

MERCHANDISING IS A MODERN TRADE OF SALES, MARKETING, PROMOTING, DISTRIBUTING, RETAILING, ADVERTISING, PUBLISIZING

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What is merchandising? Merchandising – is a part of marketing process, a modern technology of retail selling used by supermarkets, planning the best ways to do maximum sales.

It is widespread and popular nowadays and determines the methods of products selling, so the questions of Merchandising - are very actual. Merchandising origins from English word – «merchant», that means – seller.

Merchandising takes an interest of eventual buyers to the certain brands or groups in the places of sales without help of special shop assistants.

Due to Merchandising supermarkets use less sale peoples to sell products in the best way.

Purpose of Merchandising - to cause a desire of potential costumer to choose your commodity exactly.

Merchandising has own principles and rules. The Rule of presence, The Rule of location on shelves, The Rule of priority places, The principle of help a buyer, The Rules of placing of price-lists, The Rule of cleanness and exactness are the main rules of Merchandising.

The most interesting rule is The Rule of priority places. It provides that the priority place – is a place in the center of the supermarket, where near 80% of goods are selling. If I talking about alcoholic beverages, it would be situated straight to the movement, in place the most noticed for buyers. Buyers notice more goods which are situated to the right of them then to the left.

Merchandising gives answers for the great number of interesting questions! For example, how is it correct to place commodities on shelves that can considerably influence on the level of his sales?

How to do laying out and dispose selling aids so that a buyer pay on them attention and be able to read all publicity information?

What side to place a commodity to the buyer? How is it correct to compel the commodities of shelf?

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