therefore require a state registration. The strategic alliances are at present the most promising form of integration.

Policy coordination, long term planning are the indispensable condition of an effective strategic alliance. Disadvantages of strategic alliances are the continuation of their advantages, as effectiveness of coordination of the activity of independent organizations, and in the long term still it is the complex problem.

A number of alliances (between manufacturers and sellers, sellers of different countries) is intended to promote product promotion, an update of an assortment, expansion of a share of new markets.

In market conditions the form of coalescences, based on a dependence and economic subordination, which we conditionally call a coalescence of a centralized (holding company) type received the largest dissemination in the trade industry.

In our opinion, some of the advantages of such coalescences may indicate a possibility of cash flow redistribution, as well as their ability to changes of composition of participants and management structure with an exception of insufficiently effectively functioning links.

Essentially holding companies are a variety of trade coalescences of a centralized type. The vast majority of retail trade chains functioning within the domestic market base on holding company principles.

Holding companies are a group or a coalescence of economically associated and dependent organizations. However, the peculiarity of holding companies is that they are a coalescence of de jure independent economic subjects. As a result, holding companies possess control without possessing property to the full; take the leading economic position without immediate economic risks.

Formation of holding companies has advantages over other ways of concentration of capital, for example, in comparison to absorptions, mergers of legal entities. First, all the formalities (money costs, terms, documentary registration are meant) per creature of a subsidiary organization are incomparably smaller than for the same absorption. Second, flexibility of organization management structure and presence of a possibility of rapid change of participants of holding companies essentially exceed similar characteristics of other coalescences.

Coalescences of a holding company type are created, as a rule, from parents and daughters, or prevailing and dependent organizations. In this case, it becomes understandable, that both economic control and economic subordination are achieved by provision of decisive influence of the major company on decision making by a daughter (dependent) company. As was already said in accordance with legislation in force, at the same time the dependent company is an independent subject of law with all possible advantages of this provision.

Economic control in the coalescence of a holding company type can be established as a possibility of the principal organization to provide determining influence on decision making by a subsidiary (dependent) organization.

First, (the first form), presence of a prevailing share in authorized capital which, by the way, not necessarily must exceed 50%. When “atomized” controlling package in some companies a much smaller number of “participatory interest” is required.

In other words, this form of economic control can be sold by means of participation of the principal organization in bodies of management of a subsidiary (dependent) organization.

Second, existence of the made contract in accordance with which one organization is compelled to subordinate to the other. This can be a contract of a credit, mortgage, pledge, and another property agreement creating relationships of subordination.

Third, presence of other possibilities to define decisions of an organization. Other possibilities can consist in influence on an appointment of the management, or members of the board of directors; in division of functional responsibilities.

Use by trade coalescences of holding company principles predetermines content of the internal business processes, which form competitive composed edges:

– in increase of sustainability of trade organization, risk management, in issue of safety of coalescence’s core assets. Risky business transactions are, as a rule, shifting to the subsidiary (dependent) organizations which, being legally independent, are bearing responsibility only with property belonging to

them. Thus, use of coalescences of a holding company type allows to realize the strategy of the risk restriction;

- in a possibility of centralization of the whole range of functions (e.g., procurement, warehousing, goods support, and information support, etc.) and thus of management expense saving;
- in an appearance of possibilities of a maneuver in taxation and pricing, in particular, at the expense of transfer prices;
- in provision of single planning, forecasting, and analysis;
- in presence of difficulty of control, for example, by creation of a system of affiliated persons.

Throughout the world regulation on the part of a state of the activity of coalescences of a centralized type and, in particular, of holding company coalescences represents a certain problem. Neither tax legislation nor an anti-monopoly law can regulate the activity of coalescences of such a kind to the full. The current situation is mainly related to an existing difference between the legal and actual status of participants of these coalescences. In trade, a share of coalescences of a centralized type traditionally essentially exceeds a share of coalescences of a voluntary type, for this reason as well.

The issue of manageability of subsidiary (dependent) organizations belonging to structure of a trade coalescence of a holding company type is one of the pressing and topical problems and has one nuance. Management of subsidiary (dependent) organizations must be exercised not directly, but through their management bodies. It should be remembered, any decisions of management bodies of the principal organization (orders of the head, decisions of the board of directors, guidelines of functional departments, etc.) are recommendatory to a subsidiary (dependent) organization until these decisions are confirmed by bodies of management of a subsidiary (dependent) organization. In other words, the process of management in a holding company coalescence requires compliance with a certain procedure.

Modern state of the trade industry is characterized by high degree of integration of traditional and electronic trade. The Internet companies introduce services of self-removal, while organizations of traditional trade create sites with product information, services of an order of goods are introduced, full-fledged trade is created on its own or with use of a goods reservation service. In modern economic conditions, policy conducted by them exerts great influence on the economical activity of trade organizations in the area of enhancement of their image in consciousness of a buyer. A large quantity of factors determining image of an organization of trade is considered in modern

literature, one can assign to them quality of service and a business climate of a trade organization, a range of products being sold, existing goodwill posted pricing policy and a number of other factors. In conditions of telecommunication networks development, the Internet also has great influence on image of trade organizations. The coalescence of trade organizations leads to integration of varying forms of trade.

Integration of an electronic form and traditional form of trading possesses a number of advantages for a buyer; he has a possibility to acquire a product in a real store, having read all the information about it in advance in the Internet, having analyzed opinions of other buyers and having made advance reservation of goods if it is necessary¹. In addition, the buyer has a possibility to acquire goods in the Web shop, having in advance attended a traditional store and having examined desired goods there.

The Internet trade is characterized by high level of competition, barriers of an entry into the Internet trade market are lower than in traditional trade. On the other hand, simplicity and low costs for creation of a Web shop, as well as for virtual nature of a seller's and a buyer's communication led to the fact that a large quantity of sellers selling goods of questionable quality exists in the Internet environment. In the situation buyers do not trust The Internet trading, the number of buyers agreeing to acquire goods having in advance made their paying is little. Such a situation leads to increase of significance of image of trade organizations, which is shaped in the Internet network by a fact of presence of stores of traditional trade. A buyer to The Internet trading is deflecting existing goodwill of a traditional store, product quality is imagined similar, the buyers agree to make advance paying of goods in case of provision by him of certain bonuses. In this situation creation of Web shops either as the own department or on terms and conditions of franchising, possesses great potential.

The store's website in the Internet is its business card. The first conclusion of the buyer for the store, its commitment to quality customer service depends on the quality of work. It characterizes large role of a store's site in formation of its image. Analyzing search requests of the buyer, the pages he view, is possible to determine the range of buyers interest, what items should be included in the range, and what to carefully reconsider the policy of sales promotion. Use of forums, guest books is also an important tool of collection of information about consumer preferences.

¹ Kuznetsova A. A. Integration as a means of trade efficiency increase. The Eleventh International Conference on Economic Sciences – 2016. – C. 108–110.

The advance order system with use of the Internet network allows making optimization of a trade assortment, improving goods supply of regions. When there is an advanced order, the trade organization can procure goods, reducing risk of demand absence.

Value of organization of goods movement significantly depends on sizes of a procured batch of goods. Joint use of logistics plans allows the small Web shops to lower costs for goods movement. A range of products being sold by trade organizations is the important factor of competitiveness. Often buyers prefer to acquire goods in the Internet, choosing the store by the presence of a key product, getting a basic basket additionally to it. It leads to the fact that presence in an assortment of some unique goods allows to attract additional buyers, which leads to increase of competitiveness of trade organizations. But presence of such goods in the warehouse of a trade organization leads to a deterioration of use of circulating assets, which negatively impacts overall effectiveness of the economical activity of a trade organization.

In turn, during a visit by a buyer to a traditional store, collection of information about a buyer's preferences, the causes of his buyer choice is important during counseling. The depersonalized form of communication does not allow asking a buyer necessary question, the Internet trade doesn't permit it.

In trade organizations, the flow of orders of buyers is characterized by high degree of variation. It leads to the fact that, when there is the own courier service, in some time increase of intensity of its work is observed while idleness can be observed in another situation. In that regard often a third-party courier service is used, which leads to deterioration of service quality. In that regard, joint use of a courier service allows to reduce impact of fluctuations of consumer demand. In the modern world role of intangible resources is high. Low costs for establishment of a Web shop, non-obviousness to a buyer of an address, at which he is to raise claims led to an emergence of a problem of increase of the number of unfair Web shops. It leads to the fact that at the choice of a place of a purchase of goods the buyer is largely oriented towards reviews on social networking websites, in The Internet forums, conferences. Thus the competitive position of a trade organization, some economic activity, run in the Internet, is largely determined by image of a trade organization, established business reputation. Conducted market research results are other intangible resource providing its business in the Internet. Joint use of such results allows enhancing their statistical veracity.

Many buyers prefer to acquire goods with use of a self-removal service. Nevertheless, content of a point of self removal, especially in conditions of the minor

flow of orders, leads to strong growth of costs of a Web shop. In that regard, joint use of points of self-exportation of goods possesses great potential.

Legislation in sphere of remote trade presupposes a buyer's right to a return of purchased goods. However, the business electronic trading scheme often presupposes absence of any points with convenient transport accessibility. In that, regard use of collaborative points of a return of goods possesses great potential. Trade organizations are to give special attention to measures on retention of a buyer. The buyer often is to familiarize oneself with goods in one store and acquires them in the other. Price competition in the Internet network is sufficiently high and the buyer can choose the most profitable price bid at the moment of direct acquisition of goods. It requires from trade organizations additional measures on attraction of a customer to which in the first place one is to assign an issue of different certificates for a discount forming a competitive goods price among different Web shops.

4. Digital technologies in modern trade

The integration of traditional and electronic forms of trade is the most promising direction of development of commercial industry. The traditional trade organization get the additional benefits from the use of different sales channels and reservation of goods, while the organizations, which main activity is selling via the Internet, are able to offer the buyer the currently highly demanded service of customer pickup. The modern mechanisms of electronic commerce include the special sales promotion channels, among which the social networks, quality services, offer of additional services for the buyers, and corporate social responsibility play an important role. The use of telecommunication networks allows the traders forming the assortment, which fully correspond to the demands of buyers.

Currently the mobile technologies are very developed and widely spread. The better part of buyers has the modern means of communication with the full functionality of network access. Many tariff plans of mobile operators provide the free The Internet access as an additional service, which allows the user avoiding any costs. For other buyers it is possible to provide the free access using the Wi-Fi technology in the trading network. This allows organizing an effective interaction with the buyer while he is in the sales area, answering the arising questions, offering this or that assortment of goods.

In modern traditional trade the electronic queues have widely spread. It is known that the very fact of the queuing system considerably affects the efficiency of economic activities of trade organizations. In addition, other forms of raising the level of comfort of buyers associated with the information technology implementation are developing in the retail enterprises. It is appropriate to include the self-checkout desks, the smart carts and many other technologies into such forms. However, it should be noted that the implementation of such technologies is connected a number of challenges. Such problems primarily include the theft and the low computer literacy of the population.

In the field of trade, the competition is traditionally high. The competition at the consumer market can be carried out using different strategies such as the price competition, the assortment change policy, and the improvement of service quality, including through a set of offered services. At present it is possible to specify a classic set of provides services: the delivery service, the consulting services, and the services related to the payment. However, the services related to provision of convenience for the buyers play the main role in the modern

trade. The expansion of the list of such services can become an effective competition tool for the trade organizations.

At present in the big stores, the shoppers spend a lot of time searching and selecting the necessary product kit in the sales area. This leads to the fact that the buyer often refuses the services such stores or buys not all goods that he is potentially ready to buy. This issue is particularly acute for the buyers, who make their purchases in this trade organization for the first time or occasionally. Depending on the target segment for easier orientation in the sales area the buyer may be offered an electronic device or a printout of the route in the sales area showing the location of the product groups in it. The formation of individual schemes showing the location of particular items on it is more convenient for the buyer, if he has preliminarily selected the goods. Many buyers form a shopping list in advance. Thus, the buyer may be offered different ways to generate the scheme of the goods location in the sales area. One such option is to generate the scheme at the store web-site, if the buyer has an opportunity to print it, then he can begin selecting the goods without lingering at the entrance. If the buyer has no opportunity to print the scheme, it will wait for the buyer at the store. In addition to the added convenience for the buyer, this approach leads to an increase in sales due to the possibility of applying the methods of sales promotion. This approach leads to savings of the buyer's time in the sales area and as a result is cost savings. The problem is the impossibility to apply the principles of merchandising, which involves the buyer's passing the better part of the sales area. On the other hand, an estimated route generated by the store allows making the targeted offers as well as to more effectively assessing the needs of the buyer. Another option is to install at the entrance the specialized terminals, which allow generating a shopping list and identifying their necessary locations in the sales area. If the buyer spends a long time in the store, which is connected with a wide assortment, or with the need to carefully select the goods, the provision of food services is appropriate. In the luxury shops, the buyer can sit comfortably at a table and view the commodity offer. The catering services are often offered at the large grocery supermarkets¹.

