TACTFUL MANAGEMENT

INFORMATION SERVICES AND RETAIL SALES: STRATEGIES, PARTICULARLY METHODS, SECURITY

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ABSTRACT

*T*he article defines trade service quality and proposes an object-oriented approachfor its essence interpretation, according to which such components as productoffering and goods quality, service forms and goods selling methods, merchandising,services and staff are singled out; a model of managing retail outlets trading service,which covers levels of strategic, tactical and operational management and is aimedat ensuring customers' perception expectations, achieving sustainable competitivepositions and increasing customers' loyalty is worked out; a methodology of tradeservices quality estimation that allows to carry out a comparative assessment ofcooperative retailing both in terms of general indicators and their individualcomponents, regulate the factors affecting trade services quality and have a positiveadministrative action is developed and tested; the results of evaluation of thecustomers' service quality in the consumer cooperative retailers, dynamics of overalland comprehensive indicators of measurement of trade service quality for selectedcomponents are given; the main directions and measures for improving tradeservices quality basing on quantitative values of individual indicators for each of thefive selected components (product offering and goods quality, service forms and salemethods, merchandising, services, staff) are stated.

KEYWORDS: *Sales services quality; Components; Product offer and goods quality;Attendance forms and sales methods; Merchandising services; Personnel; Sales services quality management model; Sales services quality comprehensive assessment technique.*

INTRODUCTION :-

        Improvement of sales services quality in retail companies, its correspondence toconsumers' expectations would make it possible to improve their competitivenessand loyalty of the population, receiving the said services.In order to improve the competitiveness of retail companies it is necessary todevelop methodical approaches, which would make it possible to carry out thecomprehensive

assessment of sales services quality both from the positions of acompany and a consumer and substantiate the directions of its improvement.Due to this, of paramount importance is both scientific and practical necessity ofconducting the research dedicated to the improvement of methodical approachesand development of directions for the improvement of sales services quality in retailcompanies. METHODS :-

Fundamental and applied work of domestic and foreign researchers in the field of thetheory and practice of sales activities of the market subjects, quality of salesservices, consumer loyalty study and retail sales efficiency assessment served astheoretical and methodological basis of the research. In order to reach the set goalsthe authors used dialectical and systemic approaches to the study of economicphenomena and processes; general scientific methods (observation, comparison,measurement); economic and statistical methods of data processing (grouping,comparison, index method); separate normative method of analysis and methods ofsocial study (questionnaire).For the study and approbation of the suggested technique of the trade service qualitycomprehensive assessment we have selected two self-service shops, which aretypical for consumer cooperation as they were built according to approximately onedesign, have the same sales area, analogical assortment and provide the same listof services . The survey questionnaire included questions, which feature the quality of tradeservice by the selected components: goods offer and goods quality (width, depth,renewal and sustainability of assortment, goods prices); service form and salesmethods (share of goods sold from the counter and by self-service method,settlement method, absence (presence) of lines, time spent for servicing of onebuyer, average number of items per one purchase etc.); featuring merchandising(satisfaction of consumers with merchandising methods – planning and layout ofequipment; convenience of goods selection; colors used for sales area design;lighting, aromas, etc.); featuring services (availability and quality of the providedservices); featuring personnel (employees' look, working place condition,communications with consumers, trade service culture, shop's sales area personnelqualifications etc.).Theoretical aspects of sales services quality study

The analysis of the structure and composition of consumer cooperation retail tradecompanies showed that the system of the Belgorod Oblast Consumer Unionwitnesses the trend for the growth of self-service shops – from 18 units in 2012 to 38units in 2013, including in the countryside – from 5 units in 2012 to 21 units in 2013.Retail trade self-service shops enjoy a number of advantages: reasonable use ofsales areas, opportunity for independent selection of goods for consumers,acceleration of service speed and sales methods etc., i.e. self-service shopspossess competitive advantages. Thus, it is reasonable to conduct trade servicequality assessment at consumer cooperation retail trade companies, which use selfservicemethods and have prospects for development.

