

JEL code classification: M21; DOI: 10.31388/2519-884X-2018-37-111-118

*Tanklevska N.S.*

*Doctor of Economic Sciences, Professor, Head of the Chair of Economics and Finance, State Higher Educational Institution «Kherson State Agrarian University», Kherson, Ukraine*

*Rusnak A.V.*

*Doctor of Economic Sciences, Associate Professor, Professor of the Chair of Economics and Finance, State Higher Educational Institution «Kherson State Agrarian University», Kherson, Ukraine*

## **THE ESSENCE OF DOMESTIC TRADE AS A SECTORAL ECONOMIC SYSTEM**

### **Abstract**

**Problem setting.** In the context of European integration processes, the liberalization of foreign economic relations of Ukraine, the spread of foreign economic relations and the deepening of international economic relations, the essence of domestic trade is changing from the economic perspective, and the sector acquires no less importance for the development of the national economy than international (foreign) trade. *The primary objective of this work is to substantiate the essence of trade as an economic system.*

**The research results.** *The article examines the essence of trade as an economic system. Both economic and social essence of domestic trade in the complex is distinguished, which consists in simultaneously meeting the needs of producers and consumers of goods in the domestic market at different levels of the national economy and the consumer market and between different types of economic activity.*

*The signs of trade as a system, in which such interconnected structures interact: organizational, functional, social and territorial, are substantiated. The most significant economic and institutional problems of development of the domestic trade in Ukraine are identified. The scientific approaches to the classification of trade functions are generalized. On the basis of generalization of the approaches to defining the functions of the domestic trade in the content of primary sources, one can note that there is no generally accepted classification (by number and name), and in individual works the concept of functions is replaced by the tasks that should be performed by domestic trade.*

*During emergence of the domestic trade as an economic system, the factors that cause problems or promote development of this type of economic activity under conditions of transformation are investigated. There are generalized different approaches to determining the factors influencing development of the domestic trade, in which the factors are simply listed without attempting to group them and (or) classify in some way; the approaches in which these factors are grouped on the basis of macro- and micro-distributions; the approaches in which the factors are grouped by other features; the approaches in which, when allocating the factors, social and economic groups are clearly identified.*

**Conclusions.** *The obtained results of the carried out research allowed distinguishing the features of manifestation of the essence of domestic trade as a sectoral economic system and its role, the implementation of functions and the influence of the factors on the development of this type of economic activity.*

**Keywords:** trade, entrepreneurship, goods, product, economic system, consumption, market.

УДК: 339.3

*Танклевська Н.С., д.е.н., професор*

*Руснак А.В., д.е.н., доцент*

## **СУТНІСТЬ ВНУТРІШНЬОЇ ТОРГІВЛІ У ЯКОСТІ СЕКТОРАЛЬНОЇ ЕКОНОМІЧНОЇ СИСТЕМИ**

**Анотація.** У статті досліджено сутність торгівлі як економічної системи. Виділено соціальну, економічну та соціально-економічну сутність внутрішньої торгівлі. Обґрунтовано ознаки торгівлі як системи. Визначено найбільш суттєві проблеми розвитку внутрішньої торгівлі в Україні. Узагальнено наукові підходи щодо класифікації функцій торгівлі. При розкритті внутрішньої торгівлі як економічної системи досліджено чинники, які викликають проблеми, або сприяють розвитку цього виду економічної діяльності в умовах трансформації.

**Ключові слова:** торгівля, підприємництво, товар, продукт, економічна система, споживання, ринок.

**Problem setting.** In the context of European integration processes, the liberalization of foreign economic relations of Ukraine, the spread of foreign economic relations and the deepening

of international economic relations, the essence of domestic trade is changing from the economic perspective, and the sector acquires no less importance for the development of the national economy than international (foreign) trade.

In a market economy, trade is the most widespread area of entrepreneurial activity and employment. The purpose of trading lies in the fact that it ensures the bringing of consumer goods and services from the manufacturer to the consumer through buying and selling.

