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## **114. Social and economic efficiency of functioning of enterprise trade**

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**Introduction:** Economic and social changes in Ukraine considerably influence the development of trade as a scope, which reflects economic, social and policy objectives of businesses, organizations, public and state. Their proper solution depends on the effective functioning of the economic mechanism of the country, its industries and individual needs of all segments of the population. One of the principal ways of solving these problems is to improve business performance as a result of continuous optimization of the production system businesses and reduce all kinds of expenses.

**Resources and methods:** Analytical (diagnostic) research of activity trade businesses to identify problematic issues of functioning and development activities to improve their situation is needed and understood by most of economists.

The following scientists have made the important contribution into the study of the theoretical and methodological principles of performance management of trade: G.I. Bashnyanyn, I.A. Blank, R.P. Valevych, L.O. Likhonenko, A.A. Mazaraki, A.A. Sadyekov, N.M. Ushakova, O.O. Shubin and others.

Today among scientists and practitioners there is no single approach to determine concepts such as "efficiency" and "effectiveness". The concept of economic efficiency has long been inherent in economic theory, although the literature on economic issues still dominate empirical approaches to the study of economic systems.

**Results:** Profits - part of the product, so its value depends on the amount of goods sold and the level of profitability - the level of performance. High yield is the main condition for the further expansion of its technical and technological improvement and extension of the basis of sales of goods. Of course the increase in turnover and profit is seen primarily as an economic effect. At the same time it addresses a range of not only economic, but also social problem particular increased payments to the budget, the formation of material incentive fund employees, creating preconditions for social development enterprises, etc. So the concept of "social efficiency" should be considered in two levels: at the state level and at the level of a business entity.

On the other hand, economic and social outcomes are not identical as in substance and in form. Economic results reflect more commercial approach and show the degree of increase in turnover.

Social efficiency is directly related to the expectations and demands of society. The company operates within society and can not be isolated from it. Social efficiency should be considered at the level of the enterprise. Workers at the plant are also part of society, enjoying the benefits, implemented now. Therefore, for the efficient operation of the enterprise it is necessary to take into account not only the needs of the customers, but also employees.

As for the forms of social and economic efficiency, it is due attempt to obtain the maximum economic effect for given parameters of social character. Company due to the increase of turnover makes significant economic impact, which is reflected in wages, and at the same time provides broad demand of consumers. Thus, social and economic performance is a broader concept because the company defends not only economic interests but also the interests of consumers and their employees [1, 271].

Objectively assess the impact of trade enterprises possible only through an integrated approach, based on a study of the social and economic effect. The assessment of socio - economic performance of enterprises is provided to enhance its effectiveness requires an integrated approach and find new options, due to the emergence of new activities and needs to develop ways and directions for improvement of the management process. The successful operation of commercial enterprises in the market economy, with its present stage of crisis displays possible when reaching of social and economic outcomes that would guarantee him the economic stability and were the basis of one hand - for increasing the volume of sales of goods, on the other hand - improving of the efficiency.

**Conclusions:** Given the fact that businesses often have trouble adapting to changing environmental conditions (crisis, changes in the legal framework of activities, etc.), we believe that this strategic potential can be a critical factor in improving the efficiency of economic activities of commercial enterprise.

## References

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