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KEY INDICATORS FOR EVALUATING RETAIL TRADE FOR THE INNOVATIVE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

The indicators that characterize the efficiency of retail for industrial enterprises are studied. Specific examples of the use of retail at food industry enterprises are given. Financial and non-financial indicators of retail assessment at food industry enterprises have been determined. The studied tools for assessing the effectiveness of retail allow industrial enterprises to conduct a comprehensive analysis of their activities and predict their innovative development. The use of the studied tools is aimed at the innovative development of enterprises and contributes to the formation of the strategy of a competitive industrial enterprise. The influence of financial and non-financial indicators of retail efficiency on the range of products of industrial enterprises, the speed of adaptation of the assortment policy of the enterprise to changing consumer preferences, the competitiveness of products in the markets, the market value of products in different segments, and the pricing policy are determined. It is proposed to take into account non-financial indicators when assessing the effectiveness of retail, namely: the level of customer satisfaction, customer loyalty and conduct marketing research, which take into account a variety of methods that also allow analyzing consumer feedback on product quality, service and consumer experience in taking into account the wishes of consumers on social media platforms. The necessity of using modern approaches to retail valuation using tools and methods of collecting and analyzing big data (Big Data) has been substantiated, which allows enterprises to make the right management decisions to optimize the range and sales volumes, improve marketing strategies, increasing the efficiency of their activities

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КЛЮЧОВІ ПОКАЗНИКИ ОЦІНКИ РОЗДРІБНОЇ ТОРГІВЛІ ДЛЯ ІННОВАЦІЙНОГО РОЗВИТКУ ПРОМИСЛОВИХ ПІДПРИЄМСТВ

Досліджено показники, що характеризують ефективність роздрібної торгівлі для промислових підприємств. Наведено конкретні приклади використання роздрібної торгівлі на підприємствах харчової промисловості. Визначено фінансові та нефінансові показники оцінки роздрібної торгівлі на підприємствах харчової промисловості. Досліджені інструменти оцінки ефективності роздрібної торгівлі дозволяють промисловим підприємствам проводити комплексний аналіз своєї діяльності та прогнозувати їх інноваційний розвиток. Використання досліджених інструментів спрямоване на інноваційний розвиток підприємств та сприяє формуванню стратегії конкурентоспроможного промислового підприємства. Визначено вплив фінансових та нефінансових показників ефективності роздрібної торгівлі на асортимент продукції промислових підприємств, швидкість адаптації асортиментної політики підприємства до зміни споживчих уподобань, конкурентоспроможність продукції на ринках, ринкову вартість продукції в різних сегментах та цінову політику. Запропоновано враховувати

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нефінансові показники при оцінці ефективності роздрібної торгівлі, а саме: рівень задоволеності клієнтів, лояльність клієнтів та проводити маркетингові дослідження, які враховують різноманітні методи, що також дозволяють аналізувати відгуки споживачів щодо якості продукції, обслуговування та споживчого досвіду з урахуванням побажань споживачів на платформах соціальних мереж. Обґрунтовано необхідність використання сучасних підходів до оцінки роздрібної торгівлі з використанням інструментів та методів збору та аналізу великих даних (Big Data), що дозволяє підприємствам приймати правильні управлінські рішення для оптимізації асортименту та обсягів продажів, удосконалення маркетингових стратегій, підвищення ефективності своєї діяльності.

Ключові слова: *роздрібна торгівля, показники, ефективність, інноваційний розвиток, коефіцієнт оборотності, обсяги продажів, оптимізація, ринок, споживачі, інструменти, методи.*

Problem statement. Retail performance indicators for industrial enterprises help companies assess how successfully they sell their products on the market, how consumers react to products, and what aspects need to be optimized to increase competitiveness. One of the most important indicators is the sales volume, which reflects the total number of products sold and is an indicator of demand. For example, Nestle-Ukraine LLC constantly monitors the sales volumes of its popular products, such as KitKat chocolate bars, in various retail channels. This allows you to understand which channels are most effective in reaching consumers and whether it is worth expanding the assortment in certain market segments.