**Actual scientific researches and issues analysis.** Various aspects of the development of the domestic trade were studied by domestic and foreign scientists, whose works reveal the conceptual provisions of development of the domestic trade and increase of its efficiency: V. Apopiy, N. Voziyanova, L. Ksenz, A. Mazaraki, V. Soboliev, P. Mac-Goldrick. The general aspects of management and regulation of the processes taking place in the industry are highlighted in the researches of such Ukrainian and foreign scientists as Y. Aleksandrov, M. Barna, L. Lihonenko, M. Molodozhenia D. Gilbert, Y. Yurchenko and others.

At the same time, despite the significance of the achievements of the above mentioned and other scientists in solving practical problems of development of the domestic trade at the present stage, it is expedient to justify the signs of trade as an economic system and to identify the factors that significantly affect the state of its development.

**Formulation of research objectives.** The primary objective of this work is to substantiate the essence of trade as an economic system. To achieve the goal, the following tasks are defined and solved: to substantiate the signs of trade as a system; to identify the most significant problems of development of the domestic trade in Ukraine; to generalize the scientific approaches to the classification of the trade functions; to investigate the factors causing problems or facilitating development of the domestic trade under the transformation conditions.

**The statement of basic materials.** Trade is a form of economic connection between production and consumption, carried out directly by the market. According to Aleksandrov Y.L., domestic trade forms the economic space through satisfaction of economic interests of individuals, promotes the development of vari-

ous activities and lays the foundation of the economy [1, p. 5]. McGoldrick P. D. points out that domestic trade is transforming from the manufacturing services sector, where producers used to dictate their own terms, into the leading subject of the market with its own rights [2, p. 588].

Buryak P. I. defines the social essence of trade as "...a special category of goods or services as a category of public goods, which has a public benefit for each member of society, provides a connection between the goods production sectors and consumption for the expanded reproduction of the social product, changes the socio-cultural environment of society, the social structure, the structure of consumption, the system of values of society members" [3, p. 3]. Maltus T. G. makes a point of the social significance of domestic trade, which "...enables the products that are produced to adapt to the needs of society and in such a manner to meet a higher demand; taking into account the fact that it is an integral part of the national economy and due to its circulation of goods, services and money, the problems that arise in this area, can spread to other areas of public life" [4, p. 123, 151].

Some scholars provide insight into the socio-economic essence of domestic trade. Thus, Mazaraki A. A. argues that domestic trade within the entire national economy in its organic whole puts separate parts of the world economy, which are dependent on each other, together into one coherent whole, as a result of the division of labor, through the exchange of its products in accordance with economic laws [5, p. 5]. Martsyn V. S. indicates that trade regulates the relations between people in the process of production and use of material goods, leads to the search for ways and means to increase the efficiency of their use [6, p. 15]. Voziyanova N. Y. emphasizes the fact that trade provides the circulation of goods, their movement from production to consumption; occupies an important place in the system of economic relations of extended reproduction, providing a link between production and consumption, actively influencing the volume and structure of production and the formation of needs; in this regard, in a society where people closely interact with each other on the subject of exchange, the formation of the structures that provide regularity of their behavior (social, cultural, economic) is inevitable [7,

p. 15, 40]. According to Yurchenko Y. Y., trade as a connecting link between the producer and the consumer, ensures the reliability, quality and timeliness of these relationships, ... organizes the promotion of goods from manufacturers in retailing [8, p. 17]. Soboliev V.O. notes that trade as a branch of economy has a double burden: on the one hand, it is an important link in the implementation of economic processes and an active subject of distribution channels, and on the other - an indicator of socio-economic status of the population [9, p. 5].

Most scientific papers explain domestic trade, in one respect, as a form of economic activity, in another - as a coherent, manageable system consisting of interconnected subsystems. The overview of domestic trade as an activity is based on the National Classifier of Ukraine DK0009: 2010 (KVED). According to KVED, domestic trade belongs to the services sector activities and has a broader definition. It is defined as "wholesale and retail trade, vehicle trade, repair services". Consequently, this economic activity includes objects that provide mediation services, certain types of consumer services, and others. [10]

The development of domestic trade on the basis of an integrated system approach is justified by a number of Ukrainian scientists. In their opinion, domestic trade has acquired the hallmarks of an organized socio-economic system, in which the following interconnected structures interact: organizational, functional, social and territorial. The core of the system is comprised of the organizational elements in the form of trade enterprises, organizations and their associations, goods and material resources, labor resources and funds [11, p. 10-11].

