

Alla Cherep¹, Evgenia Makazan², Dmytro Savenko³, Serhii Skolybog⁴

THE ROLE OF RETAIL IN THE INNOVATIVE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

The expediency of using retail as an important segment of the economy, which allows establishing close relationships between enterprises that produce products and consumers of industrial enterprises, has been substantiated. It has been established that retail provides the formation of demand for products of manufacturing enterprises and is decisive in the process of choosing products on the market by consumers. It is noted that in the context of dynamic changes in domestic and international markets, it is retail that is aimed at the formation of preferences clients that are constantly changing with changes in technology, fixed assets, economic environment, fashion, market conditions, competition. The purpose and goals of using retail at industrial enterprises to optimize the processes of placement and promotion of products, the formation of supply and demand, the growth of production volumes and sales on the basis of the use of innovative merchandising tools and retail channels are allocated. The functions performed by retail for industrial enterprises are defined, which allows expanding product markets, increasing sales volumes, improving the quality of cooperation between consumers and industrial enterprises. It has been proved that the use of innovative digital technologies, which in conditions of a high level of competition become the main tool for ensuring the efficiency of retail at industrial enterprises, which ensures an increase in the technical and economic indicators of the activities of these enterprises. The results of the study made it possible to highlight the advantages and disadvantages of retail for industrial enterprises. It is proposed to use modern retail tools for the innovative development of industrial enterprises.

Keywords. Retail, Tools, Purpose, Goals, Functions, Competitiveness, Consumers, Customers, Innovative Development.

Lit. 11.

DOI: 10.32752/1993-6788-2025-1-284-338-344

Peer-reviewed, approved and placed: 13.02.2025.

Алла Череп, Євгенія Маказан, Дмитро Савенко, Сергій Сколибог

РОЛЬ РОЗДРІБНОЇ ТОРГІВЛІ В ІННОВАЦІЙНОМУ РОЗВИТКУ ПРОМИСЛОВИХ ПІДПРИЄМСТВ

Обґрунтовано доцільність використання роздрібної торгівлі як важливого сегмента економіки, що дозволяє встановлювати тісні зв'язки між підприємствами, що виробляють продукцію, та споживачами промислових підприємств. Встановлено, що роздрібна торгівля забезпечує формування попиту на продукцію виробничих підприємств та є визначальною в процесі вибору товарів на ринку споживачами. Зазначається, що в умовах динамічних змін на внутрішньому та міжнародному ринках саме роздрібна торгівля спрямована на формування уподобань клієнтів, які постійно змінюються зі змінами в технологіях, основних фондах, економічному середовищі, моді, ринковій кон'юктурі, конкуренції. Виділено мету та завдання використання роздрібної торгівлі на промислових підприємствах для оптимізації процесів розміщення та просування продукції, формування попиту та пропозицій, зростання обсягів виробництва та продажів на основі використання інноваційних інструментів мерчандайзингу та каналів роздрібної торгівлі. Визначено функції, що виконуються роздрібною торгівлею для промислових підприємств, що дозволяє розширювати ринки збуту продукції, збільшувати обсяги продажів,

¹ Zaporizhzhia national university. Ukraine.

² Zaporizhzhia national university. Ukraine.

³ Charitable Foundation "Mist"

⁴ Zaporizhzhia national university. Ukraine.

покращувати якість співпраці між споживачами та промисловими підприємствами. Доведено, що використання інноваційних цифрових технологій, які в умовах високого рівня конкуренції стають основним інструментом забезпечення ефективності роздрібної торгівлі на промислових підприємствах, забезпечує підвищення техніко-економічних показників діяльності цих підприємств. Результати дослідження дозволили виділити переваги та недоліки роздрібної торгівлі для промислових підприємств. Запропоновано використовувати сучасні інструменти роздрібної торгівлі для інноваційного розвитку промислових підприємств.

Ключові слова: роздрібна торгівля, інструменти, мета, цілі, функції, конкурентоспроможність, споживачі, клієнти, інноваційний розвиток.

