

дукции. Всю информацию о составе продукта, энергетической ценности, способе приготовления и сроках годности покупатель найдет на фирменной упаковке.

Маркетинговая деятельность тесно связана со сбытом. Для создания благоприятных условий взаимовыгодного сотрудничества региональным представителям предлагаются: оптовые скидки, отсрочки платежей, доставка товара, предоставление в безвозмездное пользование морозильного оборудования.

УП «Минский хладокомбинат №2» осуществляет сбытовую политику на высоком уровне т.к. имеет устоявшиеся связи с розничной торговлей, хорошую складскую и транспортную базы, находится в черте города, в непосредственной близости от торговых предприятий.

UDC: 658.336:065

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INVOLVEMENT OF THE ENTERPRISE'S STAFF IN THE IMPLEMENTATION OF SLEEPFUL PRODUCTION

Changes in the environment are now sometimes unpredictable and poorly predictable. Any enterprise successfully exists as long as it adequately responds to changes in the external environment, ie changes itself. Carrying out of changes in the enterprise which are connected with reaction to changes of external environment, consist in necessity of adjustment of its various components: strategies; structures; technologies; business processes; culture; staff competencies, etc.

Now, in times of crisis, the task of maximizing the internal resources of the enterprise, reducing losses and optimizing processes are becoming very important issues. Lean manufacturing has proven itself in practice as the most effective way to save businesses in times of crisis.

Lean production is a proven approach to operational change. The introduction of a lean production system does not involve global modernization of production, purchase of new lines, equipment, in general, additional investment. This is a management concept aimed at optimizing business

processes with maximum market orientation and taking into account the motivation of each employee.

Lean manufacturing is not a technology that can be bought, installed at the plant and immediately see the desired result. Lean manufacturing is a philosophy of management, constant work on improving production processes, enterprise management and changing staff thinking. Since the driving force of Lean is a person, the selection of staff with the right motivation and its subsequent right incentives to engage in the implementation of lean production in the enterprise is an urgent task.

Personnel is a key element in the implementation of lean production, from the highest level to the workers. Usually, strategic and tactical goals in enterprises are known only to top managers. But the idea of Lean implies that each vertical link in the management of the enterprise must be aware of the objectives. At the next stage, conditions are created for the implementation of the goals, namely, measures are taken to motivate staff.

The most significant result of the implementation of the concept of lean production should be considered that improvements and improvements are not carried out on a case-by-case basis, but constantly by all employees, regardless of position. The improvement of business processes is not done by specially selected people in specially designated hours, but each, every day and in small steps.

In the last stages of implementation, the Kaizen tool is implemented. Kaizen is a continuous improvement, search for new ideas, use of new Lean tools.

Kaizen – an approach that involves the constant involvement and interest of staff in both personal development and continuous improvement of production. For the success of the implementation of lean production and continuous improvement in the enterprise it is necessary to form the readiness of all staff for change and ensure the involvement of all employees in this process.

Involvement involves the regular participation of employees in making decisions about how the work will be carried out; making proposals to improve activities; participation in goal setting, planning and monitoring of performance. The expediency of involving employees is based on the fact that people who are directly involved in any activity know its details and features better than managers. On the other hand, employees involved in the implementation of lean production are more motivated to successfully implement these innovations. The emergence of a conscious desire of employees to change the world around them is the best indicator that change is firmly entrenched in the company.

The path to successful implementation of lean production and continuous improvement in enterprises is quite difficult, as it is necessary to completely change the management system, staff thinking, be able to motivate him to actively participate, rather than hinder the implementation of the concept.

Lean production, which gives tangible results, is the painstaking work of each member of the team and each structural unit on the way to a lean enterprise.

УДК 339.138

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НЕОБХОДИМОСТЬ ИССЛЕДОВАНИЯ РЫНКОВ СБЫТА ОРГАНИЗАЦИИ КАК ОСНОВА ФОРМИРОВАНИЯ ЕЕ СБЫТОВОЙ ПОЛИТИКИ

Управление маркетингом на предприятии – это планирование и организация маркетинговой деятельности для достижения целей и задач компании. Маркетинг позволяет понять, в чем нуждается рынок. А затем – как дать рынку нужный продукт, сохранив при этом конкурентоспособность компании и получив хорошую прибыль. Главная задача управления маркетингом – обеспечить рентабельность производства и принести компании прибыль. Добиться прочного положения на рынке среди конкурентов.

Управление маркетингом включает в себя анализ проведения мероприятий, направленных на установление, укрепление и поддержание выгодных обменов с целевыми покупателями, с целью достижения необходимых уровней сбыта, прибыли и доли рынка.

Для любой компании продажа своих продуктов и создание эффективной концепции маркетинга являются очень важными, поскольку они могут означать успех или провал. Базовая концепция – это 4P модель в которую входят: price (стоимость), product (продукт), place (место продажи) и promotion (продвижение).

Подробнее рассмотрим место продажи, ведь продукт должен быть не только в нужном месте, но и в нужное время, чтобы потре-