It is important to widen the offer of such service in the shops with another specialization. Thus, the offer of catering services is promising at the bookstores arranged as a reading room. The problem is a decrease in trade turnover of books in case of their reading without the subsequent acquisition. In addition,

¹ Baskakov V. A., Lebedeva I. S. The specific features of behavior of buyers at the market of everyday goods in modern conditions. The Thirteenth International Conference on Economic Sciences. Proceedings of the Conference. – 2016. – C. 83–85.

the combination of the catering services and reading leads to a deterioration in the state of goods. The solution is to limit the range of books available in the reading room, in addition, the proposal of annotations to books instead of the books themselves is expedient. In such a case, the buyer will be more familiarized with the assortment of goods in a more comfortable setting. A similar approach can be implemented in other stores, such as computer equipment stores, furniture stores and many others.

A buyer may visit such store even if initially he had no need to purchase any goods from the assortment. This approach allows increasing the store sales, raising the store rating in the opinion of the buyer, and mitigating the risks of the goods return. Currently a number of commercial networks include the products under own private label brand into their assortment. The use of an own brand presupposes, on the one hand, a closer contact with the manufacturer – in this case the manufacturer performs the order of a trade organization and produces the goods in accordance with the requirements of the customer. On the other hand, the trade organization is less dependent on the manufacturer and can replace it without changing the brand. In such interaction, the trade organization gets the opportunity to control the quality of the product, which makes the feedback services much more efficient. The close contact with the manufacturer allows the trade organization offering the buyer the service of modification of offered goods. In case of accumulation of a certain number of orders of modified products, this product can be offered to the buyer. The delivery service is currently offered with a number of restrictions. As a rule, such service is offered by the trade organizations, which sell the large goods as well as in the case of regional delivery. In addition, the goods delivery is offered only after a certain period of time. In some cases, this approach is not acceptable. For example, if a buyer purchases the goods being in a tourist trip. In this case, the store faces the choice: to provide the delivery service immediately or to lose the buyer. However, such buyers rarely become regular buyers, in which connection arranging the delivery service immediately, it is necessary to compare costs with the loss of profit resulting from the loss of a specific buyer.

The current level of development of electronic technology has resulted in the emergence of automated means of trade. The use of vending machines is one of such tools. Currently vending is a very popular and common means of selling goods.

It is known that vending is a good alternative to the traditional trade for many reasons. Firstly, buying the goods from the machine the buyer spends the minimal amount of time. No intermediary between the buyer and the machine is required, therefore, the problem of the availability of qualified staff is solved. Moreover, the

machine is easy to use due to the standardization of the procedures for purchase and, accordingly, ensures the quality of service. A vending machine occupies little space and can operate 24 hours a day, seven days a week. Also for a number of buyers, the use of technical means is more convenient.

At the beginning of the development of modern forms of trading, the population did not know how to use these machines and preferred the traditional forms of trade. The wide spread of automated forms has been promoted by their implementation in such spheres as the sale of transport ticket, express payment for the communication service, and a number of other spheres. At the same time, the use of the traditional forms was associated for the consumers as a minimum with the loss of time. In its turn, this has led to the fact that the buying process using the automated trading tools has become more familiar and comfortable for the customers.

Currently the vending way to trade is first of all popular in the public places: at the railway stations, universities, sports complexes, hospitals, office buildings, shopping centers, parks and many other places. Moreover, in addition to the traditional coffee, snack, and beverages machines the machines with the household things, stationery, tights, etc. appear. In modern conditions the social networks have become widely spread.

The photographs exchange is one of the most popular applications in the social networks. Accordingly, the machine, which prints the pictures from your phone and social networks, has become a very popular. Such devices are usually placed in the coffee shops, malls and even universities.

The use in the e-commerce is another direction of automated trading application development. It is known that a number of customers prefer to pick their goods on the own than to order the delivery service. In this regard, it is important for the Internet stores to arrange the customer pickup. The customer pickup arrangement through the traditional stores leads to such costs as the premises rental, staff salaries, etc. On the other hand, a customer pickup center does not carry out direct the whole trade and manufacturing process reducing it to simple operations of goods exchange for the money. At the time of receiving the goods, the consumer choice is already made. The desire to reduce the cost of customer pickup service leads to the sub-optimal work schedule, remote location and other restrictions. This reduces the efficiency of economic activities of the Internet store on the whole. In modern conditions the electronic means, which allow automating the handing over of goods – the automated parcel terminals being the cells, into which the goods are placed for storage and after the payment the buyer can pick it up, have great potential.

The problems of vending trade development taking into account the specific mentality of the population in various countries should also be pointed out. The discomfort is main problem in using the automated forms of trading. First of all the pensioners and elderly people face problems using the vending machines, they experiencing the inconvenience and concerns when buying, because they are accustomed to live communication. It is worth noting that the fully robotic trade will bewilder not only the seniors, but those people, for whom such devices are new.

The next problem is the tendency of the population to violate the law. Such problem include, firstly, the desire to “cheat” the machine, as well as vandalism. The ways and methods to breaking the machine open are growing each day, therefore the machines will be placed only in the protected areas: with the security or under surveillance cameras.

In addition to the breaking open, other ways to ruin the vending machine and to obtain the goods for free appear: ranging from the use of counterfeit banknotes and ending with the hackers’ attacks to network devices. However, those, who seek not to rob the machine, but to simply harm other buyers, are the most dangerous attackers. For example, in the Moscow region they were forced to remove all milk-machines, despite the high business profitability, in connection with the cases of consumers’ intoxications. The law-breakers did not steal the milk or revenue, they tried to poison the buyers by adding toxic substances into the milk.

We should not also overlook the human factor, such as a mistake of the employee servicing the vending machines, incorrect cash collection, etc.

In this regard, in order to protect your business you must use the reliable vending machines or deploy them in the secured locations, train and motivate the staff servicing the outlets.

As important factors influencing the sale of consumer goods many authors specify the sales venue, the level of taxation, the peculiarities of the assortment and a number of other factors. The realization of a visitor potential as a buyer is an important task for a modern trade. However, it should be noted that the main objective of a trade organizations is to gain the profit, which imposes certain requirements on pricing.

In the modern world role of intangible assets is enormous. More and more other the information and not the material goods become the object of trade. Only some media, by means of which the goods are transferred to the buyer, present the material component of such commodity and in case of remote electronic commerce, it is absent.

Given that the information resources being the basis of digital products are now recognized to be one of the basic components of the resource potential of commercial organizations, the stated relevance of the research is becoming increasingly important.

The sale of digital products allows implementing the process of pure e-commerce as the product has no material basis and, accordingly, there is no need for delivery of this commodity. The whole process of purchase and sale may take just a few minutes. The scope of offer of digital products at the market is growing, accordingly the number of sales transactions is growing as well.

The development of unauthorized copies of digital products is the main products in their sale. A consumer can't copy the commodity having a material base or the cost of such copying is usually higher than the price of the goods, but the digital product is copied without problems. Thus, a malicious user seeks to acquire the minimum, usually one copy of product, and then make the required number of copies. The judicial practice of Russia is considering a large number of cases of abuse by the buyers of their rights, and the sale of digital goods provides an additional reason for consumer extremism, because if the consumer has made a copy he does not need the purchased commodity.

The technical means are used for the protection against these risks – some components, which obstruct or prevent the coping, are inserted into the goods. However, the use of technical means of protection creates the problems for the legitimate users – they need to carry out the additional actions in specifying the additional codes and in storing the documentation. There are the known cases, when the officially purchased disks led to the greater wear or failure of equipment. On the other hand, the use of means of protection contradicts the very concept of digital goods. A buyer may buy a piece of music with a view to listening it on a particular device, such as a portable player. However, the recording of such piece of music into the memory of a device is coping, which would be impossible in case of any protection. To this end, the DRM technology is used, but the vast majority of users do not know what it is. At the same time the law-breakers, who make the illegal copies, will not face such problems.

The sale of digital goods contributes to the development of the regions. The tourists are often the buyers of digital goods. At the same time, a tourist acquires the digital goods directly for use on his device, which requires a specific material basis for the goods sale. The situation is complicated if the tourist does not have the equipment, which will downloading the information in the device memory, with him. The music players, which use own memory for storage, is the examples. In this regard, the implementation at the trade

organizations of the services in the uploading of information into the device memory seems optimal.

In the modern world, the role of mobile commerce is enormous. An increasing number of users constantly use the mobile computing devices, such as tablet PCs, mobile phones, etc. in everyday life. Moreover, the manufacturers of these devices provide the feature of purchase of digital goods in their own online stores. This leads to the additional revenue of the mobile device manufacturers, the convenience of users, since the purchased goods are likely to be easily used on the mobile device, to the legalization of the market of digital goods.

However, this approach leads to a strong decrease in the competition. The buyer is bound to a particular online store, moreover, some manufacturers are making serious artificial technical limitations on the use of digital goods purchased from other manufacturers. As a result, the manufacturers are getting huge advantages – the most of the revenue stays in their Internet-shops and the buyer remains bound to the competitive mobile device – when replacing a mobile device the buyer will be able to continue using his favorite digital goods (in the worst case he will need to purchase them again in the same online store, but often transfer is free of charge). When buying the same device from another manufacturer the digital product may be absent from the assortment of its online store and the buyer will not be able to purchase the goods.

At present, the sale of goods together with an electronic device is a very common practice. The impossibility to buy an electronic device without some digital goods is contrary to the law and is subject to the judicial proceedings.

The classical theory of consumer choice determines a usefulness of a product as a key factor for a purchase. In modern conditions, sales promotion makes a great influence on consumer choice. It leads to the fact that quite a consumer choice is made because of advertising campaigns assuring the usefulness, not because of real consumer features of a product. We know that during surveys many consumers say they don't trust advertising, but in fact advertised products are sold more. One of the most known examples on the electronic equipment market is a positioning of low cost digital cameras based on the number of megapixels, although that factor is not really a factor of choice. Accordingly, models for professionals of the field can have less megapixels.

The next problem is the digital products, which by the resolution of their producers are free, including for the commercial use. For an ordinary consumer the free use is an advantage and leads to both the money saving and absence of problems with the protection against copying, but the commercial in such case face problems with the evaluation of such property. The manufacturer in fact

presents a free digital product to the consumer and in accordance with the law, its cost shall be determined by the value of the analogous goods. However, the digital products are unique, and the task of defining the analog is very difficult.

The specific features of modern electronics are that the cost of production of the commodity itself is relatively small compared to its price. In this regard, the market pricing is main method of pricing. The brand image is among the main factors influencing the pricing in this situation. Such image greatly affects the sales volumes, gives the additional profit for the manufacturer, and covers the entire lineup of products sold under the brand.

A product brand is an important intangible resource in the modern commerce, which influences the consumer choice. But, in accordance with applicable law, both of the Russian Federation and in world practice, the manufacturers may sell their brand and rent it out, which in its turn leads to the fact that buying a product under a specific brand the consumer does not have the ability to quickly determine the manufacturer. In this case, the manufacturer is responsible for the quality of the goods and may lose its reputation in case of low quality, which largely determines the quality of sold goods.

The need to position different products in different price segments makes the manufacturers search for the artificial differences between various goods. Often the color of the goods being on sale is this decision. For many consumers, especially taking into account the gender, the color is one of the determinants of consumer choice¹. This allows positioning the products in different segments of customers and setting different prices for different segments of customers. Classic black and less often white are used for the high price segment, while other, often less popular colors, may be used for a lower price segment. It is also possible to point out the use of bright colors for the specific segments of customers.

¹ Deputatova E.Yu. Gender aspects of marketing communications in retail//European Journal of Humanities and Social Sciences. 2016. № 4. С. 44–46.

