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SUMMARY

Aniskova Oksana Grigoryevna

THE STRATEGY OF COMMERCIAL ACTIVITY OF RETAIL TRADE ENTERPRISE

Key words: retail trade, trade enterprise, commercial activity, strategy, strategy of commercial activity, strategic planning, concept, complex approach.

Object of research: is retail trade and retail trade enterprises of consumer cooperatives of the Republic of Belarus.

The purpose of research: is to elaborate and ground conceptual foundations of the strategy of commercial activity of retail trade enterprises and improve methodical approaches to its strategic planning based on learning home and foreign scientific works and up-to-date practice.

The basic methods of research have been scientific common methods: economical and mathematical, statistical, analytical method, economical analysis method, matrix method and questionnaire method.

Scientific novelty and significance of the obtained results: the essence of concepts "strategy of commercial activity of trade enterprise" and "strategy of commercial activity of retail trade enterprise" have been determined; kinds of strategy of an enterprise, distinctive features of long-term and strategic planning have been systematized; the structure of commercial activity of retail trade enterprise has been worked out, the contents of its elements has been presented; the system of the elaborating process and the system of the choice of strategy of commercial activity of retail trade enterprise, the system of indexes of evaluating the state of retail trade of consumer cooperatives of the Republic of Belarus have been offered; the methods of complex analysis of commercial activity of retail trade enterprise have been improved; the system of risks of retail trade enterprise is presented; the approach to the choice of strategy of commercial activity of trade enterprise is offered; the tools of strategic analysis and planning of trade enterprise have been grouped according to the criteria of using them at different stages of elaborating strategy of commercial activity of retail trade enterprise.

Field of application: the results of research are used in teaching process of Byelorussian Trade and Economic University of consumer cooperatives as well as recommended by Belcoopsoyuz management board to practical use by district consumer societies.