Voziianova N. Y. expresses a broader and conceptual vision of the development of trade: "domestic trade is a social and institutional phenomenon of a market economy; in order to ensure its development it is necessary to form adequate rules and norms, mechanisms for their implementation, warrants and responsibilities" [7]. Sytnyk N. S. considers domestic trade as a complex socio-economic system and a key area of market relations. The system of domestic trade covers the following subsystems: financial and economic, institutional and managerial, technological, personnel, commercial and social [12]. Trade as a complex socio-economic sys-

tem is explained by other scientists as well. In their view, the basis of the trade system is comprised of organizational elements in the form of trade enterprises, organizations and their associations, goods and material resources, labor resources and funds. Other features of trade as a system are a set of interrelated elements: integrity, evolving nature of development, cohesion [13, p. 8-9].

According to Barna M. Y., the system of domestic trade is not only integral, but also guided for its further development. During the formation of the system of domestic trade, the system of its management becomes a priority with institutional and transformational factors being distinguished. The author highlights the basic principles of the system of domestic trade: the effectiveness of domestic trade for the achievement of efficiency, manageability, which requires the need to manage domestic trade; the dynamic nature that is adapted to the transformation of the external and internal environment of domestic trade [14, p. 68].

Domestic trade as a subsystem of the national economy is formed by a set of relevant elements - business entities (enterprises of different organizational and legal forms and sizes), their associations, administrative and regulatory bodies (regional and central executive and legislative bodies), which are interconnected.

The economic problems that reduce the importance of domestic trade for the development of the national economy include a significant increase in energy prices, the loss of a larger part of trading enterprises' working capital in the period of high inflation, an extremely poor condition of finance of domestic suppliers' commodity resources, the high cost of bank loans, rising prices of enterprises of the trade process infrastructure; among institutional problems one can identify deficient legal framework of management, the condition of control of economic and financial activity of entities in the sector which is inadequate in regards to market requirements, inefficient state control over the creation and operation of new commercial enterprises, tax and customs policy; among the social ones is reducing the effective demand of the population [15, p. 3-5].

According to Kovtun O., the major economic problems in the development of domestic trade are the following: economic (low capital inten-

sity, inefficiency of measures to control the costs of business entities in the industry), institutional (incorrect location, erroneous positioning and choice of inappropriate format, problems in the planning of internal flows, inadequate selection of tenants, improper zoning of trading space by trading enterprises), social (low level of customer service culture, lack of professional skills of trade enterprises' personnel) [16, p. 103-113].

Voziianova N. Y. draws attention to the need to solve institutional problems in the development of domestic trade in Ukraine, stating that this type of economic activity currently has virtually no trading capital and has lost its independence; at the regional level, independent structural units of domestic trade regulation have been excluded from the list of the recommended ones, which is reflected both in assortment and pricing policies and adversely affects the provision of vital living conditions for the population [7, p. 81].

Among scientists there exist different ideas about the role of domestic trade. Some scientists focus on the economic role of trade. Thus, Kriuchkova I. V. believes that trade plays the role of an economic engine for other industries, contributes to the continuity of reproductive processes, carries out market harmonization of consumer demand and supply, provides effective economic and interregional ties [17, p. 238]. Butko M. P. points out that trade acts as an economic driving force for all other types of economic activity and functions as a component of a single whole - the reproductive process - on the basis of the interaction of its participants [18, p. 40].

A number of scientists focus on both the social and economic roles of trade. Heiets V. M. and Mazaraki A. A. argue that trade contributes to the competitiveness of Ukraine in the global economic space, since it is the customer of the production of the necessary consumer goods and their seller [19, p. 130]. Martsyn V.S. claims that trade ensures the interconnection between industry and agriculture, between production in general and the consumption of goods in particular; has an impact on industry and agriculture, on the one hand, and on people's consumption, on the other [6, p. 16, 23]. According to Chichilanova I. L., trade provides links between production, exchange and con-