5. Innovative remote forms in trade

The rapid development of information technologies has a strong impact on all areas of the economy, including the retail trade. The Internet trading is characterized by a high level of competitive environment. In modern conditions it is quite simple to create an online shop, without leaving the house. However, as in traditional commerce, the trade organizations have been enlarged in electronic commerce. For example, in trade of products it is possible to point out the online shop Utkonos, in the trade of stationery goods – Komus, in the electronics – Online-Trade, Player.ru and a number of other shops. The large sellers have taken an impressive share of the market in the Internet and the buyers prefer to buy goods from the trusted sellers with a high reputation, sustainable brand, which indicates the quality of the purchased goods and the high level of service. The practice shows that the competition in the Internet is very high and the buyers prefer to buy goods from the well-known manufacturers.

Creating an online store is easy, so their number is certainly growing, but they are not able to compete with the large network stores of traditional trade, which use the online space to maintain the sales and increase the customer loyalty.

A big role in choosing a store is played by a stable brand, discount system, and the presence of an offline store, to which you can come and evaluate the product. Many people use the services of online stores only to compare the assortment and prices, and then choose a store that will be most convenient from the point of view of location and buy goods. More than half of the visitors of the online store prefer to visit the store personally and to buy goods offline.

There are currently many online stores, however, not all of them offer the qualitative services, so the buyers only study the assortment and then make purchases in person. The efficient functioning, the attraction of buyers, and the growth of sale volume of a shop are impossible if there is no point of sale where the buyers can choose the goods personally, having looked its description and photos on a site first. Thus, it should be noted that pure e-commerce is not an efficient form of business in the modern conditions. It should be noted that the peak of Internet trade development was in the period from 2010 to 2012. After 2012, the rate of growth of purchases over the Internet has decreased. The popular online stores, which were previously presented only in the Internet space, have begun to go offline. Currently the Internet space for the companies serves as a tool to maintain the market share, to develop the

service, to obtain the information about its customers, and to stimulate sales, but it is not the main and independent trading space.

The results of researches show that about 60% of prospective buyers browse the goods through the online shops, however prefer to make purchases personally 36.5% (from 60%), that is more than half. This figure grows proportionally to the degree of development of the Internet network in a particular region. The confident Internet users get almost all information about one or another product from the network.

It is certainly difficult to compete in an environment where the market is oversaturated. To solve this problem it is necessary to create a bright distinctive feature of the store. Many shops have succeeded in this way. For example, Black Star Burger, when launching the catering organization, did not use the traditional expensive advertising and promoted the products over the Internet, in particular, in the social networks. The distinctive features for which the people spent hours standing in line in the rain, while nearby there were many other similar establishments, included the black gloves and unusual way to serve the burgers, as well as a high level of quality of products, etc. The flow of visitors is so huge that the area and the number of staff were not able to serve all. Not only the fans of the creator of the project but also the people who saw the advertising on the social networks and decided to try are standing in the queue for hours. This determines the high efficiency of advertising in the social networks.

The width and depth of assortment plays an important role in the competitive advantage. Often the buyers order goods even from other cities and are willing to overpay for the delivery when the necessary goods are not on the shelves of shops or in the Internet shops of their city.

The consolidation of trade networks has led to an increase in the role of intangible resources in trade. In particular, the site (and its design) in the Internet is an important element of the business image of a trade organization. The competitive advantages as the buyers' opinion about the quality of trade services are also often formed in the Internet. It should be noted that often the difference between the traditional and electronic commerce is only in the terminology. A number of trading networks, though has its own online store, is positioned as the traditional trade. However, the buyer can use the link on the site "pick up in the store". As a result, the buyer (for a number of goods) will be offered not only directly to "pick up the goods", i. e. the reservation, but also to collect it at a certain time interval "to order". The given situation is the complete analogue of the purchase of the goods in an Internet-shop on conditions of self-pickup.

It should be noted that the implementation of such self-pickup of goods for the organizations of traditional trade does not lead to any additional expenses, being a service that brings additional income. In turn, the arrangement of a self-pickup point is characterized by additional costs for the organizations of electronic commerce. This causes the situation when the purchase on condition of self-pickup is more expensive than on conditions of delivery. The shops of traditional trade have an opportunity to immediately put the not purchased order on sale and, in the case of delivery, to return to the geographically nearest shop of network.

Currently the goods are purchased using the Internet technologies not only through computers but also smartphones. Many companies have also developed the phone applications to be closer to their customers. The application allows collecting the necessary information about the consumer, notifying about the news and, stimulating the growth of sales among the target audience. The customers who use the application participate in the loyalty program, receive the bonuses and discounts.

Many product sellers still do not take advantage of phone apps to increase sales. The customers can link their profile in the social networks to the app on the phone. This gives a great advantage to the company, by analyzing the basic data of the buyer and its preferences, it can create the “flexible” offers for the target audience. However, the visitors who visit the online store or app for the first time do not want to make purchases online at once. Online purchases are made in the “proven” stores.

Currently, the potential of mobile applications has been developed mainly in the e-commerce. It should be noted that the mobile applications may have the functions required in the traditional trading. Thus, currently almost all smartphones and tablets have the access to the Internet and can determine the location of the subscriber in the network. This allows the traditional trade stores showing to the prospect buyers the availability of goods depending on their location and indicating the optimal route to the store. In turn, the application, passing to the store the buyer’s location, allows determining the priority of the order, a small increase in the goods reservation period, and a number of other parameters.

The efficiency of goods supply directly depends on the size of the potential demand, which in its turn depends on the number of people living in the zone covered by the trade organization. Thus, the complexity of trade arrangement in small settlements can be noted. This causes the relevance of such form of trade as the distance selling. The buyers can purchase the goods regardless of their place of residence, which allows implementing the efficient goods supply in the small settlements.

There is the great experience of remote technology use in trade¹. However, the process of remote purchase of goods was earlier connected with certain inconveniences – it was necessary to obtain the description of goods, then to state your choice, and then to wait for the ordered goods.

Initially the long wait period was the main disadvantage of distance selling. The buyer was to await the receipt of the necessary catalogues, make an order, by phone in the best case, and often using the post, to wait for the receipt of goods, to pay for them at the post office without being able to carefully inspect the acquired goods and, if necessary, to refuse the purchase. This led to the wait periods lasting for months and the remote sales method was used relatively rarely.

The end of the twentieth century was characterized by the rapid development of information technologies. Various telecommunication networks have developed rather rapidly and have become widespread all-over the world. Therefore, it has been the development of The Internet technologies, which has promoted the development of distance selling and in particular the e-commerce. At the beginning of its development, the electronic commerce in the literature was described as the direction able to change the world. The “new economy” was one of the terms used in the literature. However, quite a many customers prefer to buy the goods in the traditional way, in spite of the advantages of e-commerce. Thus, it is reasonable to analyze the reasons why the customers refuse the pure e-commerce.

The information technologies allow carrying out all operations fast enough and do not require a physical transfer of goods. In the result the remote purchasing requires very little time, moreover, the buyer has the opportunity to be acquainted with the product in more details than using the paper catalogs. In the result, the e-commerce as a type of distance selling has become very developed.

Currently an increasing number of consumers uses the telecommunication networks, in particular, the Internet to search for information. With the advent of computer technology the storage, handling and arrangement of information have become easier and the access to the information resources has become open thanks to the Internet. Thus, anyone anywhere in the world can get access to the information through a computer network. The access to the information has opened the new opportunities for the business, trading, logistics, and offering of additional services alongside with the sale of goods.

¹ Ilyashenko S.B. The main trends in the Russian e-commerce // *Ekonomické trendy*. – 2016. – No. 4. – C. 63–64.

On the other hand, a large volume of information, which leads to the consumer's inability to consider all offers, characterizes the modern networks. It has become difficult for the consumer to analyze the results of the search selecting the most suitable option provided the huge number of sites and products/services, it is necessary to analyze the advantages and disadvantages of a product/service in conditions of constant switching of tabs, as well as navigation directly at the site. With the growth of the demand and offer at the electronic market, the competition among the on-line retailers has grown as well.

The development of advertising banners as well as search engine optimization is a classic example of product promotion in the Internet¹. The wide spreading of advertising banners in the network has led to the dispersal of attention of consumers, the banners are often perceived as some natural background of a page. Moreover, the fact of banners presence itself annoys the users, which has resulted in the appearance of software, which blocks the banners. In this case there is no way to determine whether the banner is shown to the user or not, which leads to the necessity to pay for it, even if it was not shown.

In this context the search engine optimization, which allows raising the position of the site contrary to search engine logics, is becoming very popular². In its turn, this leads to both the higher costs for search engine optimization and a reduction in its efficiency.

It is convenient for the consumer to the view product listings without analyzing a large amount of information and being on a specific platform.

In this connection, it is possible to note in today's world the emergence of sites-aggregators of proposals, which have become popular among the consumers. A site-aggregator acts as an electronic shop-window, which shows the offers of several on-line stores. A consumer can buy directly at the site of the seller or at the site-aggregator. In their turn, the sites-aggregators may receive the income from their work both in form of a commission for every purchase and by the payment for the referrals. Currently the consolidation and aggregation of aggregators and databases into a single platform for the quickly search of a suitable option is in process. The best known platforms include such as a Aliexpress,

¹ Ilyashenko S. B., Lebedeva I. S. Main directions of increase in efficiency of electronic commerce // Actual problems of the humanities: Monograph, Volume 4 / ed. by K. Vítková. -Vienna: "East West" Association for Advanced Studies and Higher Education GmbH -2016. - P. 69–80.

² Magomedova N. G., Kakhrimanova D. G., Magomedov G. D. Search optimization as a way of increasing sales in The Internet trade. The Tenth International Conference on Economic Sciences Proceedings of the Conference. - 2016. - C. 125–128.

Aviasales, etc. All these platforms specialize in different products and services, but all of them have one thing in common – a consolidation of information flow for the easy selection of individually appropriate option.

The advantages of such sites include: the fast and easy search; the offer of the best prices on rating; the comparison of offers by various criteria; the various promotional offers and promotions; the independence of the selection. The disadvantages of platforms include the requirement of providing the lowest prices; the higher competition; the information mismatch with the reality. The larger information database allow covering the greater flow of consumers, making the search more convenient, and constraining the prices.

When using the mobile devices, especially using the roaming, the global information platforms allow reducing the communication costs.

Thus, earlier the on-line stores had to, first of all, seek for the means of self-promotion in the social networks and search engines and now there is an acute need for the provision of information at different sites-aggregators. The use of sites-aggregators allows forming the image of on-line stores.

Any trade organization carrying out the economic activities with the use of the Internet is interested in finding the ways to use it more efficiently. It should be borne in mind that the behavior of customers making their purchases in the traditional stores and via the Internet is vastly different. A buyer in the Internet can examine the offers of many on-line stores without significant problems. This does not result in a significant increase in the time since the transition from one on-line shop to another is just a click of the mouse. In this regard, it is important to analyze the behavior of the Internet users treating them as the prospect buyers.

It is clear that the purpose of using the information network The Internet at any given moment is one of the factors determining the actions of users of the network. The purpose of using a network by the prospect buyers may be different – it may be a targeted search for a product, the search for the information about a product, the select of a store to make a purchase and other purposes.

If the buyer has already chosen a particular product and is looking for an on-line store for the purchase, the attractiveness of a commodity offer, which fits the most of his parameters, will be the determinant of his conduct. Such parameters are primarily the price of the goods and delivery, the shop rating, and the delivery methods. Currently the taking into account the parameters of the commodity offer mainly determines the final choice of buyers.

When searching for the best commercial offer the buyer's behavior is determined by a number of factors and some factors contradict each other: on the one hand, the buyer seeks to buy goods for the lowest price, on the other hand,

the search of such on-line store requires a certain amount of time. As a rule, most users of the Internet search the commercial offers with the use of either the sites of the search engines or aggregator-sites.

In case of use of the search engines the shoppers often look though just the first few pages offered by the engine, though often the best offers are displayed only on the following pages. This also contributes to the fact that to display a trade organization in the first pages shown by the search engines requires some costs, which inevitably are taken into account in the goods pricing.

The use for the search for the Internet-stores of the websites-aggregators restricts the buyers' choice. At such sites, the buyers will be able to see the offers only of those on-line shops, which are registered in the system. Therefore, the presentation of the offers at the sites-aggregators is an important task in attracting the buyers.

The network users, who initially did not intend to purchase a product, are also prospective. The promotional messages posted on various websites are used to attract such buyers.

