

Summary

Subject matter: Management of trade companies of the net format (on the example of “Tander”, ltd.

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Customer organization: “Tander”, ltd. Rostov-on-Don, ul. Very Panovoi, 39/104.

Topicality of the research: At present the net business in the retail trade is an actively developing form of market interaction, but in modern conditions it also needs new, effective instruments, methods and mechanisms which generates the need for a deep scientific elaboration of the processes under way, including those from the position of planning, functioning, management of the work of those economic subjects.

In this connection the study of the key directions of work and management of trade nets of the sphere of retail trade represent special topicality and practical significance.

Objective of the research: is the formation of methodological recommendations on the improvement of the effectiveness of management of companies of the net format of the sphere of retail trade services of the region in the conditions of the market.

To achieve the goal set it is necessary to solve the following tasks:

-to examine the content and notion of retail trade in the content of the stages of development of the Russian retail;

-to determine the factors and conditions influencing the development and territorial expansion of trade organizations of the net format;

-to reveal the principles of the organization and mechanism of management of regional trade nets;

-to examine the modern state and directions of the development of the net retail trade in Rostov region (on the example of the trade company of the net format “Tander”, ltd.;

-to look into various aspects of the methods of the determination of the correlation between the formation and development of trade nets and peculiarities of the region;

-to develop the directions of the increase in the effectiveness of management of the structures of the net format of the sphere of retail trade services in the region on the basis of the employment of marketing tools.

Theoretical and practical significance of the research: is the possibility of the use of the results of the research in the process of the development and realization of rational marketing directions on the problems of the increase in the effectiveness of management of the structures of the net format of the sphere of retail trade services in the region.

Results of the research: 1) “Tander”, ltd. as well as many companies of the net retail trade in Rostov region has considerable resources to improve the system of management of the company; 2) the author developed the conceptual model of the increase in the effectiveness of management of the structures of the net format of the sphere of retail trade services, whose realization stimulates the consideration of the economic policy in the region.

Recommendations: the results and proposals of the research can be used in the design of the target programs and projects of the development of the sphere of retail trade, business, differentiated of the management and quality of services of the sphere of retail trade.