

**RELATIONSHIP SYSTEM FORMATION WITH THE PARTICIPANTS
OF THE COMPANY'S PRODUCTS DISTRIBUTION**

The crucial prerequisite for success is the company's ability to develop and actively use relationships with the participants of products distribution process. The process of forming relationships with members of the products distribution of an enterprise involves awareness of these relationships value and the determining options for their development.

An overview of current economic literature reveals the following approaches to the building relationships format: an evolutionary approach (the development of relationships with all partners regardless of their relevance from an economic point of view) and an evaluative one (as one of the levels of relationship analysis). Building up the format of relationships with the members of the enterprise products distribution is proposed in terms of the distribution efficiency, asset allocation and development of relations.

The management of companies' products distribution in the system of long-term relationships with the distribution members consists of isolating the prospective participants of the enterprises product distribution with the determining (performance) factors to be «improved» and the resource support of identified directions of its improvement, which can be calculated by linear programming and nonlinear programming, including the Lagrange's method.

As a leverage to encourage cost-effective behavior of the company's products distribution members, the authority of a specialist, a referent and relations of equitable exchange are considered. The transition from one activity coordination instrument of the product distribution members to another is seen as a consequence of common interests, provided with social adaptability, business, information exchange, marketing – mix, resources, organizational structure of enterprises.