

FEATURES OF RESEARCH OF MARKETING ACTIVITY

Despite the chaotic fluctuations that occur in imperfectly competitive markets, there are objective market laws that determine the trend of sales of goods.

Lack of competition leads to disparities in the economy and market monopolies primarily affect consumers when they have to pay a higher price for less goods.

The market of monopolistic competition combines the features of the markets of monopoly and perfect competition. The seller in a market of monopolistic competition can not fully benefit from lower prices, in the form of increased sales, because it will meet some opposition from competing companies. Thus, to stimulate sales in this market it is necessary to use non-price competition tools.

Due to the relatively free entry into the industry, a relatively large number of sellers and limited price control, an enterprise operating in a market of monopolistic competition cannot receive the excess profits that can be obtained in the markets of monopoly and oligopoly.

An oligopolistic market covers the market space between monopolistic competition and monopoly. The firm's behavior in an oligopolistic market largely depends on the response of competing firms, so there is no single model. Depending on the current market situation, it may be similar in its characteristics to both a market of monopolistic competition and a monopoly.

Thus, in a situation where companies enter into secret or formal agreements, agree on prices, industry output and quotas, the market begins to act as a monopoly.

However, the desire of each company to increase profits by expanding production or lowering prices, pushes them to breach agreements and makes monopolization unstable.

Analysis of oligopolistic markets shows that in an oligopoly, output is greater than in a monopoly, but less than in perfect competition. The market price in an oligopoly is lower than in a monopoly, but higher than in perfect competition.

To form a thorough information base necessary for the analysis of sales costs, it is advisable to use the ABC-costing system or cost management system by type of activity, which is based on the establishment of causal links between costs and objects of accounting.

Significant attention should be paid to the organization of effective information support for the analysis of sales activities, resulting in substantiated recommendations for its formation and processing in terms of automation of the accounting and analytical process.

In particular, the use of multidimensional reports generated on the basis of information cubes, the dimensions of which are attributes and numerical values that characterize the sales activities of an industrial enterprise, allow the rapid formation of reports from different angles: analysis of buyers of products; analysis of assortment

positions and sales volumes; analysis of the terms of supply contracts and their implementation; sales cost analysis; analysis of the effectiveness of marketing activities.

The modern business environment is characterized by conditions of uncertainty and instability. Particularly turbulent and volatile is the global market, which makes it even more difficult to make strategic decisions. Algorithmization and modeling of strategic management decisions based on the usual clear logic and classical models of strategic management loses its effectiveness, which in many cases leads to catastrophic consequences.

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STUDY OF THE IMPACT OF CRISIS ON THE FINANCIAL AND ECONOMIC ACTIVITIES OF ENTERPRISES

Systemic financial crises lead to deep and prolonged recessions, with periods of very slow growth of 6-8 years in such circumstances not uncommon.

The presence of differences between the elements of economic capacity indicates a lack of adaptation to change and incomplete use of opportunities.

The financial balance of the enterprise is provided that the amount of positive cash flow for all types of economic activity in a certain period is equal to the planned volume of negative cash flow.

To identify the early signs of a financial crisis and establish causal links within the system, specialized calculations are required. They allow us to characterize the depth of each type of crisis by identifying the negative phenomena in the form of relationships and dependencies between economic processes inherent in certain stages of crisis development.

The basic principle of diagnosis is a combined approach, which allows the simultaneous application of the analysis of deviations of the actual value of the criterion from its optimal limit and the analysis of trends in interrelated indicators. That is, the emphasis in the development of the methodology is made on parameters that are dynamic in nature, rather than static calculations, which is especially important when tracking the early manifestations of the financial crisis.