sumption, a rational correspondence between social needs and productive resources, and contributes to satisfying the effective demand of the population in consumer goods and services [20]. Voziianova N. Y. believes that trade plays an independent role in the capital turnover and re-production in case the trader advances the industrial capital a part of the capital for the promotion of goods, and after that the economic advantages of trade become evident, there appears a possibility of fulfilling its system functions and the trader obtains a social and economic role [7, p. 74]. As explained by Soboliev V.O., trade acts as a catalyst for the development of the country; it is a condenser of actual and potential needs of consumers and a coordinator of the adequacy of production for these needs [9, p. 17, 25-26]. According to Yurchenko Y. Y., domestic trade contributes to the optimal distribution of commodity resources, the harmonization of the single consumer market of the country, designed to carry out economic relations between production and retail trade, goods exchange between different sectors of economy and regions of the country, affects the production of goods, their quality and efficiency of the trade process [8, p. 87].

Consequently, the majority of economists, with different perceptions of the role of trade, distinguish both its economic and social essence as a whole, which is to simultaneously meet the needs of producers and consumers of goods in the domestic market at different levels of the national economy and the consumer market and between different types of economic activities.

Domestic trade in Ukraine practically does not fulfill its inherent functions, in determining which there are certain differences among scholars both in terms of number and interpretation. Thus, Martsyn V. S. distinguishes the following functions of trade: full satisfaction of needs (individual and collective); reimbursement of expenses for production of goods; ensuring a close connection between production and distribution, on the one hand, and the bringing of goods (exchange) and addressing the needs (consumption), on the other [6, p. 23, 33-34]. Vasylychak S. V., Zhydiak O. R. [21, p. 147] and Rushchyshyn N. M. [22, p. 8] identified 4 functions of trade: commercial (trading); technological; social; economic. Apopii V. V., Lopashchuk I. A. [23, p. 6] and Molodozhnia

M. S. [24, p. 15] single out only 2 main functions of trade: the provision of goods (economic) and the social one.

Vynohradska A. M. provides a rationale for the following functions of trade: satisfaction of the population's needs for goods; bringing goods to customers through the organization of their spatial movement and distribution to points of sale; balance support between supply and demand; influence on production in order to expand the range and increase the volume of commodity weight; improving trade technology and customer service [25, p. 288]. According to Voziianova N. Y., trade should perform the following functions: exchange; commodity circulation; maintaining ties between branches of the national economy and regions of the country; influence on production and consumption; satisfaction of needs [7, p. 303].

In their scientific works, scholars represent the classification of functions in the broader sense as well. Thus, D. Gilbert gives the following classification of trade functions: research (continuous and comprehensive research and forecasting of the market situation, motives, behavior and demand of customers for the goods and services of their nomenclature); formation of the trade assortment and batching of delivery lots in accordance with the requirements of their target consumers; communication (for the promotion of goods and services, the formation of demand for them, the stimulation of domestic goods sales, the formation of their producers' image); servicing partners (for the provision of information and consulting and other services, centralized delivery of goods to wholesalers with effective frequency and optimal batches); lending (providing wholesalers with a commodity (commercial) loan) [26, p. 142].

Soboliev V.O. includes the following points to the functions of trade: production functions (production of own products, packing of goods, packaging); logistic functions (creation of own distribution centers, which are engaged in supply to all enterprises of the network); servicing customers and providing them with various services [9, p. 24-26, 81].

Yurchenko Y. Y. considers trade functions to be the following: research and development of the market; purchase of goods; division of large batches of goods into smaller ones; formation of the product range in accordance with the buy-

ers' requirements; undertaking sales promotion measures; storage of goods inventory in own or rented warehouses; transportation and expedition; acceptance of risk; financing; advertising services; consulting services; solution to the problem of return; establishing contacts, negotiations; quality control [8, p. 89-90].

Shkanova O. M. distinguishes the following functions of trade: integrating (to ensure the relationship between the partners in supplying products and finding sales channels); estimating (to determine the level of socially necessary labor costs through pricing); organizing and regulating (to ensure a rational construction and harmonious functioning of economic systems by means of impulses that stimulate structural changes) [27, p. 55].