Analysis of recent research and publications. The innovative development of industrial enterprises depends on many factors that allow to increase the efficiency of their activities, to ensure the competitiveness of both products and enterprises. The decisive among these components of the innovative development of industrial enterprises, especially food industry enterprises, is occupied by retail, which was studied by domestic scientists, namely: Antonyuk Y.M. [1], Kelman V.D. [2], Krivosheev M., Petkova V.V., Kruppa I.V. [3], Lysa S.S. [4], Mykolaichuk I.P. & Silkina Yu.V. [5], Tsurska B.G. [6], Cherep O.G. [7, 8, 12, 13], Cherep A.V., Reva D.S. [9], Cherep O.G., Kornev A.M. [10, 11], Cherep O.G.& Bekhter L.A. [14]. Therefore, a comprehensive analysis of retail for food industry enterprises in Ukraine, an assessment of its efficiency, as well as the study of the prospects for their innovative development are extremely relevant issues.

The article is aimed at studying the indicators of retail efficiency and providing reasonable conclusions about the current state of retail in the food industry of Ukraine and determine ways to optimize it, which will help enterprises not only survive, but also successfully develop in the conditions of the modern market.

Results. One important indicator is the number of transactions and the average check, which reflects consumer behavior and allows you to assess how actively customers respond to the company's offers. The number of transactions makes it possible to determine the frequency of purchases, while the average check allows you to understand the average cost of purchase in each retail channel. By analyzing these indicators, companies can draw conclusions about the needs of consumers in different regions and make adjustments to their pricing policy and assortment. For example, companies JSC "Rud" and LLC "AVK" actively analyze the average bill in different regions of Ukraine, which helps them adjust prices for new products in accordance with the purchasing power of the local population.

The turnover ratio of goods is an indicator that reflects the speed of sales of products and allows you to effectively manage inventory, especially for perishable goods. High turnover indicates that products do not lie on store shelves, which is critically important for food industry enterprises, where maintaining the freshness of products is the main requirement. For example, MHP PJSC (Myronivskyi Hliboproduct PJSC) monitors the turnover of its meat products to ensure quick replenishment of stocks in supermarkets. This allows the enterprise not only to maintain optimal inventory, but also to avoid losses due to damage to goods, which can lead to significant financial costs.

Thus, the efficiency of retail at food industry enterprises is evaluated using a set of indicators, each of which performs its important function in tracking demand, assessing consumer behavior and optimizing inventories. The volume of sales, the number of transactions and the average check, as well as the turnover ratio of goods allow enterprises to make informed decisions to increase profitability and maintain competitiveness by quickly responding to market changes and adapting retail strategies to new conditions.

Financial and non-financial indicators of retail valuation in the food industry are integral tools that allow enterprises not only to analyze their activities, but also to predict future innovative development. The effective use of these indicators helps to understand which aspects of the business need improvement and which strategies can bring maximum results and ensure effective innovation activities.

One of the key financial indicators is the margin of products, which reflects the profitability of sales and includes taking into account the costs of production, promotion and distribution of products and retail. This indicator allows businesses to assess how profitable it is for them to sell a particular product. For example, Roshen regularly analyzes the margins of its confectionery products across various distribution channels, such as its own stores, online resources, and supermarkets. This approach allows you to identify the most profitable products and optimize the assortment, focusing on those products that bring the highest profitability. As a result, PrAT "Roshen" can adapt its pricing policy by lowering the prices of less profitable goods or increasing their cost in segments with high demand, which contributes to an overall increase in profitability.

In addition, product margins provide important information for management decisions. It can be used to develop new products: if a company has found that certain ingredients or combinations of products provide high margins, this can encourage innovation and the introduction of new products into production. In this way, businesses can adapt to changing consumer preferences, which in turn increases their competitiveness in the market.

The level of customer satisfaction is also an important non-financial indicator, since it directly affects consumer loyalty and, accordingly, sales volumes. Customer satisfaction scores are carried out using a variety of methods, such as surveys, focus groups, analysis of reviews on social media platforms, and the use of the NPS (Net Promoter Score) index. For example, Nemiroff LLC actively uses post-shopping surveys to collect data on consumer experience and product satisfaction. This data helps the company identify the strengths and weaknesses of its assortment, as well as find out which aspects of service can be improved.

