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DIGITAL FORMS OF ORGANIZING PRODUCT SALES

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The purpose of the “Digital Forms of Organizing Product Sales” textbook is to study methods of organizing trade using digital channels. The purpose of the “Forming the Reputation of a Trading Organization” textbook is to enable students to study a number of factors that directly influence a trading organization's reputation. The study manual is used within the discipline “digital forms and methods of sales” and others. 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

It's now safe to say that digitalization is an integral part of any economic activity. Therefore, retail is the area where digitalization has had the greatest impact, shaping its development. Consumer models and their attitudes toward using internet technologies in everyday life have changed. Therefore, the use of modern technologies in retail operations is an important competitive advantage for a retail organization.

Currently, the key concepts of a retail organization's business performance can be considered not only its competitiveness and the quality of its products, but also the extent to which it utilizes digital technologies. It's important for managers to understand that this will not only increase profits or attract as many customers as possible, but also significantly facilitate the work of the company's employees, help automate routine work, and channel the necessary energy of staff toward other strategically important goals.

In today's environment, the use of digital technologies has become widespread in all areas of society, including retail. E-commerce is one such technology used to improve the availability of goods to end customers. However, the process of implementing digital technologies in companies is lengthy and labor-intensive. It's impossible to make a decision and instantly optimize an organization's operations through digitalization in a short period of time. Among the most common challenges in implementing digitalization in a company is the lack of a strategy for developing a sales organization related to digitalization.

This problem is particularly common in more than half of companies, which lack a clear plan and make the wrong choice of digital technologies to implement. The problem stems from a lack of practical experience in creating and working with digital technologies, while a competent approach and the availability of qualified employees are key success factors.

The purpose of the “Digital Forms of Organizing Product Sales” training manual is to study methods for organizing sales using digital channels.