Problem statement. The relevance of the research topic is determined by several factors. Firstly, there is a rapid development of retail in Ukraine, in particular in the segments of supermarkets, online stores and specialized stores offering organic and healthy products. This forces industrial enterprises (food industry) to constantly adapt their business models, introduce new technologies and improve customer service to meet the growing demands of consumers.

Secondly, modern trends such as e-commerce, environmental initiatives and social responsibility are increasingly influencing food retail. Consumers are becoming more conscious of their choices and prefer companies that are proactive in sustainability and environmental issues. This requires businesses not only to adapt their assortment, but also to rethink their corporate strategies. Effective retail also contributes to an increase in sales and profitability of food industry enterprises, as it provides products with better availability for consumers and provides an opportunity to quickly promote new products. Cooperation with large retail chains allows you to quickly bring new products to the market, test the reaction of customers and adapt the assortment in accordance with the results obtained. For example, the products of Nestle LLC are widely represented in supermarket chains, which makes it possible to track consumer demand for various types of goods, assess profitability and make strategic decisions to expand the range. In addition, the retail strategy allows Nestle LLC to implement seasonal and promotional promotions, which contributes to an increase in sales volumes in certain periods of the year.

A separate advantage of an effective retail strategy is the ability to increase consumer loyalty and create long-term relationships with the brand. This is achieved not only due to the wide availability of products, but also due to the correct work with retailers to ensure high-quality merchandising, promotions and loyalty programs. Availability of products in large chains such as Auchan or Metro Cash & Carry, It makes it possible to conduct a variety of marketing activities aimed at increasing customer engagement. The constant availability of products in popular outlets also contributes to the formation of positive associations among buyers, which increases the likelihood of a repeat purchase and consolidates the advantage of this brand over competitors.

Analysis of recent research and publications. Retail, or retail, is an important segment of the economy that plays the role of an intermediary between food producers and end consumers. It not only ensures the availability of goods, but also forms consumer demand, influencing consumer choice. Therefore, domestic and foreign scientists focus on the fact that in this context, industrial enterprises (food industry) face

new challenges that require an adequate assessment of their strategies in the field of retail, namely: Vysochyn I.V. [1], Kucher L. Iu., Rusyn-Hrynyk R. R., Parasiuk O.V. [2], Viktoriia Lisitsa [3], Nikolaychuk O.A., Kostakova L.D. [4], Nikolaychuk O.A., Lyzhnyk Y.B., Lypovetska Y.M. [5], Stepasyuk Ludmila, Staromynskyi Vitalii [6], Ogrenych Y.O., Cherep A.V., Zabelina D.Y. [7], Cherep O.G. [8, 9], Cherep O.G., Kotseruba A.V. [10, 11]. In the context of rapid changes in the economic environment, the development of technologies and changing consumer preferences, the retail market in Ukraine is becoming more and more dynamic, and highlighting the role of retail in the innovative development of industrial enterprises is relevant and timely.

Results of scientific research. Retail in the food industry is a complex process that includes all the stages necessary for products from the manufacturer to reach the end consumer. In this context, retail covers both traditional physical channels — super-markets, hypermarkets, small retail stores, specialized points of sale- and online platforms that have become an integral part of the modern market. the formation of offers, merchandising and brand promotion, since the correct choice and use of retail channels directly affect the availability of products for customers and the level of sales.

The main functions of retail for food industry enterprises include ensuring the constant presence of products on the market, which is crucial for such categories of goods as perishable products (dairy products, fresh meat, vegetables and fruits) and beverages. For example, for MHP PJSC (Myronivskyi Hliboproduct PJSC), which produces and supplies fresh meat products, it is important that its products are available in a large number of outlets and delivered to points of sale on time to maintain freshness. Thanks to a wide network of retail partners, the company can quickly respond to demand, expanding or narrowing the range depending on market needs.

The key goal of retail is also to expand the sales market, which allows food industry enterprises to attract new customers and increase their financial performance. To do this, many companies use diversified retail strategies. For example, Nestl  LLC actively cooperates with large supermarket chains to ensure that its products are presented in a wide range, and also expands its presence in specialized health food stores, taking into account the demand for organic and healthy products. This allows the company to simultaneously appeal to different categories of consumers- from mass buyers to those who prefer specialized and more expensive products.