Currently the e-commerce uses not only the classic personal computers, but also a large number of devices, which allow making purchases in the Internet. The range of such devices is rather wide, from the smart-phones to TV-sets. All such devices provide the user with various possibilities to search for information. If a device provides the user with the comfort comparable to a personal computer, the user has the possibility of the sound search for the information and selection of an on-line-shop. In case of the limited capacity of the electronic device, the user selects only from the offers, which are shown by his device. A similar influence on the user behavior is rendered by the speed of Internet-pages loading. The slower the information is transmitted via the network, the fewer alternative offers for the purchase of a product the user will be able to go through.

His immediate environment renders the huge influence onto the user behavior. If the user is in the comfort environment of his home, he can view the pages and select an on-line shop for the goods purchase carefully enough. Even the slow loading of a page will not be a problem in this case as the user can simultaneously do other work on the computer. If the user is in a tourist trip, including in a high-speed train, his ability to search for information is extremely limited. Moreover, in this situation the user will aspire to find the most profitable ways of purchase, because he anyway pays an hour of the trip and he will aspire to use this hour as intended. If the buyer is limited in time, his information search criteria change – in this case not the price, but the convenience of

receiving the goods will be the determining factor. In addition the time spent onto the search for a suitable offer will be significantly shorter.

The level of the user's computer literacy is the next factor determining his behavior in the Internet. In case of high level of computer literacy, the user will be able to open even those sites, which were not opened on his computer initially. However, in case of low level of literacy the user will act strictly according to the instruction, which is written for the user by another person.

Currently many on-line stores do not analyze the behavior of their customers. For example, the mobile version of the site is used very rarely and often the materials not optimized specifically for such pages – the bulky image, Flash videos, etc. are uploaded to the mobile version of the site. Moreover, such pages are still optimized for certain devices, usually for the smart-phones, but scope of mobile devices is much wider. A phone, which even has no touch screen, however usually supports java applications. In addition, among the users of such devices there are the potentially advantageous clients, for whom the use of such phones is much more convenient.

In addition, in many cases, the level of computer literacy is not taken into account. Of course, for the developer of the site it is much easier to display such message as “you are using an outdated or unsupported browser” than to optimize the site ensuring its work in those browsers, which are available to the user. Nevertheless, the buyer will agree to fulfill the wishes of the store only when he has a reason to make a purchase from this very on-line store. In all other cases, the user will simply close the window with this offer and will go to the competitors. Moreover, a user with a low level of computer literacy acting according to the instruction is a rather advantageous regular client, because he does not know how to make a purchase from a competitor and simply does not search for any alternative ways. However, many on-line retailers are constantly updating their sites making them more convenient (and the degree of convenience is often assessed only by the store management), but in this situation the instruction for a user with the low computer literacy becomes inapplicable and the regular customer may be lost.

As a conclusion, it can be noted that the analysis of the user behavior in the Internet has great development prospects, which is currently underutilized.

The great prospects of electronic commerce caused its development even in the cases where the buyer has no problem visiting a stationary store. The e-commerce organizations due to a series of cost reductions have the possibilities to offer lower prices to the customers.

The e-commerce involves several risks for the purchaser: the buyer knows the location of the stationary store, but the address for the claim in the case of

e-commerce for buyers is unclear. The convenience of e-commerce for different buyers varies as well, because for a number of buyers it is more convenient to purchase goods in the classic way, than to wait for the delivery.

On the other hand, the social function of electronic commerce is important. The advanced development of The Internet shops has resulted in the remote purchase of goods not being a special service, but being available everywhere in the shops of electronic commerce. Moreover, at present the obligation of The Internet shops to deliver the goods is stipulated by the law. It should also be noted that there are consumers, who are negative about the innovations in trade, or, who do not possess the necessary knowledge to use the computers.

Accordingly, the above mentioned defines the border of market segment of e-commerce, which allows the parallel existence of the traditional trade segment.

The integration of various forms of trade is a modern trend of its development. Trade organizations of electronic commerce actively use the customer pickup service. The sale of goods through the customer pickup centers allows mitigating the disadvantages of e-commerce.

Despite the advantages, the process of engaging the clients into the e-commerce is facing a number of problems. Such problems are mainly caused by the attitude of separate categories of clients to the modern technology.

For example, the elderly clients are considered to be defaulting. They already have the established habits in the sphere of obtaining the goods and services, which are difficult to change. The share of The Internet users older than 55 years, according to various estimates, is 6–8 percent of all The Internet users, while the population of this age account for about 25 percent. Thus, the level of use of the Internet in this age category is much lower.

In the specified age group, the income varies greatly. When attracting the clients from the specified age group with the high income such classic advantage of e-commerce as a lower price of goods and services is not essential. Many business relationships for this category of consumers are already established and the customers are rather highly conservative. Thus, enterprises of the field of e-commerce need to look for new ways to attract such customers. In this case, the costs do not render the determining influence, the ease of use of appropriate technologies is the main criterion. Currently the use of electronic ink is rapidly developing. The electronic ink has a number of advantages, which can be used: the high-energy independence, including saving an image for a long period, low cost, and safety for health. Thus, a mobile application developed with the use of e-paper will simplify the client's adaptation to the modern technologies. The electronic device will be perceived by the customer as a sheet of paper of high

density. The technologies used by the clients should be as maximally familiar – the client shall receive the information in a familiar form and fill in a standard services order form. Due to the fact that each such client gives a rather high income to the company, the regular customers may be provided with the electronic devices free of charge. The engagement of new customers should be accompanied by specific measures intended to encourage the use of such technologies. At the modern luxury stores, such devices may be provided for temporary use. At such shops, the problem of theft is less acute and the computer system can analyze the customer's preferences. In case of successful use and in prioritizing the client the electronic device may be offered as a gift. The collection of statistics about the behavior of the client is an indirect advantage of this technology.

The reduction of costs, which allows offering lower prices, is an advantage of e-commerce. This specific feature stresses the relevance of engaging the consumers with the low income into the e-commerce. For these types of clients, a lower price, unlike the previously considered category, is the major motivator. Thus, a trade organization's objective is not to prompt the consumers to use the technologies, but to assist in their use. The offered software should be as simple as possible, and it is also necessary to arrange the clients consulting. Currently a number of socially significant services are already rendered with the use of such technologies, which by itself promotes the involvement of clients, but causes inconvenience and difficulties. Thus, the customer consulting can become an important competitive advantage of trade organizations. Due to the high social importance, the solution of this problem is expedient at the state level as well. The arrangement of free courses, which will enhance the computer literacy of the population, at the state's expense will allow subsequently reducing the cost of public services provision and will promote the population's involvement into the e-commerce.

The low level of technical equipment of a certain category of the population is connected with the above stated problem. This issue is especially important for the residents of the regions. Without solving this problem, it is impossible to involve the great masses of population in the regions, especially in small towns, into the e-commerce. And not only the computes, but also in the access to the Internet is a problem.

The first problem can be solved by the installation of self-service terminals, which provide the access to the offers of commercial organizations. The mobile terminals may be used for the settlements with low populations, where the installation of stationary terminals is commercially unprofitable. A network of such terminals may arranged by the third-party commercial organization. In this

case, not the payments of the population, but the commission charged from the commercial entities connected to these terminals may be the main source of income of such company. In addition, the cooperation with an existing network of payment terminals may be offered in the network operation. The functions of such terminals may include the product search, ordering, payment, arrangement of delivery if the customer wishes. Such network of terminals for its operation does not require a connection to the global networks.

The existence of a network of terminals in case of connection to the global network, also contributes to the solution of the second problem – the arrangement of the access to the Internet. In this case, the buyer also has the opportunity to get acquainted with the goods at the websites of the manufacturers, to look through the analytic articles, and to read reviews of other buyers. The terminal connection to the global network will also significantly increase the number of potential offers.

It is important to note that a terminal should not be a usual computer connected to a network accessing the Internet in the standard way. The Terminal serves the unification of trade organizations, requires specialized software, on the one hand, making it easier to search for buyers, on the other hand, offering products in accordance with an assortment of trade organizations that are members of the Association.

Currently the networks of mobile operators are spread wider than the computer networks. Therefore, a user often already has in his hands a device, which allows sending and receiving the information. In this case, such devices may perform the task of engaging the user into the e-commerce. Such involvement is currently implemented, as a rule, in two ways – by the site optimization or the use of mobile applications. Unfortunately, such optimization is only made for the mobile devices, which use a specific operating system. Therefore, the process of engaging the users of other mobile devices into the e-commerce is important.

In accordance with the standard GSM, any mobile device has the function of receiving and sending the short text messages (SMS). Currently only a few types of services use this opportunity to interact with the customers. This service is the most widely spread in the sector of banking services, which allows the clients carrying out certain bank transactions via SMS. This technology can be successfully applied in other areas as well. For the regular customers the receipt of typical services can be coded. The currently supported multimedia messages offer much more opportunities.

Often the customer is not aware of the advantages offered by the e-commerce in connection with the lack of information. Such lack of information in

the filed of trade relates mainly to the transaction details, but in the filed of services the client may simply be unaware of the existence of some opportunities. Currently the encouraging of information transfer from one client to another is widely spread. It should be noted that this method presupposes the high quality of services rendering. However, in certain areas there is no necessary number of clients for the efficient distribution of information. In this regard, it is expedient to suggest the service providers to develop the partner programs offering alongside with their services the services of related third party companies. In the course of services provision, irrespective of the way of their rendering, the customer should be informed about the opportunities of the use of electronic technologies.

When attracting the clients into the e-commerce the companies may face the problem of mistrust. Many customers, especially elderly ones, a priori do not trust the electronic transactions. This mistrust is caused by the developed during long years habit to request a “paper” confirmation of any transactions. In particular, such customers when buying the tickets may be offered the service of the ticket printing on the official form. In the field of trade, a client wants to buy a product having thoroughly examined it beforehand.

To attract such customers at the first stage it is suggested in addition to the traditional services to offer the service of purchase through a terminal. Watching the others the client will pay attention to the convenience of ordering and might try to conduct the operation independently thus moving more smoothly to the interaction with the site.

A commodity purchase via the Internet is related to a number of risks for the buyers. Buying a commodity via the Internet the buyer does not have the opportunity to visually inspect it, to appreciate its convenience – he is forced to be guided only by the product description provided by the seller. This risk is manifested most of all for the goods presented only in a limited number of on-line shops as well as commodities, which require to try them on before buying. The buyer has the right to refuse to purchase the goods upon the delivery, but it is connected with a number of psychological difficulties, and the buyers use this right infrequently. In addition, in accordance with the law, the buyer is obliged to pay for the delivery of goods. In the result much more often the buyer prefers to accept the goods of proper quality, which fit imperfectly, than to refuse to buy the goods.

The problem of encouraging the customers to use the e-commerce tools is relevant. However, it is necessary for the commercial organizations to solve this problem. Firstly, it is connected with the fact that the client servicing with the use of network technologies is typically significantly cheaper. Secondly, this problem is solved by the competitors as well. Moreover, a client involved by the

competitors will be lost. The approach to this problem solving requires the consideration of multiple factors, in particular, the research of the reasons why the customer is not involved into the e-commerce.

The attracting of one buyer requires some effort on the part of the trade organization, which include the search engine optimization, the banner and contextual advertising, as well as other methods of sales promotion. The payment either for each display of advertisement of the trade organization, or for a click-through is the specific feature of the use of such means. Thus, the Internet user, who clicks on the ad, but buys nothing, increases the organization's expenses.

When a buyer chooses an on-line store the price is of paramount importance. The Internet user has the opportunity to view a great number of offers and to choose the most suitable ones. This leads to the fact that in order to attract a buyer the on-line store must offer the buyer the relative price of the goods. However, the development of customer loyalty is another way to attract the buyers, which is very important for the electronic commerce. Despite the long period of existence of e-commerce in the Russian Federation, the risks expected by the buyer remain one of the main reasons for abandoning on-line purchases. This leads to the fact that the buyers agree to purchase the goods even for a higher price, with the worse conditions of delivery of goods, but from the store, which they trust the most. The higher customer's loyalty also allows increasing the share of assortment of goods supplied to order. In its turn an order of a regular purchaser has better chances to be purchased and the trade organization can use the appropriate logistic schemes.