Balaban M. P. represents the following classification of trade functions:

- macro level (change of ownership in the process of exchange between production and consumption; bringing products to consumers; active influence on the development of production and consumption; organization and coordination of economic relations between sectors of the economy; regulation of sectoral and regional markets; economic integration of the regions of Ukraine; intermediary function; information and research);

- micro level (customer service; logistic functions; commercial);

- primary (wholesale purchases and sales of goods, implementation of export-import operations, provision of commercial and marketing information, transportation services);

- additional (marketing research of the consumer market, estimation of its conditions, establishment of economic contractual relations, ensuring rhythmicity and optimization of goods supply);

- traditional (organization of wholesale buying and selling, warehousing and storage of stocks of goods, transportation function, formation of the trade assortment, organization of a rational goods distribution);

- new (commercial lending and transaction financing, acceptance of financial and commercial risks, consulting, advertising, engineering, leasing and other services) [28, p. 17].

On the basis of the generalization of approaches to defining the functions of domestic trade according to the source information, one

can note that there is no generally accepted classification (by number and name), and in separate works the concept of functions is replaced with the tasks that should be performed by domestic trade.

When examining domestic trade as an economic system, it is necessary to study the factors that cause problems or contribute to the development of this type of economic activity, particularly in the context of transformation.

There are various approaches to determining the factors affecting the development of domestic trade: approaches in which factors are simply recalculated without attempting to group them and (or) classify in a certain way; approaches in which these factors are grouped on the basis of macro- and micro-distributions; approaches in which factors are grouped by other features; approaches in which, when allocating factors, social and economic groups are clearly identified.

The factors influencing the development of trade are: price, quality, variety of assortment, location, operation, customers' relations with staff; objectives, operating costs, advantages and disadvantages of different formats, practical experience, the volume of investments, available room or area [25, p. 287-291]; lack of direct state support; evolutionary market development; the development of local retail business in the Ukrainian market [29, p. 46]. Gilbert D. highlights the following factors of trade development: a significant and constantly growing contribution to GDP; an increase in the economic value of the industry; acquiring the status of one of the largest employers; fulfillment of the role of "watchers" in the retail market; diversification of activities and services; the growth in the number of retail organizations at the international level; the achievement of such size of operations, which allows to control the whole chain of deliveries; blurring the lines of retail trade and drawing it into the field of various types of business [26, p. 8].

Zaikin A. A. gives a simpler generalization of the development factors of domestic trade: the concentration of large retail enterprises of all

purchasing power; development of own brands; availability of retail space; availability of resources for the promotion of goods; advertising costs; availability of new, more sophisticated means of trade and information processing [30, p. 60].

Mykhailova O. A. believes that trade development is influenced by: location and image; internal environment and basic product (atmosphere, design, range of offered goods); incentives inside the store (the "good value for money" experience, the effectiveness of goods presentation, the level of service delivery both during the purchase and after it); policy of working with clients and formation of regular clients (development and strengthening of relations with clients) [31, p. 105].

Some authors distinguish such factors as the level of taxes, effective demand, availability of own funds, the cost of rent, transportation costs, the commercial loan interest rate, the sufficiency of the range, availability of retail and warehouse space [32, p. 105]. Scientific and technical databases in various fields of knowledge, the presence of specialists of the corresponding profile, experimental and design firms and laboratories, information and communication networks also indirectly affect the development of domestic trade [33, p. 5]. The development of trade is significantly affected by saturation of goods markets, change in income levels, emergence of new products and brands in the market, the economic crisis [34, p. 44].

**Conclusions.** The analyzed approaches to the selection and grouping of factors influencing the development of domestic trade cannot be considered accomplished. The main scientific problem of these approaches is that the social, economic and institutional-transformational groups of factors are not clearly distinguished.

Consequently, the obtained results of the conducted research allowed us to define the features of the essence of domestic trade as a sectoral economic system and its role, implementation of functions and influence of factors on the development of this type of economic activity.

#### References

1. Aleksandrov Iu. The evolution of trade and its role in the development of the economy: Thesis for a Candidate Degree in Economic Sciences. Speciality 08.00.05, 08.00.01 / Iu. Aleksandrov. – Krasnoiarsk: Krasnoiarsk State Institute of Economics and Trade, 2003. – p. 5-6.
2. McGoldrick P. Retail, Marketing / P. McGoldrick. – St. Petersburg: Piter, 2002. – p. 566-588.
3. Buriak P. Regional programmes of social development in the context of market formation: Russian economic journal / P. Buriak. – M., 1996. – №3. – p. 3-4.

