

WAYS OF DEVELOPMENT OF DOMESTIC RETAIL IN THE POST-WAR PERIOD

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Key words: retail, development, retail relief, internal characteristics, development program, digitalization, logistics, omnichannel, own brand, consumer engagement.

The article presents the principles of finding ways to develop domestic retail in the postwar period. The state of domestic retail during the period of military threat is studied. The main trends of its development are highlighted: changes in the relief of Ukrainian retail and internal characteristics of trade enterprises.

The profile of operating facilities of different market segments is established on the basis of changes in their number and percentage from the total number to military action. Sparklines of each of the market segments were built, which allowed to visually show the dynamics of changes in March-May 2022 and determine the variability of the retail profile over three months.

The nature of growth dynamics in the system of enterprises of different segments and the pace of network recovery are established. The change of product profile in the studied period is analyzed and the TOP-3 enterprises that occupy the largest share in providing services to consumers are identified. It is proved that the relief of retail changes under the influence of factors related to martial law, territorial changes, the speed of recovery of the network in case of operational safety.

The internal characteristics of Ukrainian retail during the war are highlighted, including: changed work schedule, survival issues, priority of ethics, planning processes for a short period.

Various examples of economic success in rebuilding countries are considered. The plans for the post-war reconstruction of Ukraine proposed by international organizations and the announced program for the development of the national economy in the postwar period are analyzed. Such a program provides for the transition from the raw-agricultural-raw type of economy to the technological type and the creation of a new structure of the economy.

Trade is singled out as a sphere of the national economy that ensures the livelihood of the population. The ways of development of Ukrainian retail in the postwar period are offered, among which: digitalization of the main trade and technological processes; construction and improvement of logistics; optimal combination of offline and online formats; development of own brand; formation of the customer base on the basis of research of consumer behavior.

The content of each of the proposed areas is given. Emphasis is placed on the formation of customer relationship management (CRM) and digitalization of business. The importance of the organization of effective promotion of goods and their storage to increase sales and improve transport and warehousing logistics is considered. It is proved that the successful format of retail operation is the omnichannel model. Own brands are considered an integral part of retailers' activities and attracting loyal customers to ensure sufficient sales and profitability.

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