When evaluating the initial image the buyer assesses such factors such as the comments about the on-line store at various The Internet forums, the presence of off-line chain of stores, and the number of customer pickup centers. Often the buyer uses the customer pickup for the first order and only subsequently orders the delivery. The integration of traditional and electronic commerce renders the most positive influence onto the buyer's loyalty. This has led to the fact while earlier the customer pickup service was positioned only as a way to reduce the cost of delivery of goods, now there are the known cases when a purchase with the customer pickup is more expensive or leads to any disadvantage, for example, fewer bonus scores for the purchase. In this case the level of customer service at the particular customer pickup center is important, which poses the higher demands to the work of the staff at such customer pickup center, its business hours, speed of service, assortment of related products being on sale and other factors.

The popularity of various mobile devices is a specific feature of the current level of computers development. Moreover, for a buyer it is more convenient to

purchase the digital goods on the same device, on which their subsequent use is expected. This necessitates the developers of web-sites to allow viewing and ordering on a variety of platforms of mobile devices, which is currently rare. The use of mobile applications is the next step in enhancing the customer loyalty with the use of such devices. A mobile application is a quite convenient way to make an order in an on-line shop and at the same time, the user has no opportunity to view the competitors' site.

In accordance with the law, the seller must provide the buyer with basic information about the product and about itself. However, many buyers wish to obtain the additional information, which cannot be attributed to the basic information. The distance selling is characterized by the fact that the buyer has no direct contact with the product purchased and the buyer has the opportunity to be acquainted with the product only as described at the site. Although the obligation to specify the basic consumer properties of the goods is stipulated by the law, the buyer wants to receive some information, which is necessary for him personally due to the expected peculiarities of the use of goods. Such information can be obtained only by the direct contact, but at the moment of goods ordering the goods are held by the seller and only the seller is capable of such contact. For a number of goods the receipt of such information is impossible even from other stores, in addition, if the purchaser ask another store for information, he may buy the commodity from that store if he is offered the acceptable conditions. Thus, the absence of any information about the product reduces the competitiveness of a store, which is a significant problem. The low quality of consultation provided by an employee of the on-line store also adversely affects the competitiveness, which makes the requirements to the personnel higher. Different categories of buyers prefer different ways of obtaining such advice, a number of buyers prefers the "live communication" with the consultants, and other customers prefer communicating in writing. The special phone numbers, which are free of charge or callback service, may be used to reduce the costs of the buyer.

Not only the employees of on-line store, but also other users on the network may inform the buyers. In this case, there is no need for any additional costs onto the staff training and the buyers usually have greater trust to the comments of other buyers. The guest-book may have the same function. In this case, the on-line store faces the dilemma how to deal with the negative feedback. On the one hand, their presence negatively affects the reputation of the store, on the other hand, only positive feedback dramatically reduces the confidence of buyers for such comments. The correct reaction of the store to the negative feedback may be the solution to this problem.

The arrangement of the buyer informing about the complementary goods and about the analogous goods at all stages ordering positively affects an Internet-store competitiveness.

The relative trend of the distance forms of trade implementation is present at the traditional stores as well. Such trends include the arrangement of their own on-line stores and the additional services provided over the network. The reservation of goods for the specific buyers is an example of such services, and the reserved goods may be absent from the stock of a particular outlet. In this case, the buyer is notified about the time, when he will be able to purchase the product. The work according to such scheme is similar to the customer pickup service, but at the same time is morally perceived by the buyer as a purchase made at a particular outlet.

Even if an organization of traditional retail does not want to use the Internet technology, it still can benefit from the use of franchising. The mistrust is one of the reasons why the buyers abandon the e-commerce and the use of well-known brands is very positively taken by the buyer.

It is relevant to note such trend of the development of electronic commerce as the use of various types of mobile devices. Moreover, a number of trade organizations has developed the special mobile applications to simplify the ordering process for the buyers. Such applications are good sales promotion techniques in the electronic commerce.

In modern conditions, the social networks more and more often used with the help of mobile devices. It is promoted by the decrease in the cellular communication tariffs, moreover, the information transmission service is often free of charge and is available in addition to the main tariff plan. The modern trade is increasingly moving to the mobile devices. The use of mobile devices has its own peculiarities. On the one hand, the mobile devices have a number of limitations, including the smaller screen sizes, lower speed of the Internet, and the wider variety of used software.

Thus, the use of site versions adapted to the mobile devices makes an on-line store more competitive. In the market segment defined by users of mobile devices, the competition is somewhat lower, because the stores, which site is unavailable or functions incorrectly on this device, do not participate in it.

The trend of using the mobile devices is that most users to perform certain tasks install the specialized applications. If an on-line store manages to motivate the user to install the application, it dramatically increases the likelihood of repeated purchases by this buyer, which in its turn makes the store more competitive.

However, currently only a small part of on-line stores is using both the mobile applications and the mobile commerce. The cellular networks, in which the GSM is implemented as 3G/4G, begin to emerge. Such networks ensure the high speed of information transfer, which promotes the implementation of mobile commerce technologies. The use of mobile technologies is also conveniently for the user either in isolation from a stationary computer or at work, if there are restrictions on the use of the Internet for personal purposes. Thus, the support of mobile devices makes the e-commerce more competitive.

It is known that the site of a trade organization in the Internet as well as its position in the search engines are an important intangible resource of the trade organization. The use of special tools for the site navigation and the information search in the Internet are very important for the use in mobile devices with the high variability of both the software and information output characteristics. The existence of such means simplifies the process of goods selecting for a buyer, which positively affects the customer's loyalty. The development of mobile applications, which also simplifies the process of purchase of the goods, is the further direction of increasing the use of the potential of mobile devices.

The use of mobile devices positively affects the social responsibility of trade, allowing dramatically reducing the time spent by the buyers.

The modern market is characterized by a high degree of integration of traditional and electronic forms. The use of mobile devices in the economic activities of traditional trade organizations allows optimizing the assortment, selling the goods to order, making the goods reservations, and offering other services to the buyer. During the first visit to a store, the mobile application may suggest the optimal route for the buyer and during the subsequent purchases – search for the most convenient outlet taking into account the location of the buyer.

The users' aspiration to constantly be in touch with their friends, including those with whom earlier contacts were lost, has led to the emergence of such concept as the social network. Currently it is possible to note the competition for the users among the social networks and many residents use multiple networks.

Currently the social networks cover a large number of prospect customers of the distribution organizations, which necessitates their use in the business practices. The directions of the influence of social networks onto the economic activities of trade organizations are different. First of all, the very representation in a social network is an important intangible resource, which includes the business reputation of a distribution organization. The user welcomes the active policy of an organization in the social network and the level of trust to it is growing. The next aspect is the advertising campaigns in social network, which may

cover the whole part of the target audience of the social network or a specific target audience. This is determined by the fact that the social network contains enough user information for selection. The formation of own groups of organization allows keeping in touch with all regular customers.

A social network is an important channel for feedback from the customers, properly directing which an organization can increase its efficiency without resorting to the expensive market researches.

The influence of social networks onto the increase in the efficiency of the distribution sphere in general will also be noted. The existence of a channel for communication with the prospect clients does not allow the organizations making the service quality lower in order to avoid the risk of loss of business reputation. This leads to an increase in the social efficiency of the distribution sphere in general.

The general guidelines and provisions, which can be used in the activity of retail trading company in a social network, are characterized by the following. In hosted content shall preferably consist mainly of the posts, which contain the information, which is useful for the target audience (e.g., recipes, cooking secrets, etc.), as well as humorous posts, which the consumers like, and, which allow creating the emotional attachment to the brand of a trading company and, consequently, the higher loyalty; at the same time the humor shall in one way or another be associated with the activities of the store. Different kind of games and competitions are used to entertain the customers and involve them into the dialogue with the company and each other, which also forms the image of the company and the loyalty of its customers. The social networks can be an important tool for informing the customers about the company's work, assortment renewal, promotions, special offers, etc. and at the same time, allow obtaining the reliable and quick feedback (on the quality of service, assortment, etc.). The special surveys may be used to encourage the group members to comment and announce their preferences. The posts on other subjects (for example, the congratulations with the holidays, positive reviews about the company, information about the social activities, etc.) must also take place, but account for a small share of content (collectively roughly 10%). It is important that the social networks create the great opportunities for management of own trade marks of trading companies consisting in the buyers informing about their existence and positive differences from the manufacturers' brands, promotion (including through the "hidden" advertising in recipes and useful advice), reviews, etc. Planning the activities in a social network a trade organization should also take into account the changes in user activity over time. As shown by the results of the analysis, the consumers show practically identical

activity on the business days and weekends and during the day, they give slight preference to the evening time. In addition, one of the most difficult and important for a trade organization tasks consists in the work with the feedback, including the negative feedback, which, on the one hand, allows identifying and eliminating the violations, improving the quality of service, keeping the loyal of customers, etc., and on the other hand, their presence in the group in the social network affects the image and reputation of the shop. In the connection the trade organization is recommended to arrange the special discussions devoted exclusively to the buyers' comments and to respond to them quickly at the same time, minimizing the possible dissemination of negative feedback in the posts intended for others purposes. The visual representation is of great importance alongside with the meaningful part of hosted content. The overall page design, the visualization of individual posts using the pictures and photos taking into account the corporate style will enhance the memorability and attractiveness of its brand. It seems that the implementation of these proposals and recommendations will allow a retail trade organization forming a social network community, which will serve as an efficient tool for the communication with the buyers, which is an important prerequisite for the successful trading.

Development of The Internet at the end of the last century increased the number of remote purchases dramatically, but now the situation has changed. Development of network electronic commerce has passed the period of rapid growth, still there is a huge number of problems that slow down the development of e-commerce. One of the problems is regulation of remote trade.

The remote method of goods sales allows buyers/consumers to purchase a product after reading information in a leaflet, catalog, The Internet or from other communication ways to acquaint with the product that do not require personal acquaintance with it. This method of sales does not allow the buyer to acquaint with the product very well, therefore the legislation of the Russian Federation and foreign countries, provides the buyer much greater rights than in the case of traditional purchase.

Even if the buyer makes payment on site, usually at home, he experience a psychological barrier when he feel hard to refuse to pay, as there are efforts of delivery of the product, the courier spent time to deliver the product, etc. The courier used to perform many orders a day and he tries to hurry the buyer preventing him to acquaint with the product enough. Moreover, to acquaint with the product in details the buyer needs some special expertise the courier cannot have. Of course, if the buyer cannot to be acquainted with the product in details he should rather refuse the purchase, but in the case, he will need to overcome

the psychological pressure from the courier, and then again wait for a new courier from another store. In the case, business reputation of a store plays a huge role. If the buyer knows that the store has a good reputation, that all conflicts were resolved in favor of buyers, it simplifies the process of purchase a lot.

Returns do not matter the way the goods were purchase. Now the remote method of sales works for socially important goods, such as food, medicines, etc. There is a positive trend that prices in online stores are usually lower than in traditional ones. Moreover, many shoppers due to their nature do simply not have a chance to purchase a product in person that defines the high social effectiveness of remote sales.

The great importance related to remote sales is the quality control of products. For traditional sales goods are available to interact and any inspection, body can appear at random while in the case of remote sales it is impossible. That is why buyers often use the remote purchase as an opportunity to buy goods that can hardly be purchased other ways, for instance, prescription-based drugs, while stores cannot sell goods of poor quality.

Domain registration fee along with an annual hosting cost do not exceed a few thousand rubles, the registration procedure is very simple, website creation using constructors is not a difficult challenge. Therefore, there are many one-day-long-life sites.

As a result, a buyer doesn't know who to contact after his purchase. Unfortunately, there are often situations when a buyer purchases a fake product, a store ceases operations, a manufacturer's name displayed on the product does not correspond to reality, the real manufacturer is unknown, so there is nobody to provide warranty service.

Maximization of profit is the objective for any organizations including sellers. One of the factors with a direct impact on the efficiency of economic activities is the market position of a seller, including competition situation.

Today, more and more purchases are made online. It is because of a number of factors like time saving and convenience to select goods to purchase for a buyer, options for drop shipping, fast delivery, etc. Modern scientific literature overviews the e-commerce is seen as the main perspective area of trade, determines that the share of traditional commerce will steadily decline with both direct change from the traditional form to e-commerce and because the increasing level of penetration of The Internet technologies in the trade business. The modern The Internet technologies involve a high level of integration of various forms of trade and determine buyer's choice, they define what commerce operations should better be run in electronic form and in traditional form. However,

there is a strong competition appeared online and it largely affects the efficiency of economic activities of organizations using electronic commerce technologies. The above determines the relevance of tasks like finding directions to improve competitiveness in e-commerce.

