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SALES PROMOTION AS A MEANS OF INCREASING SALES OF THE ENTERPRISE

Each company specializes in the production and trade of a specific product, an important condition for the operation of the enterprise in this area is to determine exactly the method that is necessary for this activity.

Sales promotion determines the known methods of product promotion, uses a variety of means of active influence, able to accelerate or enhance the response of the market. Customers, intermediaries and sales staff can be the focus of attention. The means of sales promotion for each of them are usually different. The buyer is most influenced by offers to return money, change the packaging, through lottery contests, bonuses, discounts, loans, coupons, credit coupons, demonstrations, distribution of samples.

The scope of consumer incentives includes encouraging more intensive purchases and use of goods, attracting attention to the goods of those who use identical goods of competitors. Incentives for intermediaries are aimed at including the company's products in the new range, to maintain the required level of inventories, to penetrate new market segments to increase the share of goods compared to competitors.

The choice of sales promotion depends on the situation, market type, products, the company's reputation, and other factors. Among the main means of incentives are samples, coupons, bonuses, credit coupons, packaging at discounted prices. Distribution of samples can be carried out by mail, distribution in stores, delivered "to every door". The product is offered to consumers free of charge or on trial. Coupons are certificates that give the right to the specified discount when buying a particular product. A prize is a reward for a product at a low, affordable price, and in some cases free of charge, as an incentive to buy another product. A credit card is a specific type of bonus that consumers receive when making a purchase, which they can exchange for goods in special exchange offices. Packaging at discounted prices (agreement with a small discount) is an offer of savings for the consumer compared to the usual price of the product (installation at reduced prices, packaging-kit).

In places where goods are bought or sold, there are usually exhibitions and demonstrations, which in some cases contribute to some extent to successful brands. However, the case is laborious, requires constant attention and expense. Sometimes the manufacturer can offer a offset for the purchase, ie to go for a discount on the price of each box of goods purchased in a certain period of time. This offer encourages dealers to purchase large quantities of goods. An option is possible when the manufacturer offers a credit for the inclusion of the product in the nomenclature, reimbursing the costs of the dealer after reading this product to the public. Credits can be used for advertising, for the arrangement of the exhibition, for assistance in promoting the product. Sometimes pens, pencils, calendars, badges, notebooks are offered for free. All this concerns the sphere of trade promotion.

Contests, lotteries, games are aimed at encouraging dealers, as well as their own sales staff to intensify efforts to promote the product over a period of time. Prizes go to those who have achieved the highest results.

Professional meetings, specialized exhibitions provide an opportunity for the manufacturer to attract additional customers, to maintain contacts with traditional partners, increasing sales.