

УДК 339.187

СПОСОБЫ СТИМУЛИРОВАНИЯ СБЫТА НА ПРЕДПРИЯТИЯХ
РОЗНИЧНОЙ ТОРГОВЛИ
RETAIL SALES PROMOTION TECHNIQUES

К. В. ЖИГАРЕВА

Научный руководитель М. Н. ГРИНЕВИЧ, канд. экон. наук, доц.

Консультант Е. Н. МЕЛЬНИКОВА

БЕЛОРУССКО-РОССИЙСКИЙ УНИВЕРСИТЕТ

Sales promotion is one level or type of marketing aimed either at the consumer or at the distribution channel. It is used to introduce a new product and to increase sales.

Sales promotion is aimed at the consumer, the seller, the reseller. Suppliers want to get a discount on goods. To encourage customers they use coupons, bonuses, distribution of free samples, contests, discounts etc. Their aim is to increase the number of buyers. It is necessary to create better working conditions for shop assistants in order to improve the level of service.

Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service. The most typical examples of sales promotions are:

- a) free gifts;
- b) discounted prices;
- c) vouchers and coupons.

First, “RolfTreyd” used radio advertising to stimulate consumer demand. It did not have any effect. Then, the company tried encouraging consumers through SMS sending. There was a positive growth. It can be concluded that using the radio is not very effective in this case.

In June two supermarkets prepared product bundles: a RitterSport chocolate bar and a packet of tea. Information about the offer was presented in a monthly promotional leaflet and sent through SMS. In June, sales increased two and a half times. In August, it returned to the previous level. In both supermarkets the sales increased.

The company “RolfTreyd” should pay attention to the following.

1. Consumer stimulation. It is important to use the Internet as a means of consumer’s stimulation. Internet marketing is important because increasing numbers of consumers conduct online search before they make a purchase.

2. Suppliers stimulation. The analysis revealed that the “RolfTreyd” does not use any incentives for suppliers. Today it is very important to have a reliable supplier because of competition.

3. Recognition of the company’s shop assistants. Employee recognition is aimed at improving the quality of customer service, developing professional skills, as well as encouraging employees to make proposals suggestions on various activities of the company, e.g. service development and its improvement.