

## **FORMATION OF INFORMATION SECURITY FORECASTING SALE OF PRODUCTS**

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The main directions of sales organization policy implementation are considered. With the right choice of sales policies and optimized marketing processes, you can fight for increasing market share and competitive advantage; the importance of information provision for forecasting of sales of products is analyzed; revealed the importance of marketing information for obtaining better management results marketing activities of the organization.

The extremely pressing problem of sales of products is highlighted. The saturation of markets with a variety of products leads to the fact that manufacturers are forced to look for a variety of ways to improve sales activities.

It is noted that there are a number of problems of adapting the enterprise to changing market requirements. Sales forecasting is important for achieving the goals of the overall strategy of the company, because it is close to the interests of the end user. Progress in forecasting is practically impossible without the use of reliable information.

The effectiveness of the marketing approach to informational forecasting of sales is determined, marketing departments have access to more in-depth information about their clients, which increases the efficiency of forecasting. The main components of management of sales activities of the enterprise from the point of view of marketing are presented. The marketing approach to organization management depends on the formation of an effective marketing policy, especially in the field of sales, which directly combines the interests of the manufacturer and the consumer, and is one of the important aspects of the stable development of the economy in a market economy. The distribution of marketing analytical information to groups is made, which will enable to carry out forecasts with a high level of accuracy in order to ensure guaranteed success and achieve the expected positive results of sales activities.

Further research should be conducted in the direction of developing procedures for forecasting the marketing of the organization's products.