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MANAGEMENT OF INTANGIBLE RESOURCES IN TRADE

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The purpose of the textbook “Management of intangible resources in trade” is to provide students with knowledge in the field of management of intangible resources of trade. The textbook is prepared in accordance with the program of the discipline of the same name and is intended for students majoring in 38.03.06 “Trade business”.

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Introduction

One of the trends in the development of the trade industry is the increasing role of intangible resources. The concept of intangible resources is broader than the concept of intangible assets. In the conditions of the modern economy, in which information is one of the key goods, the role of intangible resources in all industries is increasing many times over. Another trend of recent decades is the growing influence of intangible resources on the results of economic activity of trade organizations; it is intangible resources that largely determine the results of economic activity of trade organizations. Currently, a large number of scientific papers are devoted to finding ways to increase the competitiveness of online stores, but it is intangible resources that largely determine the competitiveness of a store in the consumer market. Intangible resources associated with interaction with consumers play the greatest role in the economic activity of trade organizations that carry out economic activity using the Internet. Such resources include business reputation, the availability of databases of regular customers, customer loyalty, and others. The enormous role of such intangible resources is explained by the large number of unscrupulous online stores that appear for an extremely short time, sell low-quality goods and do not fulfill their obligations. The sphere of circulation, occupying an intermediate position between production and consumption, has a strong influence on all types of modern society. The social effectiveness of the sphere of circulation is manifested in many aspects of modern society: first of all, it is the satisfaction of demand for goods and services, and,

what is also important, it is the social impact and participation in the formation of the state budget.

In modern conditions, associated with a sharp drop in oil prices and the subsequent decline in the standard of living of the population, the development of the sphere of circulation is one of the most important state tasks. The decline in consumer income causes a decrease in both the volume and structure of consumer demand. In such circumstances, the consumer is more responsible in their choice, carefully considering all possible product offers.

Trade is an important part of the country's circulation. Occupying an intermediate position between production and consumption, trade has a significant impact on the living standard and quality of life of the population.

Efficiency is the main generalizing characteristic and a key condition for the development of economic entities. The activities of organizations and enterprises of the trade industry, on the one hand, are focused on maximizing profits and, on the other hand, allow the population to provide the required goods and services; therefore, the category of "trade efficiency" should be considered not only in the traditional economic sense but also taking into account its social aspects.

The formation of an assortment policy is an important task in trade. However, the potential for assortment formation largely depends on the product brands owned by suppliers. The mechanism that allows a trade organization to use its own product brands is its own trademarks. A trademark is a sign to distinguish goods and services produced or provided by a company from those of others. Trademarks allow provide consumers with the ability to distinguish goods.

The importance of private labels grows in the current conditions of network trade development and higher competition in commerce. The effective management of private labels allows optimizing the range and price policy, improving the image and business reputation, and achieving higher customer loyalty. This manual is intended for practical consolidation of theoretical knowledge obtained by students in the process of lecture and independent study of the discipline private labels.