As a solution of the task, most authors offer, first and foremost, to run various sales promotion programs based on the mechanisms of promoting e-commerce sites online. In addition, traditional pricing policies can take effect. We can agree the proposals are desirable, but we need to point they are not enough because of the competition and because different models of electronic commerce can be easily copied.

One of the factors defining the efficiency of economic activities of trade organizations is a product range they can offer to buyers. There is many modern works regarding. Nevertheless, compilation of product ranges in electronic commerce has some specific characteristics that are not adequately represented in the modern scientific literature.

We have to admit current methods of product range compilations are take from traditional commerce, though e-commerce have more options to compile an assortment. For example, the Utkonos online store offers 104 items of the milk range while the Perekryostok supermarket can offer only 20 to 40 items. Potential benefits of electronic commerce, like the ability to deliver goods suspended, compilation of complementary goods, not necessarily with immediate delivery, are used poorly. Nevertheless, in case of purchase of expensive or rare goods most buyers agree to wait for some time. It provides organizations the capacity to sell by pre-order. Dividing a product range into two parts has a great potential. It includes goods sold right from the store and on pre-order base. The approach plays a special role in the case of a regional e-commerce, where low population density does not allow stores to compile a wide product range. It provides an opportunity to create a natural assortment matrix to meet demands of consumers. It is necessary to be aware that assortment policy must satisfy demands without reducing the inventory turnover. To do it the product matrix of an online store should always have key products available to satisfy general demand, including season consideration, and product offers with complementary products.

It is important in task solution of enhancing the competitiveness of e-commerce organizations to define a set of factors that are shaping consumer choice of an online store. Despite the market development in the Russian Federation, specific product purchase is still a big problem for buyers. There are often available only a product range of most popular goods. That range secures the maximum

turnover, as they are present in the maximum number of orders. However, a high competition can lead to the situation when this or that product is widely available across online stores but does not stimulate sales. The survey revealed that most buyers prefer to purchase goods, minimizing the number of orders, i. e. they prefer to buy from a single online store. When generating purchases all purchased goods can be divided into two categories: goods that generate the most revenue from online orders, and goods that play an important role to stimulate sales just because of their availability in the store. Their share in the value structure may be insignificant, but those goods define a choice of this or that online store to purchase from. In this regard, e-commerce organizations have to maintain a product range with items not available from competitors. It defines a wideness of product range offered to end customers.

We have to admit different products can have different main and supplementary products bought together, and the percentage may vary very widely. In particular, we can choose a brand of digital cameras with a branded spare battery hard to find.

Competitiveness of an online store depends largely on the convenience of purchase for buyers. Historically, there is a number of products best suited for sale online, say, digital goods, while selling goods with physical delivery are more difficult. Online e-commerce has a drawback because of a poor opportunities to acquaint with a desired product, as only a virtual opportunity for this is available. A good example of that kind of products are clothing and shoes, when purchasing the goods like that a buyer needs at least to try them and assess their consumer value visually. However, a good performance of sale of that kind of goods will be provided with availability of quantity of product items because of the wide range available.

Today, competitiveness is secured with electronic integration of traditional and electronic forms of commerce. The analysis on the MVideo commercial network revealed that 30% of items are directly available in a particular store, and the rest of assortment can be delivered to a sale point or to home of a buyer.

For organizations selected e-commerce as a commercial model the use of traditional sale technologies like pickup can increase their competitiveness. Pickup service allows offering an additional product range available at points of pickup. This method of obtaining goods is associated with time consuming of an end buyer and it defines a desire of the whole consumer-shopping cart available in a minimum number of stores. In addition, with the pickup of goods purchased allows buyers to purchase additional products available at the points of pickup.

The Internet technology allows a buyer to acquaint with an offered product range and make his/her choice not leaving his/her home. It reduces a chance to offer the buyer a replacement of this or that product as the buyer just leave the store if the desired product is not available there. In this regard, it is appropriate, first, to enhance a proposed product range, and second, to provide as full product range on the store site as possible considering that the buyer making his/her consumer choice should have an opportunity to see replacement products.

Today, more and more people purchase goods of everyday use online. Buyers often prefer to purchase the same goods, periodically purchasing a pre-made shipping carts of their. In this regard, the stability of the product range plays very important role. For that, it is appropriate to implement widely a method of local store trademarks. The method provides an online stores capacity to maintain a stable product range, while being independent from different goods producers.

Image, goodwill and reputation also play an important role for competitiveness of a commercial organization. Today, despite the online commerce exists in the Russian Federation for a long while, a large part of the population is afraid to make purchases in online stores. As shown above, while the primary role in good competitiveness plays the price, the capacity to compete by prices because it is easy to copy an e-commerce model is quite low and leads to loss of revenue. In this regard, there are a great potential of mechanisms focused on the business image of the commercial organization. The mechanisms include a nice design of the site, high place in searching engine result pages, working offline commercial network. The range of the goods available for purchase provides an important positive effect on the image. There was an analysis that revealed that about 30 percent of buyers when making a choice of a single demand product and if the product was available in the stores, they already had made purchases, would never consider offers from competitors or would be ready to purchase the goods even for a higher price. In this relation, it is necessary to admit the importance to have in stock a product range of the main specialization of the online store and a product range of other product groups that are not related to the specialization of the store.

Store trademarks play an important role in the competitiveness of commercial organizations. In traditional commercial organizations the mechanism is widely used, but the modern e-commerce the potential of proprietary trade marks is used weakly, and it limits options to compete using only the online store image, and not using consumer product preferences.

Traditionally, the main focus of improving the competitiveness of business activities is the promotion of the e-commerce site on the Internet. The solution

of this task is largely associated with the choice of one or another set of keywords describing the product range. We have to admit that the cost of promotion of various key words can vary a lot while the most demanded products cost the most in promotion. In this regard, the product range should include products with maximum performance from the product offer point of view.

An important moment for solution if the task to increase competitiveness in e-commerce is a direct decision on inclusion some goods into the product range and exclusion of some other goods. The e-commerce technology has great potential in compilation of a product range because of consumer preference analysis. To identify demands for goods not available in a store, a traditional store needs to run a marketing research, e. g. survey of customers, add special tasks to employees, while online stores need to analyze activities of their customers on their websites. The activities may be searches of various kinds buyers make, modifications of the searches, time spent for browsing product catalogs and other parameters. A fully automated trade system can use automatic algorithms for forming good purchases not only on the base of products sold, but also on the base of predicted demands from these or on those activities of the site users. In return, it helps to response to demands fast, taking into account consumer preferences.

Today various social networks are very popular. We have to admit customers of various segments use various social networks. Many commercial organizations provide an active policy in social networks, as they are their key feedback channel defining the product range of the e-commerce organization.

In conclusion, we have to admit more and more products are sold through online stores. The product range along with sales promotion effect on the competitiveness of the organization working in e-commerce segment. Moreover, most of sales promotion methods lead to increased costs as they are used widely by almost every commercial organization, therefore the role of the product range become more urgent. Today, the product range of major online stores significantly wider than the product range of offline sellers. Nevertheless, we know other options to optimize the product range, as a method of competition are not used enough. Today, assortment grading are not widely used by goods defining the consumer choice that form the purchase amount. It is also to outstand the product categories that cause impulse purchases, the goods of the kind should be offered on sale at least at the pickup points and possible through courier delivery in the case of motor vehicle use and if supplementary goods have small dimensions. In the modern Russian electronic commerce, despite the development of large online stores, and unlike traditional commerce, the potential of

proprietary trademarks is almost not used, it limits options for competitions while having a huge potential for competition. To solve the issue of direct compilation of a product range the article offers to make a precise analysis of consumer activities at the store website, to analyze his searches, page browsing and other actions. In return, it enables to identify goods to be included in the product range or excluded from it, and to identify roles of various products in the assortment. Thus, the management of the product range considering the proposed recommendations will allow improving the competitiveness of the e-commerce organizations.

In the classical e-commerce model, one of the basic services is the delivery of goods to the buyer. Moreover, in accordance with the rules of sale of goods in a remote way the seller must provide the buyer with this service. However, the legislation does not define clearly the duration of the delivery period during which the buyer should expect a courier. All customers have various requests – there are buyers who are willing to wait for the goods during the day, and this is not a disadvantage for them, for other categories of customers such a wait state is unacceptable, and they are ready to pay more to get the delivery at certain hours.

The study revealed that many online stores have vaguely formulated delivering conditions, or extremely long delivery intervals.

This is what led to the next stage of development of e-commerce, when most of the famous shops began to offer the service of self-delivery to the customer.

Self-delivery service has a number of advantages for the buyer. The main advantage is the possibility to examine the goods and, consequently, to make the final decision of the purchase or rejection of the goods. If the article has already been delivered to the buyer it is psychologically difficult for the customer to refuse to buy the article, in addition, he or she will need to pay the shipping costs. At the point of self-delivery the buyer can examine the goods with no worry, and if there is a classical trade, the customer can choose other goods, as well as tying products. A lot of online shops charge a courier service with the delivery of goods, in this case it is impossible to advise the customer on the goods in detail.

In case of the purchase of goods that require trying on (clothes, shoes), it is appropriate to deliver a number of copies of goods for further selection, which leads to deterioration of the turnover of the trade stock. The impossibility of a trying on before making a purchase alienates customers, so the competitiveness of the stores, which allow the customer to try on the goods without a courier, psychologically pushing to purchase the article, is higher. Self delivery is a solution to this problem, and the customer will be able to make a choice from a larger range of goods.

The service of self delivery helps to a redistribute of time – on the one hand, the consumer spends his own time on the road to self-delivery point and back, on the other – there is no need to wait for a courier. Even if the delivery is made exactly in time, which is not common and greatly increases the cost of shipping, the customer will still have to manage his time to be in the place of receipt of the order in time. As mentioned earlier, the possibility of different customers may vary, and for a number of buyers self-delivery service will result in savings of time. Thus, the availability of self-delivery services will allow online stores to meet the needs of different categories of consumers, making them more competitive.

Courier delivery to consumers is associated with the risk factor. When buying expensive goods, especially luxury goods, many consumers are afraid to give their address. The situation is aggravated by the fact that the shops refuse to deliver such goods elsewhere for fear of theft. For transportation of jewelry products special transportation conditions are required, which leads to an increase of the cost of the delivery. Moreover, it is revealed that the vast majority of online stores refuse to carry out the express delivery of goods of this group. Another risk factor is a possible damage of goods during their delivery, and not for all products, it is possible to detect the damage during the inspection of the goods or in the first days of their operation. If the buyer detected the damage on the receipt of the goods at the moment of the inspection, it still leads to the inconvenience of waiting for the re-delivery. Moreover, there is a risk of psychological pressure of the courier, in case when the defects were formed by his fault and the further use of such goods is possible.

Customers traditionally have greater confidence to the stationary trade enterprises. In many cases, this is justified, since a stationary enterprise is largely controlled by the public authorities, rather than online retailers. Thus, even the fact of self-delivery service has a positive effect on the business reputation of the shop, which leads to increase of its competitiveness.

The buyer may not always specify the place of delivery of the goods or the place may not satisfy the online store. In this case, the service of self delivery is the only way to get the goods.

This situation is contrary to the concept of e-commerce, promoted at the beginning of its development – as one of the concept slogans was just an opportunity to purchase goods without leaving home. So the goods delivery service itself was seen as an additional convenience for the buyer, and the buyer is unlikely to abandon it. However, practice has shown the opposite. Moreover, even the positioning of the self delivery as an ability for the buyer to refuse the

delivery in order to reduce their costs has not been justified – in many online stores ex service is more expensive than buying with a delivery, in other stores when purchasing with self delivery imposes there are restrictions on the range of goods, and also the use of the bonus program is limited.

For any commercial organization is crucial goodwill, but due to the low minimum age of e-commerce companies have established business reputation. The service of self delivery also contributes to the solution of this problem – if you buy on the terms of self delivery specific risks are absent, in this situation, the customer purchasing decision is identical to the process of buying in classical trade. However, purchasing goods on the terms of self delivery a few times, the buyer creates his or her own opinion of the reputation of the trade organization. In future, he or she is no longer afraid to make purchases of goods with the delivery at this online store. A special role is played by the franchise. The business model of The Internet shopping and traditional shopping (and of a manufacturer) are different, and for an Internet-shop, it is beneficial to use a franchise, using the accumulated goodwill of the franchisor. When providing services of self delivery the online store uses design elements of the franchisor – and at the first visit to the point of self delivery, the buyer will get an appropriate impression.

