

**TRENDS IN SALES OF ENTERPRISE****Ayrapetov O.R.**

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The notion of product marketing, examined the definition of «marketing» by various scholars. Sales activity is one of the most significant areas of industrial plant operation. The organization works in the marketing of the goods establishes a path of movement of the goods from the manufacturer to the consumer. Traditional channels of distribution, as a rule, consist of independent producer, one or more wholesalers and retailers. Each of them - an independent organization that aims to secure the maximum profit, even if it is at odds with the common interests of the distribution system, the interests of other participants. An important event in the development of distribution channels was the formation of horizontal, vertical and multi-channel marketing systems to replace the traditional marketing systems. Currently, both the one end of the chain of distribution (the manufacturers) and the other (y retailers) there is a desire to reduce the number of intermediaries. Major retailers are investing heavily in building their own distribution centers. Another trend in the distribution channels is to improve the transport component of the channel to reduce the retention and sale of goods, reduction in staff numbers, increase producer profits and quality of information on the movement of goods. Large companies, brand owners are moving towards the creation of their own distribution systems. Very important trend is to increase the channel width used by manufacturers with decreasing depth. The decrease is due to the depth reduce intermediate links, and the expansion of channels makes it possible to increase sales from new channels.

**ПРОБЛЕМЫ ОРГАНИЗАЦИИ И ПЛАНИРОВАНИЯ  
СБЫТОВОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЯ****Айрапетов О.Р.**

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Проведен анализ существующих структур службы сбыта. Организационные структуры сбытовых служб очень динамичны и существенно зависят от изменений на рынках фирмы и в макроэкономической среде. В работе рассматривается пять типов организационных структур: функциональная структура, которая во многом основывается на базовых задачах сбыта, товарная использует принцип структурирования сбыта по ассортименту продукции, клиентская — по клиентам, территориальная — по месту нахождения и охватываемому региону, смешанная структура объединяет в себе все вышеперечисленные типы структур. Автором указываются достоинства и недостатки приведенных структур. Указаны семь базисных принципов планирования (по Д.И. Баркану), соблюдение которых обеспечит эффективность плановых процедур и надежность их результатов, в работе приводятся также основные проблемы планирования сбытовой деятельности предприятия. Планирование сбыта остается одной из самых важных задач в системе менеджмента в компаниях-производителях. Автором выделены две главные причины: первая заключается в том, что планирование сбыта является достаточно сложной работой, требующей серьезной информационной базы, постоянной активности участников процесса и творческого подхода во всем, что касается оценки рыночной ситуации и возможностей заказчиков, вторая — методы и техника работы с заказчиками также не самая сильная сторона нашего менеджмента сегодня.

**PROBLEMS AND PLANNING ORGANIZATION OF BUSINESS SALES****Ayrapetov O.R.**

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The analysis of existing structures Technical Sales. The organizational structure of marketing services are very dynamic and significantly affected by changes in the markets of the company and in the macroeconomic environment. We consider five types of organizational structures: functional structure, which is largely based on the basic tasks of marketing, product uses the principle of structuring sales by product range, customer - for customers, territorial - the location of the male and the region, the mixed structure combines all of the above types of structures. The author indicates the advantages and disadvantages of the above structures. Listed seven basic principles of planning (by D. Barkan), the observance of which will ensure the effectiveness of planned procedures and the reliability of their results, in the paper, we present the basic problem of planning marketing activity of the company. Sales planning is one of the most important tasks in the management system in the company-producers. The author distinguishes two main reasons: the first is that the planning of marketing is quite a challenging job that requires serious knowledge base, the constant activity of participants in the process and creativity in all that concerns the assessment of the market situation and the capabilities of customers, the second - the methods and techniques of working with customers also not the strength of our management today.