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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.

Improvement of marketing policy is one of the most important points in strategic planning of enterprise development, because the efficiency of planning of marketing activity depends on the result of activity of the whole enterprise.

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MAIN REASONS FOR UKRAINIAN STUDENTS LABOR MIGRATION

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According to State Statistics Service data, over the past 12 years Ukraine has been experiencing migration population growth – over the said period 230,000 more people entered the country as compared to those who left. At the same time, according to UN statistics, Ukraine is among the top ten countries with the highest emigration levels and the numbers have increased in recent years. State Statistics Service estimates the number of migrant workers at 1.3 million, while experts say the number varies between 2 and 4 million [2].

Therefore the World Bank claims that Ukraine has become one of the leading countries with positive labor migration dynamics. According to the conclusions of leading Ukrainian experts in the field of demography and economics, Ukraine today faces a critical situation of labor loss. The explanatory note to their analysis says: “This threat was formed as a result of many factors, in particular the difference in economic development between Ukraine and its neighbors”, “political instability in the country, the introduction of a new migration policy in many EU countries, which simplified the involvement of Ukrainians in the production process on their territory.” The size of both the minimum and average wages in Ukraine is much lower in comparison with all EU countries, including countries of Eastern Europe. Companies in the former East Germany pay employees around 2,700 euros, and in West Germany - 3,300 euros. The minimum wage in Germany is 1,600 euros. In Poland, the average salary is 950 euros, and the minimum – 550 euros. In Ukraine the minimum wage is 4170 UAH, or approximately \$ 150, and the average salary ranges around 9 thousand UAH (data for January, 2019) [1].

According to statistics, nearly half of the emigrants are young people aged 19-25. In Ukraine, student employment programs have been around for 20 years. Every year, thousands of students go to conquer the world, some return for personal reasons, but nearly 80% remain to work on.

We conducted research and interviewed students from various universities in Ukraine (such as Alfred Nobel University, Odessa National Academy of Food Technologies, Melitopol State Pedagogical University named after Boghdan Khmelnytsky and others) to find out why students prefer to work abroad. The reasons are the following:

- Work experience is optional in conditions of great variety of vacations;
- Official employment and better working conditions;
- The employer provides accommodation, meals and transfer to the place of work;
- Visa, round-trip air tickets, uniforms are provided by the employer;
- Gaining business experience in large companies;