

## **CONCEPTUAL APPROACHES TO MANAGEMENT OF MARKETING SERVICES OF WHOLESALE TRADE ENTERPRISES**

**Reshmidilova Svitlana Leonidivna**

candidate of economic sciences, associate professor of the Department of Marketing  
Khmelnytskyi National University  
Ukraine

**Yefremova Vlada Mykolayivna**

holder of a second (master's) level of education in the specialty "Marketing"  
Khmelnytskyi National University  
Ukraine

Wholesale trade is an important sector of the global economy, which provides the supply of goods and services to a large number of customers and enterprises. The transition of the economy to market relations forces a transition to creation of a new management system of wholesale trade enterprises, in the conditions economic instability and changes in customer tastes, activation of actions competitors, price fluctuations, demand, business activity on the market. Wholesale trade should become a lever for stimulating domestic development production, growth of its efficiency, more complete satisfaction of needs buyers.

Effective management of service marketing is of strategic importance for achieving competitive advantages and stable growth of a wholesale enterprise. Modern market realities require enterprises in this field to develop new strategies and innovative approaches to marketing.

Many questions related to the implementation of marketing management concepts in the practical activity of wholesale trade enterprises, remain understudied. Most scientific developments have general character and take little into account the peculiarities of modern realities functioning of wholesale enterprises.

Wholesale trade is the activity of purchasing and appropriate transformation of goods for their subsequent sale to retail enterprises and other business entities.

The main task of domestic activities wholesale enterprises provide the most complete satisfaction of demand consumers and organization of their activities in such a way as to ensure obtaining profits and long-term competitive advantages in the market.

The marketing concept of management as a component of the market concept characterized by a set of economic relations between sellers and buyers

Management of marketing activities is a complex process that takes place within the enterprise and is aimed at effective interaction with the market environment. It is based on the use of information technologies and building a sustainable relationship with consumers. The main goal is to adapt the company's marketing strategies to changes in market needs and to achieve the set marketing goals.

The mechanism of implementation of the marketing concept of management includes a number of specific procedures aimed at managing the demand of target buyers, the service and complex satisfaction of whose needs is the goal of its marketing activities.

The goal of marketing in wholesale trade is the formation of strong long-term relationships with consumers, taking into account the high-quality, timely and service satisfaction of their requests.

The main customers of the wholesale market are manufacturers, intermediaries and consumers of products. All of them should be equal partners in the formation of commercial relations, regulation of volumes of accumulation and movement of products in accordance with the current rules.

The main directions of marketing activity in the sphere of services of intermediary enterprises consist of product, sales, price and communication policies.

The product strategy of trade and intermediary enterprises has certain features. This is due to the fact that such enterprises are not engaged in the production of goods, but in the development of packaging of goods and other aspects related to production.

In the system of wholesale trade, the tasks of marketing services include:

- market analysis: analysis of the market and competitors to respond to changes in the wholesale trade segment;
- market segmentation: dividing the market into customer groups based on similar needs and characteristics;
- expansion of the range of products: constant replenishment and expansion of the range of products to meet the changing needs of customers and attract new customers;
- pricing and terms of wholesale deals: determination of optimal prices for goods and services and creation of profitable wholesale deals for customers;
- marketing communications and promotion: development of advertising and marketing campaigns to increase brand awareness and product promotion; conducting marketing campaigns aimed at attracting wholesale buyers, including participation in exhibitions and other events;
- sales and distribution: organization of the system of supply and delivery of goods to customers and retail outlets;
- interaction with customers: ensuring high-quality and high level of customer service and maintaining long-term relations with customers;
- management of relations with suppliers: establishment and maintenance of partnership relations with suppliers for stable supply of goods;
- monitoring of competitors: monitoring the activities of competitors;
- innovation research: implementation of new marketing innovations and technologies to increase the efficiency of activities.

Table 1 shows the main problems of wholesale trade enterprises and ways to solve them with the help of marketing measures.

**Table 1 – Problems and ways to solve the enterprise of wholesale trade**

Problem	Solution
Dependence on a limited number of key customers: One of the main problems of wholesale businesses is dependence on a limited number of large customers. The loss of any of them can seriously affect the profit and stability of the business	For diversity and risk reduction, wholesalers should actively work to attract new customers. This may include expanding the product range, investing in marketing efforts to attract new market segments, and developing strategies specifically for small and medium-sized enterprises
Customer Loyalty: In a competitive wholesale environment, customer loyalty may be at risk as customers seek better terms and offers from other suppliers	Businesses must actively maintain and strengthen relationships with their customers. This includes the development of loyalty programs, an individual approach to customers, and constant communication with them to find out their needs and offers
Inventory and logistics: Incorrect inventory management can lead to unnecessary costs and losses from the sale of goods that remain unsold. Logistics issues can also affect delivery and customer service	Modern inventory management systems can help optimize this process and reduce costs. Wholesale businesses must invest in logistics infrastructure and continuously improve it to ensure efficient delivery and customer service
Changing market conditions: Market conditions in the wholesale trade can change very quickly due to economic and social factors, creating volatility and uncertainty	Enterprises must be ready for changes and actively analyze the market in order to adapt to new conditions. They can also consider opportunities to diversify the business and find new markets and segments

\* compiled by the author

Consequently, challenges faced by wholesalers include dependence on a limited number of customers, customer loyalty, inventory and logistics management, and changing market conditions. Ways to solve them require skillful marketing management and include actively attracting new customers, maintaining and strengthening customer relations, optimizing inventory management, investing in logistics infrastructure, and adapting to changes in market conditions.

When implementing the marketing concept of key management the structural unit of the enterprise is the marketing service, which becomes an information center, a source of information and decision-making not only regarding commercial, sales, but also production, scientific and technical and financial policy of the enterprise, i.e. ensures the integration of marketing in enterprise activity and building a marketing management system.

When marketing and management are integrated, marketing stands out a tool for implementing the management strategy, and management is the basis for to use this tool creates conditions for effective the functioning of the enterprise, and neither marketing nor management contradict each other, but on the contrary complement each other.

It is obvious that the basis of the management system should be marketing concept taking into account the factors of improvement of sales activity At the same time, it is worth maintaining the desired level of security population cheaper, better