SALES SERVICES QUALITY ASSESSMENT TECHNIQUE

We suggest the system of sales services quality assessment indicators, whichenvisages its assessment according to the selected components The suggested system of indicators makes it possible to assess sales services quality from the positions of a retail trade company. Sales services qualityimprovement ensures competitive advantages for consumer cooperation retail trade companies through the growth of real assets, which, in turn,improve the results of financial and business activities. Proceeding from this we have substantiated the strategic priorities in the sphere of sales services quality improvement at consumer cooperation organizations, which are connected with the creation of the united corporate chain, which envisages the development of unified With the view of providing the details of calculation we present the results of thecomprehensive indicators

calculation of trade service quality from the positions of aretail trade company and from the positions of consumers in the shop "Gastronom"of the Prokhorovka district consumer society and the shop "Minimarket" of theRakitnoye district consumer society, shown in Figure
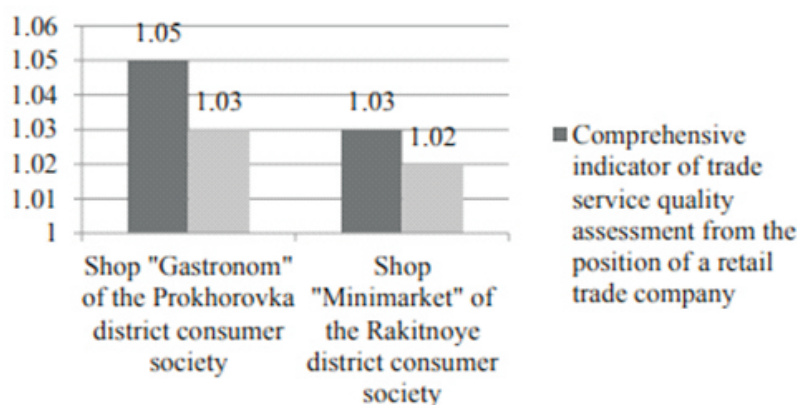

Figure 4: Results of comprehensive indicators calculation of trade service quality inthe shop "Gastronom" of the Prokhorovka district consumer society and the shop"Minimarket" of the Rakitnoye district consumer society The values of the comprehensive assessment of trade service quality from thepositions of the retail trade company appeared to be higher than those from thepositions of consumers, which is determined by the subjective overestimation by aretail trade company by separate components, which is connected with theopportunity of obtaining bonuses and a better position of a shop in the ratings ofconsumer cooperation retail trade companies.

CONCLUSION

The results of the sales services quality assessment from the positions of a retailtrade company make it possible to conclude that the quality of sales services at theshop Gastronom of the Prokhorovka district consumer society is by 0.02 pointshigher than that at the shop Minimarket of the Rakitnoye district consumer society, which is to a great extent predetermined by higher generalizing indicators of allselected components. Sales services quality assessment from the positions ofconsumers according to the survey makes it possible to conclude that the quality ofsales services at the shop Gastronom of the Prokhorovka district consumer societycorresponds to a greater extent to the expectations of consumers. Index values ofthe comprehensive indicator of sales services quality at the shop Gastronom of theProkhorovka district consumer society are 1.03 and those at the shop Minimarket ofthe Rakitnoye district consumer society – 1.02. The dynamics of the comprehensiveindicator at the shop Gastronom of the Prokhorovka district consumer society waspositively influenced by the measures connected with the provision of services as theindicator, which reflects the said process, has increased during the period understudy by 9%.

Summarizing the results of the conducted study it is necessary to note that salesservices quality improvement is an important factor of retail companies'competitiveness assurance.

The implementation of the suggested theoretical and methodical foundations and aset of measures on sales services quality improvement at consumer cooperationretail trade companies would ensure attraction of buyers, increase of sales volumesand would provide for retail trade companies' competitiveness improvement andgrowth of consumers' loyalty.

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