

ABSTRACTS

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I.V. Popovychenko

ANALYSIS OF THE POSSIBILITIES OF IMPLEMENTING CATEGORY MANAGEMENT ACTIVITIES IN PRODUCTION AND TRADE ENTERPRISES

Implementation and development of the concept of category management in business practices as a means of rational organization of resources to improve the efficiency of the final result (increase in sales), is relevant and worthy of the attention of specialists. Traditionally used category management in retail networks, and is considered as the management of shopping space and a range based on the separation range for a group of similar products. But, we offer to analyze the possibility and the features of implementation of category management for commercial and industrial enterprises, as the concept of rational building a business based on the process approach.

The article proposes principle of transformation of the organizational structure of the enterprise in the matrix during the implementation of category management on the basis of the process approach (business process reengineering). Proposed principle allows to identify how costs by category (business processes) and by functional area. Comparing these costs with income (revenue) from the sale of each category, you can talk about the performance of each category manager (A, B, C) and, accordingly, their motivation on the basis of these indicators. The result of the implementation of category management for production and commercial enterprise will improve its competitiveness by improving not only the product itself, but also by improving the process of bringing the product to the end user.