

## THE MANAGEMENT OF THE CYCLE OF KEEPING THE GOODS SELLABLE

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Every person, making goods, commodities, est. want his goods to dominate the market and keep this position as long as possible. But this is not so easy as each eco article has its own cycle of keeping sellable. It can be compared with the cycle of bio objects which pass several stages from its birth to the death.

The cycle of keeping the goods sellable – it's timeperiod beginning from the introducing the good to the market and its quitting the market as a result of appearing new goods which meet the expectations of the consumers more than the old ones. There are 5 phases of the cycle: the inventing, introducing to the market, increasing sells, maturity and degrading. The first aim is to make the goods comparable and the advertising. During the second phase the goods must be produced stably and the quality must be excellent. At the same time one must identificate the brand and the position of the market. Maturity phase has the aim of supporting and increasing the profits, preserving its positions on the market, take the modification measures and look for new ways of getting profits. During the last, final one must lower the expenses. If one knows the phase in which the goods are, then a strategy can be planned to make more profits.

The given conception is based on the idea that any goods comodities are superseded by more sophisticated or cheaper, improved ones. The enterprises which want to be successful should keep in mind this cycle and handle it properly. The first of handling this cycle is to prolong the sells which can be achieved by means of modifications.

In general modification is the process of improving the characteristics and the quality of the existing eco goods in order to prolong its sellability cycle. There are ways to prolong cycle by means of modifications:

1. Modification of marketing complex. The given modification determines the change of one or even several elements in order to concentrate attention on new goods, for instance:
  - change of price (to lower the price, to introduce special discounts, to simplify the conditions of credit or to increase the prices offering goods with higher quality);
  - change of ways which keep sells alive;
  - changing in advertising (change of the form – press, TV). Ads must underline the merits of the merits of the eco goods;
  - change of the package. It has a protective function (protects the goods) and informative function (serves as an instrument of getting more needed information);
  - change in selling (increasing the sells, searching new ways to expand sells);
  - service (quicker delivery, expanding of the technical aid for the customers, bigger credits);
  - change of brand policy.
2. Modification of the goods. It determines the following characteristics of the goods:
  - improving the quality (functional characteristics, prolonging the functioning of the goods, improving the eco qualities);
  - modernization (improving and simplifying the use, improving the design).
3. Modification of the market. The search of the consumer goods is needed or the positions of the old ones must be fortified. New consumers can be found in such ways:
  - by means looking for new geographical markets;
  - changing the sworn enemies into active consumers;
  - to win over the consumers of the other goods.

The cycle can be represented as a determined consequence of its existing on the market has its own limits. The handling of the given cycle enables the native enterprises to work on outer markets, to be more competable in the market economy.

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