

JUSTIFICATION OF THE PRICING POLICY OF THE ENTERPRISE

Kudrenko N.V.

Candidate of Economic Sciences,
Docent Associate Professor of the Department
of Accounting and Auditing,
National University of Food Technology

Redziuk T.Y.

Accounting and Audit Department Senior lecturer

Muravska T.M.

Master of the Department of Accounting and Audit,
National University of Food Technology

The article reveals the meaning of the concept of “price policy”. The peculiarities of the pricing policy of an enterprise are described, depending on the type of market. The methods of substantiation of the pricing policy of the enterprise with the account of changes in the set of internal and external factors are determined. The purpose of the article – to summarize the problems of justify pricing policies in the current Ukrainian economy and develop practical recommendations for enterprises considering to Ukrainian realities.

Problems of pricing in market conditions are considered at the theoretical and methodological levels by such local and foreign scientists as: M. Aristarkhova, G. Bagiev, I. Yerukhmovich, F. Kotler, I. Lipsits, V. Mischenko, R. Nozdryova, T. Negle, P. Pererva, E. Punin, A. Tsatsulin, V. Khrutsky, P. Shulak, E. Utkin and others.

The pricing policy is a key element of the marketing activities of the enterprise. However, among all the components of marketing, the price has two important benefits:

1. Changing prices is faster and easier than, for example, developing of a new product or conducting an advertising campaign, or, finally, finding new, more effective ways of distributing products.

2. The price policy conducted by the firm, instantaneously affects the business on its financial and economic results. Poor financial policy may have a negative impact on the sales dynamics and profitability of the enterprise.

The price policy of the company – is multifaceted concept. Any company not only sets prices for its products, it creates its own pricing system that covers the entire range of products that produces, takes into account differences in production and sales costs for certain categories of consumers, for the various geographical regions, the seasonal consumption of goods is also taken into account.

In a market price justification based on the use of pricing methods together.

An effective means of studying the results of enterprises work, is an analysis of activities that performs three functions: estimated, diagnostic and search. According to research data, the company's pricing policy is to cover costs and obtain a satisfactory income.

Thus, the analysis serves as the central stage of the price policy process, allows us to give an objective and complete picture of the level achieved, the dynamics and pace of development of the commercial enterprise, the availability of unused reserves and predict its development in the future prospect.