

In conclusion, it could be argued that more music would equate to more business opportunities for the tourism sector while enhancing travellers' experiences.

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## MODERN MANAGEMENT TECHNOLOGIES IN UKRAINE

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Nowadays Ukraine needs managers to study in more profound theoretical concepts and practical approaches to company management activities. The correctness and rationality of drawing up strategies in the personnel management of the company is the basis for the effective functioning of the entire life cycle of the enterprise alongside its further development.

The purpose of this work is to introduce new technologies in enterprise management, being the basis for the development of the company.

With the development and strengthening of the influence of scientific and technological progress, the role of innovation, the types and quantity of technologies that contribute to the emergence of new products with new characteristics and criteria, which is highly appreciated in the market, are increasing. Therefore, now there is a process of restructuring the management system from traditional production and market to technological orientation, which is able to achieve this goal. A technological management is a strategic management of the technological development of the enterprise. It is an important factor for the success of any company [2].

One of the main areas of management restructuring and its improvement was the massive use of the latest computer and telecommunication equipment, the formation on its basis of highly effective information management technologies [1].

The modern management technologies include: reengineering, engineering, benchmarking, controlling, grading, ERP systems.

The introduction of any technology is accompanied by the increase in the costs of the company, so it is recommended to do this gradually. Nowadays a significant part of Ukrainian enterprises is in crisis, a large number of the companies do not possess a competitive ability. Therefore, the current state of Ukrainian firms requires radical changes [3, p. 103].

For modern management, the problem of clarity and adaptation to changing environmental conditions is of great priority. For this, there are the latest management technologies being aimed at changing, optimizing and improving the efficiency of business processes. Today, as never before, it is necessary to introduce modern technologies of management, ensuring any enterprise or company conditions for achieving world-class standards of production as well as high level of competitiveness both in domestic and foreign markets.

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## **FEATURES OF THE SALES ACTIVITY SYSTEM**

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According to the scientists in marketing “managing the marketing activities of an enterprise in a highly competitive market, increasing the costs associated with the sale of products, storage and promotion of goods are the most important tasks of marketing. The effectiveness of solving these problems will depend on the result of the whole enterprise” [2]. Kozlova L.V. states that “each product requires great effort, quality and original advertising, different promotions that help promote the product or service” [1, p. 62].

Achieving strategic and tactical goals of product distribution, leading to the creation of an optimal distribution and distribution network, will allow the manufacturing company to solve not only the problems of organizing efficient sales of products, but also the problems of improving procurement, production, marketing, service and more.

Sales are an integral element of marketing, which is the final, most responsible stage of providing the consumer with the goods needed for him. In a market environment, the marketing service is an integral part of the management of production and commercial activities. It must be staffed with qualified specialists, computer equipment and other logistical tools that contribute to successful work.

Marketing activities include the following functions:

- comprehensive market research, determination of its capacity and features in order to ensure the maximum guarantee and reliability of success at the lowest cost;
- study of the state and dynamics of consumer demand for products in order to maximize the adaptation of production of the product to market requirements and gain more profit;
- widespread use of advertising to improve sales, as well as to influence the market and consumer demand in order to shape them in the desired directions;
- determination of the optimal product range of products to meet the demand and efficient production and commercial activity;
- forecasting and pricing of products, taking into account the purchasing power of the population, world prices and ensuring the necessary profitability of the participants of the production and marketing system;
- choice of distribution channels.

Therefore, the following measures should be used to improve marketing activities:

1. Improvement of the sales planning system.
2. Creation of trade cooperatives.
3. Improvement of staffing.
4. Improvement of the marketing organization system.
5. Improvement of product quality.
6. Territorial limitation of marketing activities.
7. Price policy variations.