Another important goal of retail for food companies is to build brand awareness. Companies actively cooperate with retailers to organize advertising campaigns at the point of sale, place the brand in the most prominent places, and ensure high-quality merchandising. For example, Coca-Cola makes extensive use of promotional materials and promotions in supermarkets, high-flow stores, and catering establishments to create an association of its brand with a pleasant consumer experience. Due to the fact that Coca-Cola products are present in almost all retail outlets - from small convenience stores to large shopping centers, the brand has gained worldwide recognition and is associated with quality and stability.

Thus, retail is not only a channel for the sale of products, but also a strategic tool through which food industry enterprises can achieve a wide range of business goals. An effective retail strategy helps to expand the market, increase sales and consolidate

brand awareness among consumers, which ultimately has a positive effect on the financial results of the enterprise and its position in the market.

In the food industry, retail encompasses a variety of distribution channels, each with its own characteristics, advantages, and limitations. Among the main types of retail, traditional retail formats, e-commerce and specialized stores that meet the needs of different categories of consumers stand out.

Traditional retail, which includes supermarkets, hypermarkets, and convenience stores, remains the most popular channel for selling food. Supermarkets and hypermarkets, such as Metro Cash & Carry and Auchan, offer consumers a wide range of products, convenient location and frequent promotional offers, which attracts mass buyers. They are important channels for large enterprises that can present their product range over large areas and achieve high sales volumes. Convenience stores, in turn, satisfy the need for convenience and quick access to basic products. However, this format is limited to a smaller retail area, which affects the variety of the assortment.

With the development of digital technologies, e-commerce is becoming more and more popular, which includes online stores and food delivery platforms such as Glovo and Rozetka. This type of retail allows food industry enterprises to reach an audience that prefers the convenience of ordering products from home. Online platforms allow you to significantly expand your geographic reach and provide a personalized approach to the customer, offering recommendations based on previous purchases. However, the main challenge in this type of retail is the organization of fast and high-quality delivery, as well as ensuring the freshness of products, which is especially relevant for perishable goods.

A separate type is specialized retail, in particular health food stores and organic stores. This format is focused on the growing demand for environmentally friendly and natural products and reflects new consumer trends in healthy lifestyles. Specialty stores provide a higher level of service and offer a limited but high-quality assortment, which is attractive to consumers looking for products with proven quality certificates. However, compared to traditional sales channels, such stores have a limited audience and require higher investments in marketing and consumer education.

Each of the types of retail has its own advantages and disadvantages for food industry enterprises. Traditional retail provides a high flow of customers and a stable sales volume, but requires significant logistics and merchandising costs. E-commerce allows you to reduce the cost of maintaining physical stores, but requires a reliable delivery system. Specialized retail creates unique opportunities for product positioning, but its effectiveness depends on high consumer loyalty and willingness to pay for premium products. Taking into account the characteristics of each type, food industry companies often use a combination of retail channels to maximize market coverage and adapt to new consumer trends.

Retail is an important tool for increasing the competitiveness of food industry enterprises, as it provides visibility and availability of products in the market, affects the formation of consumer loyalty, and provides an opportunity to adapt to rapid changes in consumer preferences. In today's environment, when competition among food manufacturers is becoming more and more fierce, a retail strategy that takes into account current market trends and changing needs of the audience allows enterprises not only to maintain their positions, but also to actively develop.

First, retail helps businesses build brand awareness and maintain a constant presence in consumers' minds. Placing products in popular retail channels such as supermarkets, hypermarkets, and specialty stores makes the brand more recognizable and associated with high quality. This is important for businesses looking to create a positive image among consumers. For example, the Rud company uses its own branded refrigeration equipment for its ice cream in retail outlets, which not only attracts the attention of customers, but also strengthens the brand, creating an association with quality and reliability. This strategy helps to increase confidence in products and stimulates spontaneous purchases.

