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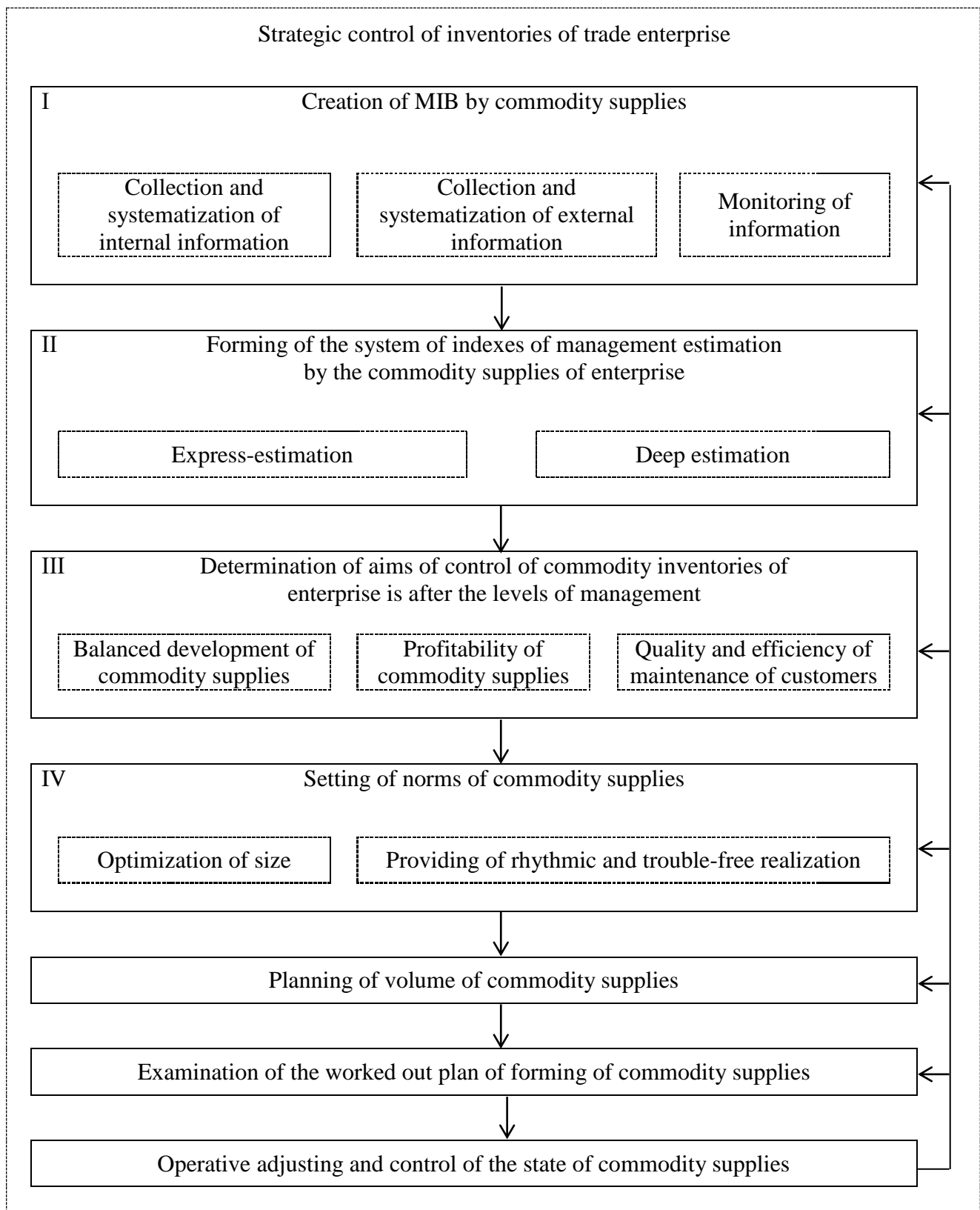
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## **CONTROL OF INVENTORIES IN GENERAL SYSTEM OF STRATEGIC MANAGEMENT ENTERPRISE**

Supplies play an important role functioning of trade enterprise. Commodity supplies satisfy demand of consumers, provide the volume of commodity turnover, and form the competitiveness of trade enterprise and its assortment politics and others like that.

By basic tasks that stand before trade enterprises there are an exposure of urgent problems in control of commodity inventories and application of modern methods of analysis of commodity supplies in the conditions of display of the crisis phenomena in the economy of country.

Carrying out the review of professional literature [1-3], analyzing economic performance indicators and taking into account the features of control system by supplies and charges of trade enterprises of Ukraine, we are work out the general structural and logical chart of process of strategic control of inventories (pic.1).



Pic . 1. Structural and logical chart of process of strategic control of inventories of trade enterprise

We examine strategic control of inventories as dynamic totality of row of

interdependent processes.

The first stage of process of forming of strategy of control of inventories is creation of MIB. An informative source is based on:

- to treatment of internal information about the actual state of supplies, accordance of demand, speed of their realization;
- to collect and to systematize of external information, that envisages monitoring of commodity suggestion (price and sale politics of suppliers), takes into account the state of affairs of market and planned indexes of enterprise on the volume of rotation of supplies and use of materially-financial resources.

On the second stage, forming of the system of indexes of estimation of control of inventories comes true after directions: deep estimation and express-estimation. This stage envisages the analysis of efficiency of the use of supplies, study of basic conformities to law and tendencies, that inherent to the process forming and realization of supplies, exposure of reasons of acceleration or deceleration of turnover of supplies, estimation of efficiency of instruments of current control of inventories.

The next stage is determination of aims of control of commodity inventories of enterprise after the levels of management.

Consider that strategic aims must take into account requirements to activity of enterprise from the side of internal and external factors: progress of industry trends, state of national economy, stage of life cycle of enterprise, character of competition and others like that.

The ground of aims must come true on the basis of approach of the systems to the management taking into account accordance to base strategy of enterprise [1].

The next stage is setting of norms of commodity supplies, which come true with the aim of determination of them optimal sizes, to have the opportunity to provide the planned volume of commodity turnover during trouble-free realization of commodities at minimum charges on their storage, forming, adjusting.

The next stage envisages planning of commodity supplies. At this level of management a basic task is the strategic planning of activity of enterprise at the market and co-ordination of inwardly-corporate tactics of management, which must

come true by the managers of higher link of guidance.

On the stage of the operative reacting there must be optimization of charges, search of ways of the most effective use of resources of enterprise, determination of criteria the optimizations related to the long-term aims of development of enterprise [2].

Suggest for the enterprises of trade to choose next whole controls of inventories:

- providing of efficiency and quality of maintenance of customers;
- adequacy of supplies;
- providing of profitability of commodity supplies;
- providing of the balanced development of supplies, taking into account strategies of enterprise at the user market.

Actions in relation to the operative adjusting of volume of commodity supplies and control after their state envisages realization of control of motion of realization and state kept reserves, determination of time of serve of order on delivery and optimal volume of party of delivery, development of chart of delivery of commodities, introduction of the system of measures of prophylaxis of origin of excess supplies and ground of politics of realization, exposure of reasons of formation of excess commodity supply and their volume.

Thus, the offered chart demonstrates the stages and sequence of forming of strategic control of inventories in the general system of strategic management of enterprise. Taking into account the prelude of Ukraine of world economic community to the modern Ukrainian trade enterprises it costs to inculcate more modern methods of control of commodity inventories.

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