

DIAGNOSTICS OF THE EFFECTIVENESS OF INSTRUMENTS OF MERCHANDISING OF RETAIL NETWORKS OF THE DROGERIE FORMAT

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Retail chain stores in the market of Ukraine differ in a variety of formats. According to experts, the most dynamic networks are of the drogerie format. It differs by the existence of the full range of goods, rapid reaction to demand change, reasonable prices, lack of special storage conditions, simple logistics, proximity to the buyers, and application of modern means to their attraction. The use of instruments of merchandising provides an increase in sales volumes and profit markup. Diagnostics of the effectiveness of instruments of merchandising of retail networks is necessary.

For the purpose of detection of the effectiveness of instruments of merchandising of retail networks, we suggest constructing an algorithm of their diagnostics.

An analytical way and graphic way are chosen as the main methods to diagnose effectiveness of technologies of merchandising.

On the basis of the carried-out calculations, it is established a functional dependence between the chosen methods. It testifies to a possibility of the use of these methods for the diagnostics of the effectiveness of instruments of merchandising for retail networks.

An application of an algorithm of diagnostics of the effectiveness of merchandising will allow networks:

- to see the current situation of the network in the market and define the place among competitors;
- to estimate action of the influence of each of instruments of merchandising on the consumer in the trading floor;
- to strengthen this influence on consumers directly at adoption by consumers of the decision on the purchase of goods;
- the analysis of data of diagnostics can be a serious reason at decision-making on the development of network.