

MODEL OF CONTRACTUAL RELATIONSHIP AS A COMPONENT OF MARKETING ACTIVITY OF COAL ENTERPRISE

Zaloznova Yu.S.

Doctor of Economic Sciences, Senior Research Scientist,
Deputy Director for Scientific Affairs,
Institute of Industrial Economics
of the National Academy of Sciences of Ukraine

Trushkina N.V.

Master of Economics,
Researcher at Department of Issues of Perspective Development
of Fuel and Energy Complex,
Institute of Industrial Economics
of the National Academy of Sciences of Ukraine

Specifics of the contract activity with various categories of consumers of coal products are investigated. Algorithms of large-, average-, and small wholesale customers' service process are offered taking into account their specific features.

Revealed that contract management is the process of realization of coal refers to a continuous process of conclusion and execution of contracts for the supply of coal.

This process should be implemented through management functions: planning, organizing, monitoring, analysis, control.

In the basis of making of the contract for coal products realization, the responsibilities, terms of action, parties, guarantees of rights protection if either party violates obligations are determined.

Proposals to clarify and supplement the content of the contract to supply coal products are developed. To the preparation of contracts for the supply of coal it is advisable to include:

- forecasting of customers' shipment volumes of coal products;

- receiving of orders for coal, making contracts for the supply;

- procedures of approval for terms of deliveries, terms of payment for coal;

- choice of mode of transport, drawing up contracts for transportation services of cargo transportation authority or motor transport enterprise;

- formation of transportation schedules taking into account travel time and time of unloading of cars and motor vehicles;

- application of penalties to consumers in the event of failure to promptly withdraw from order for products delivery.

Implementation of the proposals for improving the contractual work with different groups of consumers of coal products will set cost-effective long-term relationships with consumers of coal mines, reduce risks and losses due to timely response to possible occurrence of force majeure during transportation and sales, reduce spending on the organization of marketing activities by reducing transport downtime.