

THE PRICE AS ECONOMIC CATEGORY: THE PROCEDURE FOR INSTALLATION AND PRICING METHODS IN THE CONDITIONS OF THE MODERN MARKET ECONOMY

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Under the market economy system, which is typical of most modern countries and the global economy as a whole, the price has a great influence on the national and world economy. Price is a complex economic category, which is of great importance for the enterprise, because it depends on it on the profitability of a particular subject of economic activity in many respects. Price setting today is a rather complex process, which is carried out in several stages using certain pricing methods and is an important and responsible process for the firm. This is due to many factors, including direct impact on the company's profits. Therefore, the effective use of prices in a market economy requires in-depth research and understanding of the economic essence of the price category, as well as the study of pricing methods in modern conditions.

In this article it is disclosed that the concept of "price" is expressed in cash in the form of the equivalent of a commodity defined by a certain amount of money. The price level in the modern conditions is dynamic. The process of pricing (price formation) begins at the enterprise. This process is very complex and involves, in the first place, the uncontrolled control of the general situation in the market and the pricing strategy of the enterprise, taking into account all the factors that can influence the implementation of this process and profit. The price is a complex economic category and is formed in accordance with pricing methods thus, it was possible to implement price policy and strategy, as well as maximally achieve the necessary goals set by the enterprise at a certain stage of development, and the necessary volume of profit from the sale of products in the market.