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SALES POLICY IMPLEMENTATION CHANNELS AS AN IMPORTANT ELEMENT OF ENTERPRISE

Annotation. *Sales policy is an important component of the activities of any enterprise, as it ensures the effective delivery of products from the manufacturer to the final consumer. For enterprises in the dairy processing industry, sales are of particular importance, as dairy products belong to goods of everyday demand and have a limited shelf life. This requires a well-organized distribution system, established supply channels, and effective interaction with retail chains.*

Keywords: *sales policy, competitive positions, dairy products, sales channels, enterprise activity, intermediaries.*

The dairy processing industry plays an important role in ensuring Ukraine's food security and is one of the key components of the agro-industrial complex. It provides the population with a wide range of products, including milk, fermented dairy products, cheese, butter, and other goods. At the same time, enterprises in this industry operate under conditions of high competition, changing consumer preferences, fluctuations in raw material prices, and increasing quality requirements for products. Effective sales policy for dairy processing enterprises involves selecting optimal product sales channels, creating partnerships with retail chains and distributors, and using modern logistics solutions and marketing tools. It is also important to take into account regional market characteristics, the level of purchasing power of the population, and the development of retail trade. The investigation of the sales policy of dairy processing enterprises in Ukraine is due to the need to improve the efficiency of product sales, strengthen the competitive positions of enterprises, and ensure a stable supply of high-quality dairy products to consumers.

Channels for implementing sales policy are an important element of an enterprise activities, as they ensure the movement of products from the manufacturer to the final consumer. For dairy processing enterprises, the right choice of sales channels is of particular importance due to the perishable nature of dairy products and the need to ensure their fast and safe delivery. The use of effective sales channels make it possible for enterprises to expand their sales markets, increase sales volumes, and strengthen their competitive positions.

Direct sales channel. The direct sales channel involves the sale of products directly from the manufacturer to the final consumer without the participation of intermediaries. This sale method can be carried out by the enterprise own branded stores, retail outlets at the production site, or online stores. The advantage of direct sales is the ability to have complete control over the sales process, pricing, and quality of customer service. In addition, the enterprise earns higher profits, as there are no costs associated with intermediaries. However, this channel requires significant costs for organizing the retail network and logistics.

Indirect sales channel. The indirect sales channel involves selling products through intermediaries. Most often, such intermediaries are wholesale companies, distributors, and resellers. In this case, the dairy processing enterprise sells its products to wholesale buyers, who then sell them to retail outlets or directly to consumers. Such channel makes it possible to expand significantly the geography of sales and reduce the costs of organizing the enterprise own sales network.

Sales through retail chains. One of the most common sales channels for dairy products is cooperation with large retail chains of supermarkets and stores. Due to such outlets, the enterprises can provide consumers with wide access to their products. The advantages of this channel include high sales volumes, stable demand, and the opportunity to promote the brand. At the same time, cooperation with retail chains is often accompanied by high requirements for product quality and logistics, as well as additional costs for marketing services.

Wholesale markets and distribution companies. Another important sales channel is the sale of products through wholesale markets and distribution companies. Such intermediaries are engaged in the purchase of large batches of products from manufacturers and their subsequent distribution among retailers. This channel makes it possible to sell large volumes of products quickly and reduce logistics costs. It is especially effective for enterprises that operate in large territories or supply products to different regions of the country.

Public catering establishments. Dairy processing enterprises can also sell their products through catering establishments, such as restaurants, cafes, canteens, bakeries, and confectioneries. These establishments use dairy products as raw materials for preparing various dishes and desserts. Such sales channel ensures stable demand for products and contributes to the formation of long-term partnerships between producers and catering establishments.

Online sales and delivery services. In modern conditions, the sale of products through online platforms and delivery services is becoming increasingly popular. Enterprises can sell their products through their own online stores, marketplaces, or by cooperating with food delivery services. This sales channel makes it possible to expand the range of consumers, increase purchasing convenience, and adapt to modern trends in the development of e-commerce.

During the period of war in Ukraine, the dairy processing enterprises operate under difficult economic and logistical conditions. Disruptions in supply chains, decline in the population purchasing power, population migration, and work instability in certain regions significantly affect the organization of sales and promotion of dairy products.

Thus, the implementation channels of sales policy for dairy processing enterprises can be diverse and include both direct and indirect forms of sales. The effective combination of various sales channels makes it possible for enterprises to ensure stable sales of products, expand sales markets, and meet consumer needs. The right choice of sales channels is an important condition for the successful functioning of dairy enterprises.

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ЗАСТОСУВАННЯ ВІДКРИТИХ AI-ТЕХНОЛОГІЙ ДЛЯ МІНІМІЗАЦІЇ ЕКОНОМІЧНИХ ТА СОЦІАЛЬНИХ НАСЛІДКІВ В УМОВАХ ВОЄННОГО СТАНУ (НА ПРИКЛАДІ АВТОМАТИЗАЦІЇ КОМУНІКАЦІЙ ЗВО)

Анотація. У тезах розглядається проблема перевантаження комунікаційних каналів закладів вищої освіти в умовах воєнного стану, дефіциту кадрів та фінансових обмежень. Запропоновано інноваційний підхід до створення інтелектуального голосового агента на базі відкритої IP-АТС Asterisk та мультимодальної моделі штучного інтелекту Google Gemini Live API. Завдяки наскрізній архітектурі з потоковою передачею аудіо та математичним перетворенням частоти дискретизації «на льоту», система забезпечує природний живий діалог із мінімальними затримками. Доведено, що автоматизація телефонних консультацій дозволяє гарантувати фізичну безпеку персоналу під час повітряних тривог, зменшити емоційне виснаження працівників та суттєво мінімізувати економічні витрати інституцій у кризових реаліях.