4. Maltus T. Principles of political economy / T. Maltus. – Cheliabinsk: Ural LTD, 1999. – p. 123,151.
5. Mazaraki A. Trade. Money. Mentality: monography / A. Mazaraki. – K.: Kniga, 2006. – p. 5-6.
6. Martsyn V. Trade economy: textbook / V. Martsyn. – K.: Znannia, 2006. – p.15-16, 23, 33-34.
7. Voziianova N. Organizational and economic mechanism of development of domestic trade of Ukraine: doctoral dissertation in Economic Sciences: 08.00.03 / N. Voziianova. – Donetsk, 2013. – p. 15, 40.
8. Yurchenko Y. Transformation of the institute of wholesale trade of Ukraine: doctoral dissertation in Economic Sciences: 08.00.03 / Yurchenko Y. – Donetsk, 2013. – p. 17.
9. Soboliev V. Organizational and economic mechanism of retail trade development: doctoral dissertation in Economic Sciences: 08.00.03 / V. Soboliev. – Donetsk, 2010. – p. 4-5.
10. National Classifier of Ukraine: classification of types of economic activity DK 009:2010: Order of the State Committee of Ukraine on Technical Regulation and Consumer Policy No 457 as of 11.10.2010 URL: <http://sfs.gov.ua/dovidniki--reestri--perelik/pereliki-/128651.html>.
11. Kopych I. Domestic trade of Ukraine: problems and prospects of development: monography / I. Kopych, O. Nestulia. – L.: Novyi svit-2000, 2014. – p.10-11.
12. Sytnyk N. Modernization of Ukraine's domestic trade: theory and practice: extended abstract of doctoral dissertation in Economic Sciences: 08.00.03 / N. Sytnyk. – Lviv, 2015. – p. 22-23.
13. Shubin O. Domestic trade: regional aspects of development: monography / O. Shubin, Y. Honcharuk. – Donetsk, Lviv: DonNUET, 2007. – p. 8-9.
14. Barna M. Theoretical aspects of domestic trade system formation / M. Barna // Scientific Herald of Poltava University of Economics and Trade. - Poltava, 2013. – №6. – p. 66-71.
15. Lihonenko L. Anti-crisis management of a trading enterprise: extended abstract of Cand. of Econ. Sci Dissertation, speciality 08.07.05 – Trade and services economy / L. Lihonenko. – K.: Kyiv National University of Economics and Trade, 2001. – p. 3-5.
16. Kovtun E. Bread and circuses / E. Kovtun // New marketing, 2005. – №11. – p. 103-113.
17. Kriuchkova I. Structural harmonization of the economy of Ukraine as a factor of economic growth: monography / I. Kriuchkova. – K.: Ekspres, 2007. – p. 238-239.
18. Butko M. Investment aspects of improving the competitiveness of the economy / M. Butko // Economy of Ukraine, 2004. – №4. – p. 40-45.
19. Heiets V. Priorities of national economic development in the context of globalization challenges: monography / V. Heiets, A. Mazaraki. – K.: Kyiv National University of Economics and Trade, 2008. – p. 130-131.
20. Chichilanova I. The main problems of balanced development of trading enterprises / I. Chichilanova. URL: <http://www.jurnal.org/articles/2011/ekon46.html>.
21. Vasylychak S. Estimation of the efficiency of development of trading enterprises of Ukraine / S. Vasylychak, O. Zhydiak // Scientific Herald of NLTU of Ukraine, 2011. – №21(9). – p. 146-149.
22. Rushchyshyn N. Efficiency of trading enterprises functioning in the conditions of development of the national economy: extended abstract of Cand. of Econ. Sci Dissertation, speciality 08.07.05 / N. Rushchyshyn. – Lviv, 2006. – p. 8-9.
23. Apopii V. Socioeconomic efficiency of trade: theoretical and methodological aspects / V. Apopii, I. Lopashchuk // Herald of Lviv Commercial Academy. – Lviv: Lviv Commercial Academy Publishing House, 2009. – №31. – p. 3-9.
24. Molodozhenia M. Productivity management of innovative activity of trading enterprises: Cand. of Econ. Sci Dissertation, speciality 08.00.04 / M. Molodozhenia. – K., 2012. – p. 15-16.
25. Vynohradska A. Commercial entrepreneurship: the current state, development strategies: monography / A. Vynohradska. – K.: Tsentri navchalnoi literatury, 2004. – p. 287-291.
26. Gilbert D. Retail marketing management: monography / D. Gilbert. – M.: INFRA-M, 2005. – p. 81,142-143.
27. Shkanova O. Infrastructure of the commodity market / O. Shkanova. – K.: TsNL, 2006. – p. 55-56.
28. Balaban M. Wholesale trade in market environment: efficiency of operation and development strategy: monography / M. Balaban. – Poltava: RVTs PUSKU, 2005. – p.17-18.
29. Ksenz L. The most popular trading formats in the world / L. Ksenz // Companion. – 2001. – №15. – p. 51-52.
30. Zaikin A. Marketing in retail trade / A. Zaikin // Marketing in Russia and abroad. – 2003. – №1. – p. 60-69.
31. Mikhailova E. Key marketing success factors in the retail sector / E. Mikhailova // Marketing. – 2005. – №5. – p. 105-115.
32. Dudakova I. Development of retail infrastructure / I. Dudakova // Marketing. – 2010. – № 2(111). – p. 97-107.
33. Iakubovskii N. The domestic market as a mirror of the problems of Ukrainian industry / N. Iakubovskii // Economy of Ukraine. – 2012. – №8. – p. 4-15.
34. Gerasimenko V. Consumer behavior in the post-crisis period on the Russian FMCG markets / V. Gerasimenko, A. Khizhina // Marketing. – 2012. – №3(124) – p. 43-52.