Another advantage of services of self delivery is that customers can buy any goods along with the previously ordered ones in addition, thereby increasing the turnover of the organization and the efficiency of economic activities of commercial organizations at large.

The service of self delivery is useful for trade organizations – compared to the provision of customer service delivery the seller does not bear the costs in case of the absence of the buyer, the goods are delivered from the warehouse and, if necessary, back the warehouse, among other items. This is particularly relevant with a glance that consumers often behave incorrectly in the delivery of the goods – instead of paying for the delivery service, as provided for by law, the customers claim that the order is not completed by them. Moreover, the trade organization has no evidence to demand the payment delivery.

Compared with the traditional trade after the order registration the trade organizations are likely to know where the buyer will come – and if there are a lot of retail outlets they know to which of them a range of products is needed to be brought. This can significantly extend the range of products, especially in regional stores with a low flow of customers.

Thus, the process of the receipt of goods by the end consumers is an important factor of the consumer choice. In case of such a purchase, it is possible to

thoroughly inspect the goods and to refuse to buy it, without feeling any moral issues. Furthermore, the purchase of goods using ex leads to lack of having to wait for delivery. The order registered online will be delivered directly to the retailer with a high probability of its repayment, moreover, the data of the orders made by the customers may be used for further demand forecasting. Along with that, the implement a number of related products in a traditional way is carried out at the points of the self delivery. This type of trade leads to the increase of the efficiency of economic activities of trade organizations.

Trade business involves the transfer of goods to the buyer in exchange for a certain sum of money. However, in today's world the process of the physical transfer of money tends to take place less often – a great development have received a variety of options for electronic payments.

Traditionally, in the economy there are two pricing methods – one is based on costs and the other one – based on the analysis of competition. Each method has its advantages and disadvantages. The pricing method based on cost is the simplest; in existing circumstances it suggests a possibility of rapid conversion of the price. However, in a rapidly changing market environment, particularly in the circumstances of the rapidly changing demand, this method proves to be insolvent.

The main feature of e-commerce in terms of pricing is a very high level of competition. If in classical trade the buyer hardly prefers to visit geographically remote store because of the small difference in price, in e-commerce this factor is absent. One of the major factors in the choice of products at an online store is the price of an item.

Some online stores sell the product range, which is submitted to the state pricing regulation. This leads to the limitation of the ceiling of trade allowance. This results in the fact that for the part of the goods ability of pricing is limited.

Reasons for choosing a particular online store are different for different customers. The factors of choice in this situation include the store business reputation, the ease of purchasing, and a lot of other factors. However, you can select a number of competing online stores in each market segment; the buyer's choice between them is determined by the level of prices. To improve the competitiveness of an online shop a set of services is important. We can identify some services, the absence of which will make a number of buyers refuse to purchase. These services include the service of self delivery, convenience of payment forms and many other services.

Traditionally, at online shops the main method of receipt of the goods is delivery. Trade organizations bear some costs for the organization of delivery of

goods to the customers, which directly affects the pricing. Including the delivery into the price of goods leads to the possibility of positioning of the service of free delivery, but at the same time the delivery costs are distributed among all of the purchased goods. This leads to the fact that the cost of the delivery becomes proportional to the value of the shopping cart, which leads to an outflow of the most profitable customers. Currently, a positive trend is a differentiation of the delivery price depending on its parameters. Examples of such differentiation are the differentiation according to both the timeslot of the delivery and its extent, and to its location in the context of the day. An important social function of a number of online stores should be also noted.

It is important for e-commerce to stimulate the sales. Typically, during the search, the user looks through only a few pages of the search engine, and the store, even offering the user will not see lower prices.

The effective form of trade organization is the combination of traditional and The Internet commerce. This leads to decrease of the costs of the trade organization. In this situation, there is a conflict between pricing at a traditional store and at an online subdivision. Many buyers first look at the offered goods in the Internet, and then purchase them in a traditional store. As a part of the prices at an online shop is lower, this leads to conflict situations. The solution of this situation is the organization of services of self delivery which involves the use of the Internet prices.

A great influence on the pricing is made by peculiarities of the goods movement and the subsequent storage of the goods after their supply to the online stores. Routes of movement of goods that do not affect large population centers are more effective. In this case, the goods are stored in the warehouse, and shipped directly to consumers by means of passenger transport, or by pedestrian couriers.

Electronic commerce originates from the remote selling and the most common method of payment for goods was originally the payment in cash to the courier right after the receipt of the goods. This payment is convenient for the customer, it allows you to examine the goods right before the purchase, and immediately abandon it if he or she is not satisfied, without going through any procedures of the return of money. In the case of the online store fails to keep its obligations to deliver the goods, the customer can withdraw from the purchase, without performing any action.

The modern level of development of society determines an important role of non-material goods, among which the most weight belongs to digital products. Selling this kind of goods is provided in the way ordinary goods sold, while a digital good may be supplied with a material storage. However, this approach is

not rational, since the goods delivery service is not necessary in this situation. Moreover, the very material basis leads to higher costs.

The primary objective of creation of mechanisms of remote payments for goods was the implementation of digital goods sale system. Often, cost of goods of the kind was quite low, and costs to pay for courier services used to exceed the cost of the product. Mobile communications caused first electronic billing accounts to appear for subscribers, and they could easily manage them. Therefore, one of the first methods of payment for goods was money withdraw from mobile accounts through SMS messaging. The disadvantage of that method of payment is a high commission of mobile operators, and the need to deposit money directly to mobile operators.

The need to make direct money deposits to electronic accounts caused appearance of immediate payment terminals with their own payment systems. Competition within those networks brought additional services like keeping of electronic purses, and then it caused operational payment systems to appear.

For commercial organizations, an option to receive electronic payments is more convenient than direct cash payment for goods. They get a guarantee the buyer plans to buy the goods, and a sufficient guarantee that the buyer will pay the delivery of the goods in case of refusal to purchase. Particularly this problem occurs for regional delivery of goods, when costs are high and the buyer is traditionally required to pay in advance. In return, trade organization providing customer service are important entities to maintain social commerce functions. The introduction of cashless payment systems is also beneficial for the government as that kind of payments are easier to control and charge taxes to the budget. The advantage for the buyer is the absence of needs to have cash on hands for safety reason.

Currently, a large number of customers receive their wages through transfer to magnetic cards. The desire of an employee to control the time of arrival of his/her salary and minimize the number of operations brought to life various client-bank services. In return, the buyers regularly use the client-bank service and enjoy the benefits of cashless payment, and use it more often. In return, the evolution of bankcards, the introduction of electronic payment chips increase the security of this kind of payments.

However, as for now, the structure of payments for goods purchased over the Internet is dominated by cash payments, but the share of that kind of payments gradually reduces. According to experts, the share of electronic payments doubled in 2014 while the share of cash payments dropped to 65 percent. This is facilitated by several factors. This is primarily due to the growth of literacy in usage

of electronic payment systems, which in turn leads to increased confidence of non-cash payments. On the other hand, the current trends in transferring of earned incomes of people using bank cards increase their popularity as a payment method. The cards are issued by employers to their employees, and therefore the buyer has no need for any additional further action to use his/her money.

Many online stores and companies that provide services motivate their consumers to use non-cash methods of payment with more interesting offers. Currently, purchase of deficit train tickets without the use of electronic payment is difficult, and people have to learn non-cash payment technology. In the future, the use of electronic payments is based on experience, and the buyer agrees to make a cashless payment.

Stores also benefit from payments through electronic payment systems, especially if the payment occurs at the time of order. Obviously, completion of orders by occasional customers is much lower than by returned customers. Therefore, reducing the number of unpaid orders is relevant for online stores, and electronic payments help to do it. Reducing the number of declines of purchases help to reduce costs for online stores and improve competitiveness.

The main disadvantage of payment at the time of the order for consumers is lack of confidence and lack of a chance to review goods before payment. If the payment is not made, the consumer in case of a conflict situation may just decline to pay, making the Internet store to complete all obligations without the need to involve courts. In addition, buyers are afraid of payments over the Internet because of security reasons. However, better conditions for purchases stimulates. From the point of view of customers, risks drop after every next purchase.

However, the problem is the fact that most buyers prefer to pay in cash. This problem is even worse with the fact that a large number of stores have a formal approach to an optional range for payment methods.

Today, a part of people has money deposited to bank cards and accounts as it requires extra operations to enchain money. In addition, the purchase of digital goods excludes courier delivery. Using electronic methods of payment the buyer can save on shipping, and get his goods much faster. Thus, availability of various payment options provide the buyer with a choice and it increases competitiveness. Russia has a large number of electronic payment systems using a variety of electronic money. More options stores offer for payment more consumers can select a convenient payment method and better competitiveness this or that store has.

In recent years the market of residential real estate sees a rapid development of residential complexes being a mass development of this or that land

plot. This is facilitated by such factors as the scarcity of land plots in the city, the transition to the monolithic construction, the use of existing communication networks, and a number of other factors. Often the population of the isolated areas after its development increases several times, outrunning the growth rate of the local infrastructure. In this regard, the social role of trade is also manifested not only in increasing the availability of goods for the buyers but also in reducing the unemployment and creating the additional jobs. The lifestyle of the population in the newly developed areas is different from the areas developed long time ago. The residents of the old buildings are often unfamiliar with each other, while several thematic forums on the Internet appear for the new residential complexes already at the stage of construction. This determines the high degree of social integration of residents, as well as the high role of the Internet in shaping the consumer preferences.

Another feature is the lack of already established business reputation of the trade organizations situated in this or that district. The analysis has shown that often at the first stage the residents of such areas ignore their own trading network situated in a walking distance, preferring to shop in such places. This approach, although it leads to a significant cost to the buyer for further transportation of goods, however, allows purchasing in the usual way. Thus, it is possible to draw a conclusion about a big potential of attracting the buyers to the shops situated in a walking distance in the newly developed areas.

Before the real estate purchase, the buyers are registered on various Internet forums, first of all for the purpose to select the real estate. However, after the purchase, the future residents return to the forum, which has a positive effect on the moral state of the process of waiting for the purchase. Almost any, even the most insignificant information, is reflected on the forum. This is because many people buy the real estate once in a lifetime, and give a special attention to this purchase. On the other hand, there is usually no real information to discuss after the purchase. This situation is also connected with the fact that currently the majority of the residential real estate is sold under the co-investment agreements. This causes a long period of time from the moment when the buyer practically knows the parameters of his real estate and until he receives the keys. Moreover, even the process of obtaining the keys is characterized by a long delay. During this whole period, the buyers are already making plans, schemes of furniture placement, while the purchases occur only in the last month before moving into the new flat. This causes a sufficiently careful approach of the buyers to the formation of the list of purchases, accounting for any, even insignificant, information.

In this regard, any commercial advertising finds its response among the prospective buyers, and there is no need for its graphical accentuation or the use of other marketing tools. This advertising will be fully discussed on the thematic forum, and be successful if it is really interesting to the prospective buyers.

Despite the large number of developers existing at the market, it is possible to allocate a limited number of them, which accounts for the maximal volume of development. Such developers simultaneously construct some residential complexes, and the forums of the residents are quite closely related.

The purchases occur in the process of the residents moving into the new residences. As previously noted, currently a large number of new products are acquired by the residents in other areas and transported on their own. First of all, this is facilitated by the fact that the future residents are know the area of residence not very well. In this regard, it is important to install the advertisements directly on the way of the movement of the prospective buyers from the parking places and public transport stops directly to the relative residential complex. But the Internet is the most important channel of information dissemination in modern conditions. The amount of information on the residents' forums is minimal during the key waiting but the amount of such information increases exponentially at the time of moving in. The Internet forums play a primary role in the process of initial organization of the population's life. Many small everyday problems arising in the formation of the initial way of life in the new place are discussed on the Internet forums. In this regard, the prospective buyers often visit these forums, any information is analyzed and used in the formation of the purchasing choices.

The analysis of thematic forums of developers has shown that there almost no commercial offers of large trading networks on the forums, basically there are only the offers of small business. In this connection it should be noted that the arrangement of shops in the areas of the new residential development, taking into account the offer of commercial real estate from the developer, is very promising. The stationary trade in the areas of new housing development is largely determined by both the existing infrastructure and the newly-constructed commercial premises of the complex. It should be noted that in both cases the buyers have not yet determined their loyalty to an organization. The accessibility of the trade organizations is an important aspect.

