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ABOUT CONCEPT OF TRADE DEVELOPMENT IN A CITY

Trade as an important area of the national economy has significant influence on the competitiveness of the state. One of the indicators in determining national competitiveness in the global competitiveness index is the efficiency of the market for goods and services.

Considering the role of trade in the formation of life of the population, its development in large cities gets great value that should be reflected in the concept.

Modern approaches to the definition of large cities allowed us to refer to them those where lives at least 670,000 people. Dnipropetrovsk is one of these cities, which entered the top 20 richest cities in Ukraine.

An important feature and characteristic of these cities is to assess their infrastructure on the criterion number of grocery supermarkets, shopping centers and sports complexes.

Dnipropetrovsk region on goods market efficiency in Ukraine occupies 17th place out of 27 with a score of 4.09 while the average value of 4.26, although the size of the market takes 2nd place in Ukraine. The main contribution of great city is Dnepropetrovsk.

The necessity of forming the concept of trade big city explained by the fact that in Ukraine, they define the social, economic, political, legal and other aspects of national life.

The concept includes components: goal, objectives, directions and conditions of trade of the city, the main directions of trade regulation, resource provision and criteria for socio-economic and cost-effectiveness of trade, the main result of the implementation of the concept.

In order to develop such a concept is to define a set of measures of a different nature to ensure uninterrupted supply customers with safe and high-quality goods in sufficient quantity and variety that is the basis for sustainable development of trade and income growth in the city's budget.