#### References

1. Aleksandrov Iu. The evolution of trade and its role in the development of the economy: Thesis for a Candidate Degree in Economic Sciences. Speciality 08.00.05, 08.00.01 / Iu. Aleksandrov. – Krasnoiar'sk: Krasnoiar'sk State Institute of Economics and Trade, 2003. – p. 5-6.
2. McGoldrick P. Retail, Marketing / P. McGoldrick. – St. Petersburg: Piter, 2002. – p. 566-588.
3. Buriak P. Regional programmes of social development in the context of market formation: Russian economic journal / P. Buriak. – M., 1996. – №3. – p. 3-4.
4. Maltus T. Principles of political economy / T. Maltus. – Cheliabinsk: Ural LTD, 1999. – p. 123,151.
5. Mazaraki A. Trade. Money. Mentality: monography / A. Mazaraki. – K.: Kniga, 2006. – p. 5-6.

6. Martsyn V. Trade economy: textbook / V. Martsyn. – K.: Znannia, 2006. – p.15-16, 23, 33-34.
7. Voziianova N. Organizational and economic mechanism of development of domestic trade of Ukraine: doctoral dissertation in Economic Sciences: 08.00.03 / N. Voziianova. – Donetsk, 2013. – p. 15, 40.
8. Yurchenko Y. Transformation of the institute of wholesale trade of Ukraine: doctoral dissertation in Economic Sciences: 08.00.03 / Yurchenko Y. – Donetsk, 2013. – p. 17.
9. Soboliev V. Organizational and economic mechanism of retail trade development: doctoral dissertation in Economic Sciences: 08.00.03 / V. Soboliev. – Donetsk, 2010. – p. 4-5.
10. National Classifier of Ukraine: classification of types of economic activity DK 009:2010: Order of the State Committee of Ukraine on Technical Regulation and Consumer Policy No 457 as of 11.10.2010 URL: <http://sfs.gov.ua/dovidniki-reestri-perelik/pereliki-/128651.html>.
11. Kopych I. Domestic trade of Ukraine: problems and prospects of development: monography / I. Kopych, O. Nestulia. – L.: Novyi svit-2000, 2014. – p.10-11.
12. Sytnyk N. Modernization of Ukraine's domestic trade: theory and practice: extended abstract of doctoral dissertation in Economic Sciences: 08.00.03 / N. Sytnyk. – Lviv, 2015. – p. 22-23.
13. Shubin O. Domestic trade: regional aspects of development: monography / O. Shubin, Y. Honcharuk. – Donetsk, Lviv: DonNUET, 2007. – p. 8-9.
14. Barna M. Theoretical aspects of domestic trade system formation / M. Barna // Scientific Herald of Poltava University of Economics and Trade. - Poltava, 2013. – №6. – p. 66-71.
15. Lihonenko L. Anti-crisis management of a trading enterprise: extended abstract of Cand. of Econ. Sci Dissertation, speciality 08.07.05 – Trade and services economy / L. Lihonenko. – K.: Kyiv National University of Economics and Trade, 2001. – p. 3-5.
16. Kovtun E. Bread and circuses / E. Kovtun // New marketing, 2005. – №11. – p. 103-113.
17. Kriuchkova I. Structural harmonization of the economy of Ukraine as a factor of economic growth: monography / I. Kriuchkova. – K.: Ekspres, 2007. – p. 238-239.
