

ACCESSIBLE COMBINATION OF FORMS OF TRADE IN THE SHOP OF SELF-SERVICE

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The aspect of retail activity, which is the first form of commodity exchange, presented. The thesis on the permanent nature of the reformation of the principles, methods and forms of this type of trade during the centuries-long history presented. The search for new forms of trade is an essential condition for the commercial success of modern retail stores. At present, active formation of super-market chains at the regional level continues in Ukraine. By setting ambitious goals, new retail chains are actively experimenting with forms and methods of trading. They implement hybrid forms through the combination of forms of self-service and trade through the counter. The expediency of a combination of forms of trade characterized by income from the sale of packaged goods and weight goods. A comparative analysis

of the six groups of products in which packaged and packaged goods presented has demonstrated the appropriateness of combining these forms of trade. The analysis of the dynamics of income from the sale of six commodity groups, which simultaneously are both packed and weight goods, proves that the goods do not duplication, but complement each other. Buyers, as a rule, know exactly what type they want to buy, and therefore, weights are good complement to the assortment of self-service stores. Communication with the seller should also be an advantage, as buyers receive information that promotes the selection of the product. Accumulation and systematization of trading statistics will allow optimizing the level of prices and the range of forms of trade in terms of product groups.