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INVENTORY ACCOUNTING AT THE ENTERPRISE

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To carry out the economic activity, enterprises of all forms of ownership and sectors of the economy use production stocks, which are the most important and significant part of the assets of the enterprise.

Inventory accounting is regulated by the National Accounting Regulation (Standard) 9 "Stocks". According to it, stocks are assets that:

- keep the company for further sale subject to normal economic activity;
- are involved in the production process in order to sell the products;
- are maintained for consumption during the production process, for performance of works and services as well as management of the enterprise / institution [1].

Inventories are included in current assets because they can be converted to cash within a year or one operating cycle.

The grouping is needed for the correct organization of accounting of production stocks. In different enterprises, production stocks may have different purposes depending on the function they perform during production. Therefore, it is important to correctly group stocks at the enterprise by their purpose and role in the production process. For rational accounting of stocks, which would contribute to operational work, planning and accounting, it is necessary to develop a detailed grouping of such stocks [3].

Purchased or manufactured reserves are credited to the balance sheet of the enterprise at the initial cost. The cost is determined depending on the method of receipt to the enterprise. Inventories can come to the enterprise as a result of:

- the production of the enterprise on its own;
- purchase for cash;
- introduction to the share capital;
- free receipt, etc.

The most important function of inventory accounting is to ensure the mutual independence of individual stages of production and sales. Proper management of inventory, planning of the production process in close connection with material and technical supply largely determines the success of the enterprise [3]. By contrast, neglect of this causes a low efficiency of the enterprise.

Inventories are accounted in the production process for one production cycle and are included in the cost of production completely without waste, including unused materials, which requires documentation of operations on receipt, consumption in production, publication of waste and inventory of residues of unused materials. It is important to obtain information about where production stocks were and why production stocks were used, how the cost process was carried out in order to study in detail the characteristics of the process of transforming substances and forces of nature into a new product of labor, it is also necessary to ensure the accuracy of inventory data and financial reports.

Consequently, stocks occupy a special place in the property of the enterprise. The efficiency of economic activity of enterprises largely depends on the evaluation and rational use of stocks.

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DIGITAL MARKETING AS AN EFFECTIVE TOOL FOR BUSINESS PROMOTION

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The digital era has not only simplified many of our daily tasks, such as communication, work or information search, but also provided many opportunities for business promotion. Due to the convenience, speed, and, consequently, the popularity of digital channels, their use in business for communication with the target audience has grown into a separate type of marketing - digital marketing.

Digital marketing is a broad term that includes all marketing channels and methods that people can use to promote products or services on the Internet, as well as on electronic devices such as televisions, mobile phones, and electronic billboards.

The main difference between digital and traditional marketing is that digital marketing exclusively uses digital channels, and this gives marketers more control, tools, and data to analyze the effectiveness of campaigns [1].

Digital marketing tools include all methods, means and activities that allow businesses to notify many people about new products, draw the attention of potential customers to a company, brand, service or product. The main digital marketing tools are: content marketing (publications on thematic sites, in a blog, etc.); e-mail marketing (mailing lists, which can also be part of content marketing); SMM (promotion of groups in social networks); targeted advertising on social networks; contextual advertising; display advertising; SEO (website promotion in search engines); partnership programs; audio and video ads (podcast ads, online radio ads, etc.)

Benefits of digital marketing:

1. Digital marketing can reach both online and offline consumers who use tablets and mobile phones, play games, and download applications. This way the brand can reach a wider audience, not limited to the Internet.

2. The ability to collect clear and detailed data. Almost all user actions in the digital environment are recorded by analytical systems. This allows specialists to draw accurate conclusions about the effectiveness of different promotion channels, as well as draw up an accurate portrait of the buyer.

3. Flexible approach. Digital marketing allows companies to attract an offline audience to the online market, and vice versa. For example, using the QR code on the flyer, we can direct the user to the site. And at the same time, thanks to the email newsletter, we can invite subscribers to the conference or other offline event.

Digital promotion can be done using a variety of resources. It can be paid services (contextual advertising, digital banner, etc.) or own platforms that the company uses free of charge (for example, a page on a social network), or communication channels that the company acquires as a result of its work [2].