18. Butko M. Investment aspects of improving the competitiveness of the economy / M. Butko // Economy of Ukraine, 2004. – №4. – p. 40-45.
19. Heiets V. Priorities of national economic development in the context of globalization challenges: monography / V. Heiets, A. Mazaraki. – K.: Kyiv National University of Economics and Trade, 2008. – p. 130-131.
20. Chichilanova I. The main problems of balanced development of trading enterprises / I. Chichilanova. URL: <http://www.jurnal.org/articles/2011/ekon46.html>.
21. Vasylichak S. Estimation of the efficiency of development of trading enterprises of Ukraine / S. Vasylichak, O. Zhydiak // Scientific Herald of NLTU of Ukraine, 2011. – №21(9). – p. 146-149.
22. Rushchyshyn N. Efficiency of trading enterprises functioning in the conditions of development of the national economy: extended abstract of Cand. of Econ. Sci Dissertation, speciality 08.07.05 / N. Rushchyshyn. – Lviv, 2006. – p. 8-9.
23. Apopii V. Socioeconomic efficiency of trade: theoretical and methodological aspects / V. Apopii, I. Lopashchuk // Herald of Lviv Commercial Academy. – Lviv: Lviv Commercial Academy Publishing House, 2009. – №31. – p. 3-9.
24. Molodozhenia M. Productivity management of innovative activity of trading enterprises: Cand. of Econ. Sci Dissertation, speciality 08.00.04 / M. Molodozhenia. – K., 2012. – p. 15-16.
25. Vynohradska A. Commercial entrepreneurship: the current state, development strategies: monography / A. Vynohradska. – K.: Tsentr navchalnoi literatury, 2004. – p. 287-291.
26. Gilbert D. Retail marketing management: monography / D. Gilbert. – M.: INFRA-M, 2005. – p. 81,142-143.
27. Shkanova O. Infrastructure of the commodity market / O. Shkanova. – K.: TsNL, 2006. – p. 55-56.
28. Balaban M. Wholesale trade in market environment: efficiency of operation and development strategy: monography / M. Balaban. – Poltava: RVTs PUSKU, 2005. – p.17-18.
29. Ksenz L. The most popular trading formats in the world / L. Ksenz // Companion. – 2001. – №15. – p. 51-52.
30. Zaikin A. Marketing in retail trade / A. Zaikin // Marketing in Russia and abroad. – 2003. – №1. – p. 60-69.
31. Mikhailova E. Key marketing success factors in the retail sector / E. Mikhailova // Marketing. – 2005. – №5. – p. 105-115.
32. Dudakova I. Development of retail infrastructure / I. Dudakova // Marketing. – 2010. – № 2(111). – p. 97-107.
33. Iakubovskii N. The domestic market as a mirror of the problems of Ukrainian industry / N. Iakubovskii // Economy of Ukraine. – 2012. – №8. – p. 4-15.
34. Gerasimenko V. Consumer behavior in the post-crisis period on the Russian FMCG markets / V. Gerasimenko, A. Khizhina // Marketing. – 2012. –№3(124) – p. 43-52.