The quality of customer service, the price level, and a number of other factors become quickly known to a wide range of prospective buyers. In this regard, the trade organizations can reduce the cost of advertising, but the requirements to their own business reputation are high.

In the new neighborhoods there is a relatively smaller number of trading enterprises and the lack of established business reputation of trade organizations. The analysis has shown that, when moving in a new place of residence, many goods, in particular the household appliances, are purchased by the buyers in the old place of residence and transported together with their other belongings. It allows concluding that in the modern conditions the prospects of development of trade in the areas of new housing development is used inefficiently.

The analysis of the prospective buyer's actions on the website of the online store plays an important role in the formation of the assortment, as well as in the study of the reasons for the refusal to buy. In this regard, the registration of the buyer as a resident of the new housing development allows determining the specifics of demand, delivery, and other parameters. In turn, it allows making the targeted offers not only to a specific buyer but to the whole customer segment.

The process of moving in the new buildings, especially in the case of settling in apartments without finishing, is often characterized by the lack of a minimum set for cooking. In this regard, it is important to arrange the catering for the population, including the use of electronic means of ordering. It is important to note that the minimal cost of such an order is the key factor here.

The use of social networks is very promising for the modern trade. However, for the arrangement of trade in the new residential complexes, the role of thematic forums in the social networks is increasing many times. As a rule, the administrators of such forums are relatively loyal to different types of commercial ads, provided the compliance with the rules of the forum, such as the use of specially designated topics. In turn, such forums do not belong to the trade organizations, and it is impossible to delete the negative feedback in this situation. On the other hand, a written positive feedback, if it is not true, is in a short time challenged by other participants of the forum. In view of the above, the information on such forums is perceived by the buyers, having a positive impact on the business image of the trade organization.

Special attention in the arrangement of trade in the areas of new housing development should be paid to electronic commerce. This form of sale of goods is currently quite widely spread, the Internet has become one of the main channels of distribution of goods and services around the world, but, as the analysis shows, often the buyer of new residential areas indicate the old address for the delivery of goods. The results of the conducted research show, first of all, the psychological unwillingness of the buyers to accept the delivery at the new address.

The delivery of goods implies a certain time interval of waiting for the courier. The inconvenience of time intervals is one of the main reasons of refusal

of the prospective clients to purchase. In the first months after the purchase of residential real estate the buyer spends quite a lot of time in the place of new residence, nevertheless does not reside in it. In this regard, the careful selection of time intervals for the delivery of goods is important. In the usual situation the delivery in the morning and evening allows the client avoiding the waiting for delivery for the whole day, but for the residents of the new housing development often such periods are the most convenient, due to the need to move from the old place of their residence to the new one.

The analysis of the web-sites of large online stores shows that either the distance or the existing settlements are specified. In this regard, the creation of separate pages for the residents of new residential complexes is very promising. Specifying the terms of delivery to a particular residential complex is very positively perceived by the buyer; it gives a guarantee of reliability of delivery. It should also be noted that the participants of the pre-sale development carefully monitor the information about their residential complex. Any information about the residential complex is in all details discussed on the forums, which determines the effect of placing the information about a residential complex on the store's website. Usually the residents are fairly loyal to their area, and the mention of its name, and not just the street, has a positive impact on the business image of the trade organization.

6. Mobile Commerce in trade companies

The trend in recent years is the widespread use of mobile devices, and directly-related social networking. An important advantage of the use of mobile technologies is their constant availability regardless of the location of the potential buyer, which also determines the relevance of the use of these technologies.

The use of mobile devices has a number of features. In particular, while the operating systems and hardware platform of computers are relatively standardized, the mobile devices have a great variety. Such a variety can be observed both in hardware solutions (the size of the display, the use of various technologies of Internet access), and software solutions for the display of the site.

Analyzing sites of many trading organizations, it is necessary to note, that now the most part provides display of the sites on the latest versions of devices operating systems running IOs and Android. However, it is important to note such shortcomings as ensuring correct operation only in the latest versions of the specified operating systems. There are also requirements for the orientation of these devices. Often the buyer, instead of meeting these requirements, refuses to buy or buys it in the shop of competitors. Thus, optimizing the display of the site on mobile devices has great potential for use in electronic commerce.

The use of mobile applications is a very popular technology. In this case, the buyer immediately has the opportunity to go to the website of the online store, not searching for information, and, accordingly, without looking through the sites of competitors. An important feature of electronic Commerce is the ability to determine the source of the visitor into the trade company's website. In this connection, a distinctive negative feature of the use of mobile technologies is the desire of manufacturers to use their own search technologies, even in the case with direct access.

An important direction of mobile commerce development is the use of the potential of vending machines. At the moment, automated trading goes beyond the usual framework of machines and in Europe vending machines for the sale of gold bars are gaining popularity. This type of machines has already gone beyond the limits of banks and other specialized institutions. Vending machines are located mainly in shopping malls. However, in Russia at the moment introduction of such machines is risky, as gold and other precious metals are often subjected to forgery, on the other hand, in many cities of Russia the standard of life is lower, than in the European countries. Since this good is rather an investment asset, it would hardly be popular in Russia during the unstable economic situation.

An important element in automated trading is not only the product and its location, but also the preferences of the target audience. Modern forms of trade first of all attract young people, which determines the purchasing main segment. The use of vending machines is also an instrument in the development of trade networks, when due to the small purchasing flow opening of large stores is unprofitable [6].

Mobile commerce has become very popular. This is partly due to the fact that a large number of operations cannot be performed without mobile devices. An example of this situation is a mobile car parking application. In this respect vending devices can also be connected with mobile applications at the devices of potential consumers. This application can determine the location of the client within walking distance of the machine, taking into account both the goods assortment in the machine and the list of consumer preferences, taking into consideration based on the previous purchases.

In the modern world, social networks have become very popular and developed. In this regard, the use of traditional trading experience to automated forms is of great potential. The Company – owner of vending machines has the opportunity, analyzing the information in the network, to promptly correct the detected defects in the work of automatic machines, paying special attention to the adjustment of the assortment. In turn, the fact of representation of the network of vending machines in social networks is an important element of the business image of the trade company, and the machines are perceived by the buyer more seriously, which leads to an increase in customer loyalty.

In places of large concentration of potential buyers several vending machines are often installed. The mobile application eliminates the use of terminals for input and output of information directly in the part of vending devices, reducing costs for its operation and maintenance. Selection and payment of goods is made using the capabilities of the mobile device. The drawback of this approach is the inability to use some vending machines, which can certainly lead to the increase of queues to some devices while the others are free. In this connection, it is recommended that you use the merge input terminals, which in the case of automated forms will match the electronic queue.

The electronic queue system is now quite expensive, but it is advisable to consider the technical component. The system of the electronic queue assumes presence of the information input device (few keys enough), simple computer for calculation, printer, and also monitors for output of the information. Thus, this system does not require any special equipment, which allows to predict the decrease in prices for such systems. Moreover, the mobile application

allows you to avoid all of the above components for interaction with the client, and the role of the mainframe can be played directly by the vending machine. Information for the category of customers that does not use the mobile application can be displayed directly on the order terminal.

Vending machines have a great variability in customer service time. Using the mathematical apparatus of the theory of mass service, as well as the generally accepted in a number of stores the length of the queue of five people, it is possible to note (with average service time one minute) that the permissible flow of buyers is 102 people per hour. In the case of single queue, the average length of the queue will change slightly, but the buyers spend in the queue not 5.6 but 2.6 minutes. Moreover, the process of faster queue movement is positively perceived by buyers, which has a direct impact on the image of the trade company.

When using a mobile application, it is also important to create your own WiFi network directly by vending machine, considering that the hardware of modern digital devices is in many ways similar. It should also be noted that the formation of its WiFi network would allow you to analyze traffic, which will reveal the main sources of information, the popularity of competing sites, which directly affects the efficiency of economic activities of trade companies. Nowadays the cards with electronic purse not requiring connection to the network became very popular. Examples of such cards are transport cards (troika, podorozhnik). In combination with the use of own WiFi-network of the vending machine the use of these cards will allow to carry out full functioning cycle even in places where full functioning of the Internet is impossible.

Systems of automation of trading operations allow to avoid a number of errors related with a human factor. Using mobile technologies provides a possibility of remote tracking of the number of operations, inventory and other parameters, as well as remote shutdown of the vending machine in the event of failures in its operation.

An important aspect of the development of automated trading is the promotion of sales. It can be realized both in design of the trading device, and in attraction of attention of the buyer to the goods sold on the action.

One of the problems of automated trading is the distrust of the target audience to the machines. The old generation of machines, which did not issue the goods by mistake and did not return money to buyers, did not issue change after purchase and issued various errors when entering money, significantly ruined the reputation of this type of trade. At the first stage of its development there was large number of failures in which the buyer did not receive the previously

paid goods. To increase trust, first, put the contact details of the service center, which can help in solving the problems. Secondly, it is desirable to place on the machine the button of a call of the dispatcher which could remotely solve the arising problems and increase loyalty of buyers.

Also, when using vending machines it is necessary to consider the possible risks of vandalism, which leads to an increase in the cost of servicing the vending machine. Unfair competition may cause much greater damage. Thus, in the Moscow region they had to remove all milk-machines, despite the high profitability of business, due to cases of poisoning of consumers. The intruders did not steal the milk or the money, but they tried to poison the buyers by adding poisonous substances to the milk.

Trade is characterized by a high degree of integration of different forms. The use of vending machines has great potential in electronic commerce. The only operation that cannot be performed using the Internet is the receipt of the goods by the buyer. It should be noted that currently the vast majority of on-line stores practice the use of both the delivery of goods and its pickup. For the buyer, the delivery of goods is associated with the need to wait for the courier, while the pickup leads to the loss of time to visit the points of pickup. In this regard, the issuance of an order through specialized post-machines allows to solve these problems. It should be noted that it is possible to combine the functions of vending machines. In this case, buyers can be given both goods from the current assortment, and pre-formed Internet orders.

Conclusion

The development of modern information technologies has led to new approaches in increasing the competitiveness of modern trade.

As the main trends of recent years it is worth noting the increasing role of new trade technologies related to the growing role of intangible resources. As such resources the modern works specify the better business image of a trade organization, the use of modern technologies in trade, the mechanism of own trade marks and several other directions.

The trade organizations placing is an important factor increasing the efficiency of economic activity. Earlier the walking distance to the trade organizations depending on the place of residence of the purchaser was an important factor, but the development of transport has led to such notion as a freight hub. Even within one region a buyer makes a lot of transfers from a bus to the subway and vice versa, to the suburban rail. In this regard, it is efficient to place the trade organizations near the transport nodes.

In modern trade the mechanism of own trade marks have widely spread. An own trademark allows the trade organizations using in the competitive struggle not only own image of a service organization, but also the image of the manufacturer not being dependent on it.

The electronic commerce is competing with the traditional stores, greatly reducing the efficiency of their economic activities. But the use of the Internet technologies in the traditional trading also allows getting certain advantages. Currently, a number of Internet technologies are used by the stores quite widely: first of all, it is the organization of the Internet site (working as a showcase), its promotion in the search engines and social networks, using various Aggregators. The efficient way of attracting the buyers to the store include: the advertising in the social networks, the applications with the goods of the store on the phone, the formation of a sustainable brand, the formation of a high-quality site, the development of a loyalty program, the creation of a unique feature which the buyers will remember and which will motivate to make the next purchase.

Also, the organization of the reservation of goods, an analogue of the self-pickup service in the electronic commerce, has become widely spread. The long terms of delivery of goods to order are less common.

Currently the traditional trade stores almost not use the prospects of mobile applications, which is specific for the stationary trading: the search of necessary

goods in the stores in the network, the buyer's route tracking, the interaction with the buyer in the product selection process.

In a highly competitive environment, the companies are encouraged to make the most of information technology opportunities by expanding their presence in the Internet through the organization's website, social networks, and mobile applications.

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Contents

| | |
|--|-----|
| Introduction | 3 |
| 1. Intangible resources in the modern trade | 5 |
| 2. Social aspects of trade in the context of globalization | 50 |
| 3. Associations as a trade competitiveness increase factor | 73 |
| 4. Digital technologies in modern trade | 85 |
| 5. Innovative remote forms in trade | 93 |
| 6. Mobile Commerce in trade companies | 127 |
| Conclusion | 131 |
| References: | 133 |