THE CONDITIONIS OF SALES ACTIVITY OF RUSSIAN INDUSTRIAL ENTERPRISES

© 2009 L.S. Vereschagina*

Keywords: sales activity, wallpaper manufacture, analysis of bankruptcy.

The article illustrates the analysis of the dynamics of basic macroeconomic indices, shows how the indices have changed since the beginning of the economic crisis. We try to research the crisis influence on the state of finances and the sales activity of the Russian wallpaper manufacturers.

The conditions of the sales activity of Russian industrial enterprises are determined by the conditions of Russian economy (which reflects the main macroeconomic indices of the GDP [Gross Domestic Product], such as industrial production, investment, foreign trade, buyers' expenditure, turnover of retail trade).

The period of 2000-2007 and the first half of 2008 were the period of economic and financial stabilization, and also the period of the victory of the long economic crisis of the market reforms. The analysis of the most important indices of social and economic development showed, that in those eight years internal basis for a steady increase was not formed in the economy. The dynamics of the GDP [Gross Domestic Product] during these eight years was formed by external factors, not by internal ones. The Government centralized the major part of the raw rent. Domestic demand was formed out of the budget expenditure on the base of the withdrawal of raw rent. In the last two quarters of 2008 the influence of world financial crisis on the economy of Russia became perceptible. The reduction of the oil prices sent all the basic indices of net increase of the Gross Domestic Product downward.

In 2008 the GDP added 7.3% in its volume, compared to 2007. Industrial production

Wallpaper production output in Russia in 2003-2008, mln rolls

	Factory, region	Year						03/08, %	07/08, %
		2003	2004	2005	2006	2007	2008		
1	Kof Palitra Moscow region	-	2,700	8,906	12,688	15,471	15,56	0,00	100,58
2	Saratov oboi	18,724	14,547	13,834	15,938	13,167	10,15	54,21	77,09
3	Erismann Moscow region	-	0,000	6,823	7,863	7,700	7,59	0,00	98,57
4	Turinsk pulp and paper factory	4,065	3,182	4,668	4,765	5,275	4,46	109,72	84,55
5	Mayakprint, Penza	6,712	6,694	4,765	3,784	4,379	4,40	65,55	100,48
6	Moscow Wallpaper Factory	2,682	3,094	2,528	2,989	3,174	3,05	113,72	96,09
7	Rostovbumaga	5,394	5,218	5,030	5,029	2,881	-	0,00	0,00
8	Sovetskiy CBZ	7,782	6,082	4,091	3,008	1,626	-	0,00	0,00
9	Bryansk Region	-	0,000	1,018	0,895	0,984	0,82	0,00	83,33
10	Permoboi	1,241	0,653	0,853	1,042	0,923	1,17	94,28	126,76
11	Novosibirsk	-	0,000	-	-	0,026	-	0,00	0,00
12	Dekor, Moscow region	3,076	2,865	2,301	1,971	-	-	-	-
13	Tulabumprom	10,429	4,776	0,166	0,000	-	-	-	-
14	Vyborg CBZ	2,135	1,624	0,999	0,003	-	-	-	-
15	«Rubikon» Ulyanovsk region	-	0,000	0,242	0,249	-	-	-	-
16	Syktyvkar bumisdelia	3,929	1,724	-	-	-	-	-	-
17	Vologda region	0,276	0,512	-	-	-	-	-	-
18	Others	-	0,000	3,944	1,841	-	9,60	-	-
19	Total	66,447	53,671	60,168	62,045	55,588	55,90	84,13	100,56

* Lyudmila S. Vereschagina, associate Professor of Saratov State Social and Economic University. E-mail: mila_dos@yahoo.com.

in 2008 increased by the 2.1%, compared with 2007, its dynamics reveals the triple retardation of the industrial increase (in 2007 the volume gain of industrial production was 6.3% of 2006). The volume of investment increased by 9.1%, compared to 2007 (in 2007 the increase was 21.1%, compared to 2006). In 2008 the real income of the population grew by 2.7%, compared to 2007 (in 2007 the increase was 10.7%, compared to 2006). The crisis of 2008 would not have been so heavy, hadn't the economy been one-sided, raw materials export-oriented and hadn't those centralized of finances and domestic demand depended on the natural gas export prices.

In 2009 and the subsequent years it is again necessary to solve the problems of stability: reduction in inflation, restoration of investment process, formation of the processes of long-term and short-term crediting, development of good branches and productions of processing industry, creating special support for the internal factors and sources of their development.

An increase in the basic macroeconomic indices in 2000-2008 happened with the retention of serious disproportions to the structure of the industry of the country. The volume of production output of the processing production in 2008 was only 82,1% , compared to 1991. The problems of the second sector of the national economy are characteristic for one of the sub branches - wallpaper industry. Within the period from 2003 through 2008 the branch experienced a significant decrease in the volumes of production output (15,87%), but in 2008 the volume of wallpaper production in the country increased by 0,56% in a comparison with 2007 (see table).

Lyubimtzev Y. On the way to innovative evolution of financial system in Russia // Economist. 2008. № 12.

Ivanov L. Is the growth of raw materials is coming to the end? // Economist. 2008. № 10.

Semenov S.. Industry in agricultural complex of Russia in January-August 2008. // Economist. 2008. № 11.

Received for publication on 26.05.2009