Secondly, it is important for food industry enterprises to have access to up-to-date information on changes in consumer preferences and market trends, which allows them to adapt their retail strategy to new conditions. In particular, there is a growing interest in healthy and organic products, which forces manufacturers to include in their assortments products with a minimum amount of artificial additives, without preservatives, sugar and with increased nutritional value. MHP (Myronivsky Hliboproduct) actively responds to these trends, expanding the product line that meets the requirements of healthy eating, as well as developing cooperation with retailers to promote such products on store shelves. Thanks to this, MHP ensures not only the relevance of its products, but also grows in the segment of consumers who value a healthy lifestyle.

Effective retail also contributes to an increase in sales and profitability of food industry enterprises, as it provides products with better availability for consumers and provides an opportunity to quickly promote new products. Cooperation with large retail chains allows you to quickly bring new products to the market, test the reaction of customers and adapt the assortment in accordance with the results obtained. For example, the products of Nestl  LLC are widely represented in supermarket chains, which makes it possible to track consumer demand for various types of goods, assess profitability and make strategic decisions to expand the range. In addition, the retail strategy allows Nestl  TV to implement seasonal and promotional promotions, which helps to increase sales volumes at certain times of the year.

A separate advantage of an effective retail strategy is the ability to increase consumer loyalty and create long-term relationships with the brand. This is achieved not only due to the wide availability of products, but also due to the correct work with retailers to ensure high-quality merchandising, promotions and loyalty programs. Availability of products in large chains such as Auchan або Metro Cash & Carry, It makes it possible to conduct a variety of marketing activities aimed at increasing customer engagement. The constant availability of products in popular outlets also contributes to the formation of positive associations among buyers, which increases the likelihood of a repeat purchase and consolidates the advantage of this brand over competitors.

Conclusions. Therefore, retail in the food industry is an important means of increasing competitiveness due to its ability to provide the brand with a constant presence, flexibly adapt to market changes and actively interact with the end consumer. An effective retail strategy allows enterprises to expand the sales market, increase sales and profitability, ensure the innovative development of industrial enterprises, as well as maintain a high level of customer loyalty, which is the basis stable growth in the dynamic conditions of the modern market.

The introduction of modern information technologies in the field of supply management and logistics allows you to optimize management processes and reduce costs. For example, automating processes with inventory monitoring and demand forecasting systems provides a high level of accuracy in decision-making. We believe that the development of their own online sales channels, namely the creation of e-commerce platforms, allows enterprises to reduce dependence on large retail chains and significantly expand their markets.

1. Vysochyn I. Adaptive development of network retail in the conditions of European integration of Ukraine. *Economy and society*, 2023. № 51. DOI: <https://doi.org/10.32782/2524-0072/2023-51-48>
2. Naumova T., Kyrylieva L., & Lemeshko Y. Transformation of the network retail market of Ukraine in the conditions of global crises and war. *Economy and Society*, 2023 (56). URL: <https://economyandsociety.in.ua/index.php/journal/article/view/3077>
3. Kucher L. Iu., Rusyn-Hrynyk R. R., Parasiuk O.V. Sutnist i vydy ryteilu yak seredovyscha rozvytku e-komertsii. *Efektivna ekonomika*, 2023 № 11. DOI: <http://doi.org/10.32702/2307-2105.2023.11.20>
4. Viktoriia Lisitsa. Omnikanalni prodazhi: tendentsii, problemy ta perspektyvy rozvytku v ukrain-skomu ryteili. *Problemy i perspektyvy ekonomiky ta upravlinnia*, 2017 № 2 (10), pp. 100–110. URL: <http://ppeu.stu.cn.ua/article/view/117093/111189>
5. Nikolaychuk, O.A., Kostakova, L.D. Trends in the development of network retailers of Ukraine. *Trade and market of Ukraine*. 2021. № 2 (50). P. 51–58. <https://doi.org/10.33274/2079-4762-2021-50-2-51-58>
6. Nikolaychuk O. A., Lyzhnyk Y. B., Lypovetska Y. M., Directions for assessing the consumer potential of the retailer's trade service area. *Trade and Market of Ukraine: No 1(51) (2022): Thematic Collection of Scientific Papers "Trade and Market of Ukraine"*. <https://doi.org/10.33274/2079-4762-2022-51-1-38-44>
7. Stepasyuk Ludmila, Staromynskyi Vitalii. New trends and challenges of domestic food retail. *Economy and Society Issue 59 / 2024*. DOI: <https://doi.org/10.32782/2524-0072/2024-59-20>.
8. Cherep O.G. Marketing: Teaching Aid. Kyiv: Condor Publishing House, 2021. 728 p. URL: <https://condor-books.com.ua/ekonomichna-literatura/marketynh-navchalnyy-posibnyk-dlya-zdobuvachiv-stupenya-vyshchoyi-osvity>
9. Cherep O.G. Evaluative approach to determining the effective innovative development of enterprises. *Ukrainian Journal "Economist"*. Odessa National Economic University. 2021 № 9. C. 47– 49.
10. Cherep O.G., Kotseruba A.V. Formation of the system of marketing commodity policy. *Bulletin of Khmelnytskyi National University. Series "Economic Sciences"* 2021, № 1. c. 320–323.
11. Cherep O.G., Kotseruba A.V. Marketing pricing in a free market. *Marketing pricing in a free market. Bulletin of Khmelnytskyi National University. Series "Economic Sciences"* 2021, № 2. c. 140–144.

