

IMPROVING THE SALES MANAGEMENT SYSTEM AT THE ENTERPRISE

Совершенствование системы управления сбытом продукции на предприятии

In a highly competitive environment, it is not enough for enterprises to simply produce goods – they must also ensure effective sales. Open Joint Stock Company «Bobruisk Plant of Tractor Parts and Assemblies» faces the challenge of enhancing its competitiveness in both domestic and international markets. This article analyzes methods for optimizing the company's sale system to strengthen its export potential and attract new clients through international exhibitions.

The purpose of the study is to develop a strategy to improve the sales management system at Open Joint Stock Company «Bobruisk Plant of Tractor Parts and Assemblies», which will increase sales volume in foreign markets, improve profitability, and strengthen its market position. The proposed measures include upgrading sales channels and actively participating in international industry exhibitions.

The company's sales system consists of the following components:

- Distribution channels – ensuring product availability for consumers;
- Planning subsystem – demand forecasting and sales planning;
- Marketing support – aimed at attracting consumers and developing partnerships;
- Information support – monitoring and analyzing market needs;
- Control – tracking sales efficiency and customer satisfaction;
- Logistics – optimizing product delivery to reduce costs.

These elements together help to company optimize its sales activities and ensure the delivery of goods to end consumers.

To increase export sales, Open Joint Stock Company «Bobruisk Plant of Tractor Parts and Assemblies» is recommended to actively participate in international exhibitions. Participation in such events promotes contract signing with foreign partners and expands the client base. Key target exhibitions include BuildTeachAsia 2024 in Singapore, Construct India 2024 in India, and Heavy Machinery Asia 2024 in China. These events enable direct contract with potential buyers and provide insights into product demand.

An analysis of the effectiveness of the proposed measures has shown that participation in exhibitions can significantly increase export revenues. It is expected that attending ten exhibitions will bring the company an additional \$3.5 million in revenue. The average profitability of sales is 15.8 %, and the additional net profit is approximately \$336,900.

Exhibition participation costs:

- Transport and travel expenses – ranging from \$2,000 to \$4,000 for countries outside the CIS (Commonwealth of Independent States) and within the CIS;

- Exhibition space rental and stand equipment – averaging \$29,800 per exhibition in countries outside the CIS and \$16,150 in the CIS.

Considering these costs, the forecasted average profit from participating in each exhibition is about \$553,000. Expanding exhibition activity is expected to result in up to five new contracts per event, ensuring sustainable growth in export revenues. The measures presented for improving the sales management system, especially through active participation in international exhibitions, will allow Open Joint Stock Company «Bobruisk Plant of Tractor Parts and Assemblies» to strengthen its market position, increase exports, and enhance overall profitability. Integrating marketing and logistics strategies, along with constant cost and sales efficiency control, are key aspects for achieving successful growth in foreign markets.

E. Shpylyova

Е.А. Шпылева

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

THE POST-PANDEMIC ECONOMIC LANDSCAPE: TRENDS, CHALLENGES, AND TRANSFORMATIONS IN GLOBAL MARKETS

Экономический ландшафт после пандемии: тенденции, проблемы и трансформации на мировых рынках

In late 2019, Wuhan, China experienced the first outbreak of coronavirus, leading to the COVID-19 pandemic. The global economy saw a mix of negative impacts and unexpected benefits. Millions lost their jobs, with the U.S. facing the fastest economic contraction since the Great Depression. In this article, I would like to look at the challenges facing the global economy, as well as the consequences of the pandemic that we are living with and coping with to this day. Scott Fulford's study indicated that people became more cautious in managing their finances [1], increasing savings as they cut back on travel and other expenses, while the government provided unemployment benefits [2]. Over the past four years, there has been a shift towards financial security and slower economic growth worldwide.

A surprising outcome of the pandemic was the sharp decrease in economic crisis, with the U.S. GDP rebounding by 2023. Unlike the recovery from the Great Depression, the U.S. economy has not fully recovered, struggling with lowered GDP per capita for years.

In contrast to European nations, the U.S. has fared relatively well post-pandemic [3]. Financial assistance programs have improved citizens' financial stability, leading to increased consumer spending and demand for goods and services. This has also encouraged employers to enhance working conditions and pay, with new business registrations growing significantly by 2023.