

The strategic decisions in the sphere of commercial business as the method of optimization of movement of goods

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The possible ways of strategic development of commercial business, which must raise the effectiveness of goods' movement and ensure the development of economy, are analyzed.

At the up-to-date step of market relations' development the commercial business ranks high in the system of movement of goods. It is the matter of wholesalers as well as of retail businesses. Nowadays we can't separate commerce from enterprise. The process of exchange is in the system of correlation with such kinds of economical activity, which make the process maximum effective. The network organization of retail business is rapidly developing now. This fact necessitates the creation of distribution centers. Under the distribution center we understand the wholesaler, the separate structure, which supplies one or several network retail businesses. It makes sense for retail businesses to invest means in creation of such distribution centers, because the centers will supply the optimal assortment of goods for the whole totality of trading network's enterprises and also will deliver the retail businesses from the necessity of applying to the large quantity of wholesalers for purchasing all essential goods. And so the retail businesses will be able to concentrate their attention on the realization of their goods to final consumers and on the kinds of activity, which are connected with such realization.

So, the Ukrainian businessmen must work out their strategies according to the experience of the leading enterprises of the world. And, in spite of much input on initial stages, the possible sources of its borrowing must be analyzed for the achieving the final goal in perspective: the maximization of enterprises' profits, maximum satisfaction of consumers' demand and the development of country's economy.

The key words: commercial business' strategy, distribution center, network organization of business.