With this approach, Nemiroff LLC can make changes to packaging, product design, assortment, or even sales strategies, focusing on the products that receive the highest ratings from consumers. As a result, a company can significantly increase its reputation and increase customer loyalty, which is an important aspect in the competition in the market.

Another important indicator is the return on investment (ROI) for retail channels, which allows you to evaluate the effectiveness of spending on retail activities, advertising, and merchandising. This figure is especially important for large companies like Coca-Cola, which are constantly investing in marketing campaigns to promote their products. Coca-Cola evaluates the effectiveness of its promotions in supermarkets and fast food chains by analyzing how much profit they make in response to the invested funds. This allows the company not only to determine the most effective advertising channels, but also to adapt its strategy according to changing market conditions.

In particular, Coca-Cola can compare the ROI of different campaigns, determining which ones generated the highest revenue in a given period, allowing the company to plan a budget for future campaigns more efficiently. This not only provides cost savings, but also allows you to focus on the most profitable areas, thus increasing the overall efficiency of the business.

In general, financial and non-financial indicators of retail valuation in the food industry are an important tool for management decisions. Product margins, customer satisfaction levels, and ROI help businesses not only understand their strengths and weaknesses, but also adapt their strategies to rapidly changing market conditions. This allows companies to remain competitive, grow in an increasingly competitive environment, and provide a high-quality service to their customers. Thus, a systematic analysis of these indicators is critical to achieving success in the food industry.

Data collection and analysis tools and techniques are critical for evaluating retail in the food industry, as they allow companies to better understand consumer needs, optimize their inventory, and improve sales efficiency. Among the modern approaches that are actively used by enterprises, Big Data analysis occupies an important place. This method allows companies to collect and process huge amounts of information from various sources, which makes it possible to predict the demand for products and personalize offers for consumers. For example, Nestle-Ukraine LLC uses Big Data to monitor sales in real time, allowing it to respond quickly to changes in demand. Thanks to this, Nestle-Ukraine LLC can optimize its retail assortment, adapting it to the needs of consumers and ensuring maximum profitability.

In addition, market research also plays an important role in collecting data on consumer behavior. By using techniques such as focus groups and surveys, businesses can gain a deeper understanding of consumer preferences and trends. For example, Obolon PrJSC conducts research based on surveys and focus groups to assess consumer attitudes towards new drinks. These studies not only allow you to determine which products can be successful in the market, but also to understand how consumers perceive the brand and its products. Based on the data obtained, Obolon PrJSC can improve its marketing strategies by adapting advertising to specific consumer segments, which, in turn, increases sales efficiency.

Conclusions. One of the most important tools for collecting data in retail is POS analysis (Point of Sale), which allows you to track sales data at points of sale. This method is indispensable for monitoring the availability of products and assessing their popularity. For example, AVK LLC actively uses POS analysis to understand which products are the most popular in certain regions. responding to changes in demand in different locations. This approach not only avoids shortages or surpluses of goods, but also ensures the most efficient use of resources, which in turn increases profitability.

The use of these tools and methods of data collection and analysis helps food industry enterprises to remain competitive in a rapidly changing market. Through a detailed analysis of data on demand, consumer behavior, and sales performance, companies can make informed decisions aimed at improving the assortment, increasing the level of customer service, and optimizing retail strategies. This, in turn, helps to increase sales and strengthen positions in the market, as well as forms consumer loyalty to the brand. Therefore, the systematic analysis and use of data collection tools becomes the key to the success of food industry enterprises in difficult market conditions.

As a result of the study, recommendations were developed for adapting the assortment policy of food industry enterprises to changes in consumer preferences and the introduction of business analytics to optimize inventory management. It was also proposed to develop relationships with retailers through the creation of joint marketing campaigns, which will strengthen the brand and increase consumer loyalty. It is recommended to implement sales diversification strategies, including the development of our own online channels, which will help reduce the risks associated with dependence on large retail chains.

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