

## IMPROVEMENTS IN MANAGEMENT OF DISTRIBUTION AND SALE OF PRODUCTS OF A TRADE ENTERPRISE USING DIGITAL TECHNOLOGIES

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**Key words:** *distribution and sales management system, logistics processes, digital technologies, CRM-system, trading company.*

The article substantiates the need to create and improve an effective management system for distribution and sales of a trade enterprise. The efficiency of distribution and sales policy of a trade enterprise is shown. The main shortcomings and problems are analyzed. In the logistics system of the enterprise there is a significant amount of unproductive losses. In particular, the company has a long period of inventory turnover and low turnover, a significant amount of time is lost in the delivery of goods to the consumer, which requires significant financial investment in inventory storage.

The peculiarities of the scientifically substantiated concept of lean production are investigated. Its application for further development of the sales management system of the trade enterprise is recommended. The essence of lean production is to eliminate actions that take time but do not create value, as well as to create conditions during which other actions that create value are integrated into the ongoing logistics process. A set of measures is proposed, which provide for the reorganization of the scheme of logistics processes at the enterprise to optimize business processes between structural units and eliminate resource losses in the logistics chain.

The main conditions for building a system of economic distribution in the studied enterprise are formulated. In particular, it is necessary to determine what shapes the value of goods for customers, and increase it. It is necessary to determine all the necessary actions in the chain of work with the consumer and eliminate the loss of time and money. Restructure all stages of work so that they represent continuous business processes.

The introduction of CRM-system for automation of business processes and interaction with clients is substantiated. The market research of CRM-systems is carried out and the optimal CRM-system for the considered enterprise is determined. Carrying out an analysis of the feasibility of the proposed solutions, the project risk assessment is provided. The most probable and dangerous risks for the project are shown, in particular: difficulty with mastering the software by the personnel of the organization, lack of experience of employees for project implementation, lack of expected result from CRM-system implementation, resistance to changes. Conclusions are made on the prospects of implementing a CRM-system to improve the management system of distribution and sales of a trading company.

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