

have a fairly large potential for scientific and technical research, which plays a significant role in the modern world economy. [7].

**Conclusions.** The G7 countries play an extremely important role in the current system of international economic relations, but the prospects for the spread of global leadership in these countries in the future are quite relative. According to forecasts, as the United States, Britain, Germany, Italy, Canada, Japan and France have long been on the international market, their potential will gradually decline and they will lose their positions. However, no one knows what awaits the world in the future, yet high levels of investment and scientific and technological progress, highly qualified scientists and engineers, and the development of the information space enable countries to -leaders to be a role model for other countries, and therefore have a significant impact on the development of the world economy [3].

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## SIMPLE MARKETING TECHNIQUES TO INCREASE SALES

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Nowadays, modern entrepreneurship is not possible without marketing, especially when products are seasonal; in this case marketing techniques simply need to be applied. Every company has a planned profit, and it understands the fact that in order to get it, it is necessary to spend some money on product marketing. In this case, the base of potential customers will expand.

Marketing moves to increase sales and attract customers is something that every company needs during the low sales season. It means that every company uses it to increase their sales revenue, number of contracts signed and market share. Such marketing techniques are productive for all companies regardless of their field of activity.

Now let's look directly at some marketing strategies or techniques. The first and very important move is the introduction of content marketing.

Previously, when a company had a product or service that it was selling, in order to make it known, it sent out countless press releases, bought expensive TV ads, hired a paper advertiser and an entire call center for cold calling, bought billboards and much more that only it could afford. As a result, customers went to those who had the largest marketing budgets. But nowadays, the buyer has become much smarter and everyone always has the Internet and traditional marketing methods have become obsolete. Compared to traditional marketing moves, content marketing helps to find customers potentially interested in a product or service, rather than trying to "sell" it to a huge number of uninterested people. Let's note some of its important advantages: firstly, as already mentioned it is the attraction of pre-interested potential customers, secondly, reducing the cost of marketing

activities and thirdly, it strengthens the company's credibility and creation of quality content will make the company an expert in the eyes of consumers and competitors alike.

The next method is the advertising. Everyone knows that it has a huge influence on many people. Marketers should not forget the fact that customers do not like to be deceived and false advertising can have the opposite effect. For example, the brand New Balance ran an advertisement that claimed the hidden technology of their sneakers activates glute muscles, hamstrings and other tissues. A number of consumers, who sued the company reported that the shoes, on the contrary, can injure people and later this information was confirmed by studies and that they were hurt by its use. The plaintiffs sought \$5 million in compensation.

The third marketing move is the use of smart SMM. You should not think that this is something frivolous and not productive. On the contrary, SMM is a whole complex of measures for using social media as channels for promoting a company. It includes some aspects: strategy building, and the study of the target audience, planning. Also smart SMM helps not only to attract new customers, but also just to get to know them better - what they like, what they do not like, and what kind of reaction it causes them certain trends and innovations. That is, with the help of clever SMM you can firstly well know your customer, secondly to find new potential customers, and thirdly to increase the loyalty of current customers.

Another common and effective method is to use the upsell opportunity. If a company does not take an advantage of upselling opportunities, it simply loses a significant portion of its profits. Upselling is one of the most effective tactics for increasing sales. If customers have already wanted to buy your product - that is, they're in what we call a good buying mood - why not to offer them something else? According to statistics, somewhere around 25% of customers agree to purchase an additional product. The main thing is that the offered product is relevant to the order already placed. This method is already used by a lot of well-known companies.

The use of Call to Action (CTA) is also another effective method. Call to Action (or CTA) is an element that can be presented in any advertising tool, and is a direct "trigger" to convert the user into a consumer. For example, on the site of an online store "Call to Action" is the "Order" or "Buy" button.

We would like to ask a question: "Does the best product always win in the market?" The answer is: "of course not". But it is possible to win without a better product, by having a better call to action. All you have to do is to make an offer you cannot refuse. For example, such CTA: "Join Free for a Month" at Netflix. What might cause a user to be reluctant to subscribe to the service? It may be a paid rate and the fear that the service will be difficult to unsubscribe from. Netflix removes the doubt through a short "Unsubscribe Anytime" note above the CTA. The red color of the button matches the color of the Netflix logo and stands out against a neutral background. Another example is the CTA: "Get a Gift" at Yves Rocher. The cosmetic brand does not call "Buy", but offers to choose a gift after ordering on the site.

In conclusion, we would like to say that, of course, there are probably thousands of ways to boost sales and increase the inbound flow of potential customers. The problem is that there is no completely universal solution. Remember, that an idea that has worked for hundreds of companies may not work for you. You can try a lot of different marketing tactics to increase sales and only some of them will really help your company. But you should never give up, because if you look and try, you will definitely find your way.

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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.