-
1. Vysochyn I. Adaptive development of network retail in the conditions of European integration of Ukraine. *Economy and society*, 2023. № 51. DOI: <https://doi.org/10.32782/2524-0072/2023-51-48>
 2. Naumova T., Kyrylieva L., & Lemeshko Y. Transformation of the network retail market of Ukraine in the conditions of global crises and war. *Economy and Society*, 2023 (56). URL: <https://economyandsociety.in.ua/index.php/journal/article/view/3077>
 3. Kucher L. Iu., Rusyn-Hrynyk R. R., Parasiuk O.V. Sutnist i vydy ryteilu yak seredovyscha rozvytku e-komertsii. *Efektivna ekonomika*, 2023 № 11. DOI: <http://doi.org/10.32702/2307-2105.2023.11.20>
 4. Viktoriia Lisitsa. Omnikanalni prodazhi: tendentsii, problemy ta perspektyvy rozvytku v ukrain-skomu ryteili. *Problemy i perspektyvy ekonomiky ta upravlinnia*, 2017 № 2 (10), pp. 100–110. URL: <http://ppeu.stu.cn.ua/article/view/117093/111189>
 5. Nikolaychuk, O.A., Kostakova, L.D. Trends in the development of network retailers of Ukraine. *Trade and market of Ukraine*. 2021. № 2 (50). P. 51–58. <https://doi.org/10.33274/2079-4762-2021-50-2-51-58>
 6. Nikolaychuk O. A., Lyzhnyk Y. B., Lypovetska Y. M., Directions for assessing the consumer potential of the retailer's trade service area. *Trade and Market of Ukraine: No 1(51) (2022): Thematic*

Collection of Scientific Papers "Trade and Market of Ukraine». <https://doi.org/10.33274/2079-4762-2022-51-1-38-44>

7. Stepasyuk Ludmila, Starominskiy Vitalii. New trends and challenges of domestic food retail. *Economy and Society* Issue 59 / 2024. DOI: <https://doi.org/10.32782/2524-0072/2024-59-20>.

8. Cherep O.G. *Marketing: Teaching Aid*. Kyiv: Condor Publishing House, 2021. 728 p. URL: <https://condor-books.com.ua/ekonomichna-literatura/marketynh-navchalnyy-posibnyk-dlya-zdobuvachiv-stupenya-vyshchoyi-osvity>

9. Cherep O.G. Evaluative approach to determining the effective innovative development of enterprises. *Ukrainian Journal "Economist"*. Odessa National Economic University. 2021 № 9. S. 47- 49.

10. Cherep O.G., Kotseruba A.V. Formation of the system of marketing commodity policy. *Bulletin of Khmelnytskyi National University. Series "Economic Sciences"* 2021, № 1. S. 320-323.

11. Cherep O.G., Kotseruba A.V. Marketing pricing in a free market. *Marketing pricing in a free market. Bulletin of Khmelnytskyi National University. Series "Economic Sciences"* 2021, № 2. S. 140-144.