

## RESEARCH OF EFFECTIVENESS AND MANAGEMENT EFFICIENCY OF THE COMMODITY RESOURCE OF ENTERPRISES OF RETAIL BUSINESS OF UKRAINE

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Normal development of trade can come true only at the permanent increase of commodity stream that is provided by the regular receipt of commodities from enterprises-producers, wholesale enterprises, other suppliers of commodities. By a basic index that allows describing effectiveness of activity of trade enterprises there is a net profit from realization of products. A tendency to the increase of volumes of net profit from realization of products is confirmation of those commodity resources on the parameters answer solvent demand of population. Increases of volumes of activity of the retail business enterprises are possible only at the terms of sufficiency of their providing commodity resources that by it criteria are answered to solvent demand. The market oriented of process of sales carries out direct influence on the result of sale (volume of commodity turnover), that in turn, comes forward to one of criteria of general aims achievement of retail business enterprise activity is maximal firmness and efficiency of enterprise functioning.

In recent year there is activation of own productive activity of retail business enterprises of Ukraine, especially those that enter

in the complement of retail trade networks. An own production becomes one of sources of forming of commodity resources, by a certificate what a dynamics of productive supplies of enterprises of retail business is. After active development of trade activity of enterprise retail business, it aims to organize own productive activity. The special value for the increase of efficiency of management commodity resources has reduction of turnover period of inventories of supply that provides the acceleration of return of the money advanced in the inventories of supply. However, on the whole a value of turnover period of inventories of supply, that during the investigated period presents 51 day, is sufficiently high and testifies to the necessity of application of measures in relation to the increase of efficiency of commodity resources management, in particular in relation to the acceleration of circulating.

Thus, undertaken study of effectiveness and efficiency of management of commodity resources of retail business enterprises of Ukraine allows to draw conclusion about its subzero efficiency and predominance of negative result.