

## **INNOVATIVE STRATEGIES IN THE CONTEXT OF WHOLESALE TRADE**

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The purpose of the article is to study world trends in the functioning of wholesale trade and its management, identify its current problems and strategic innovative options to solve these problems. Among the tasks the possibilities of applying world experience to effective innovation management of domestic wholesale companies are considered.

The authors give their own definition of wholesale as an important mechanism, which is an integral part of the sphere of circulation, involves a certain combination of material resources' use, and also provides replenishment of inventories and the movement of goods in time and space.

Significance of wholesale trade development for the world economy (in general and in the context of individual countries) is emphasized by the positive dynamics of volumes of wholesale turnover in different countries of the world (for Ukraine is +25%, in 2016). The analysis of problems in the wholesale trade and the search for ways to overcome them leads to the idea of the most progressive, efficient and effective way of invention by each enterprise of this sphere of its own combination of innovative strategies and their further implementation.

An innovative strategy should be understood as the achievement and realization

of the goals of the enterprise in the long run, which includes alternative allocation of resources, movement by the innovative development path, taking into account external and internal factors, which influence this organization. In the context of a systematic approach, an innovation strategy is defined as a set of rules, methods and means of finding the best for the enterprise directions of development of scientific and technical research, resource policy, etc.

All this with some refinements is relevant for wholesale companies, where the main innovations relate to technologies in the field of management and marketing processes. In particular, the article groups the opinions of different authors regarding the typing of innovation strategies, and also outlines the advantages and disadvantages of these strategies in applying to wholesale companies.

The author's vision of the development and implementation of innovative strategies for the effective development of enterprises in this sphere was proposed. Such innovative strategic changes could increase sales efficiency, minimize costs, raise the competitiveness of goods, processes (technologies) and wholesale companies.