

## MERCHANDISING

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Merchandising is the direction of marketing promoting stimulation of retails through attraction of attention to final buyers to certain brands or groups of terms of sale without active participation of experts. Merchandising makes the goods easily accessible for the consumer and the seller. The correct placement of the goods and advertising materials remind the buyer of the goods of your firm and influences their decision to purchase.

Merchandising problems include:

1. Informing the buyer about the place where he can find the goods produced by your company.
2. Granting all possible information about the goods and their price.
3. Attracting maximum attention to the area where the goods are placed.
4. Influencing the buyer for the purpose of his belief to make purchase immediately.
5. Granting tool after-sale service and support.
6. Supporting the shop, aspiration to raise its income due to the goods sale, and an increase in volumes of purchases consequently.

According to the researches, more than 70 % of buyers make a choice in favour of these or those goods just in a trading floor. To convince the buyer to make purchase, means that all advertising budgets have been spent knowingly. The statistics testifies: buyers leave 13 % more money in those shops where merchandising production is faultless. Places of sale can be divided conditionally into some marketing zones, where application of POS materials has the following features: external registration, an input zone, a trading floor, a place of the priority calculation, a cash zone. Merchandising production is important, as working towards the brand of the goods, the outdoor advertising or carrying out advertising activities. The matter is that merchandising is the series of measures, directed to the advancement of these or those goods, brands, packings in a selling area, i.e. the place where the seller has his last chance to.

Therefore today we witness a new trend because there appear lots of merchandising agencies, with staff merchandisers who provide the necessary research and placement of POS-materials.

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