

## **MERCHANDISING IN MARKETING**

students Iskenderova I.R., Kamenets E.A.

scientific supervisor – senior lecturer Slesaryonok E.V.

Belarusian National University of Technology

Minsk, Belarus

**Merchandising in marketing** is a system that ensures the delivery of goods to their points of sale at exactly the right time with the highest possible level of customer service. Merchandising is a potential tool for creating demand. By improving the product distribution system, it is possible to improve service or reduce prices, thus attracting additional customers. The main costs of goods transportation are the costs of transportation themselves, storage of goods, maintenance of inventories, receipt, shipment and packaging of goods, administrative costs and costs for processing orders.

**The goals of goods movement** are set on the basis of a compromise between the requirement of minimum costs and the creation of a system that provides maximum service to customers. To achieve the goals of merchandising, the following basic questions must be addressed: how to deal with customers, to process orders; where to store inventory; what should be the minimum size of inventories; how should goods be shipped and transported? [1].

**Order processing.** Merchandising begins with the receipt of an order from a customer. The order department prepares invoices and sends them to the various departments of the company. Shipped products are accompanied by shipping and payment documents. Computers and computer networks are used to speed up the cycle. A computer issues shipment documents, prepares an invoice for the customer, makes adjustments to inventory records, orders products for replenishment, and notifies the sales representative that his order has been fulfilled. All of this takes anywhere from a few seconds to a few minutes.

**Warehousing.** Organization of storage is necessary because the cycles of production and consumption do not coincide with each other. The most striking example is agricultural products, which are produced in season, although the demand for them is constant. Organization of warehouse storage helps eliminate these contradictions. The enterprise can either have its own warehouses or rent space from storage organizations.

**Maintaining Inventory.** The decision on the level of inventory is important in the area of merchandising, affecting customer satisfaction. On the one hand, it is in the firm's interest to have enough inventory to fill all customer orders immediately. On the other hand, it may not be cost-effective to maintain a large inventory. It is necessary to know whether sales and revenues will increase sufficiently to justify an increase in inventory.

**Transportation.** The price level, timeliness of delivery, and the condition of the goods when they arrive at their destinations depend on the choice of carrier. When shipping goods, a business can choose one mode of transportation or a combination of modes. Rail transport is the largest freight carrier in the country. Railroads are the most cost-effective mode of transport for transporting shipments in bulk over long distances. Road transport carries the bulk of freight traffic in cities. Trucks are able to transport goods door-to-door, eliminating the need for unnecessary transportation. Air transport is becoming increasingly important. Although air freight rates are highest, transportation by air is preferable when speed is of the essence or distances are very long.

## References

1. Способы товародвижения в маркетинге [Electronic resource]. – Mode of access: <https://spravochnick.ru/marketing/>. – Date of access: 01.04.2023.