

REGULATION OF COST PRICE FROM F-TECHNOLOGY POSITION IN PRICING MOTOR TRANSPORTATION SERVICES

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The efficiency of management demands the application of scientific methods and the system approach to them. F-technologies allow to provide stability and system harmony at minimum expenses. The research shows that new pricing is formed on the basis of the expended method and the competitive tariff is defined from the value of straight lines of the cost price component in motor transport enterprises.

Management of the cost price is an actual issue nowadays, when it is aimed at the reduction of the extra goods or services and the increase of profitability of the enterprise.

Pricing in the market of motor transportation services now has spontaneous character. It is necessary to establish balance and stability. Such condition is based on the correlation of components through the proportions of “gold section”. The value of the structure consists in minimum expenses for its sustainability. I. Ivanus’ research of the model of harmonious equilibrium market leads to the conclusion, that

$$\frac{P_{const}}{P_{var}} = \frac{P_{min}}{P_{max}} = 0,62, \quad (1)$$

where P_{const} is the constant price; P_{var} is the variable price; P_{max} is the maximum price; P_{min} is the minimum price.

The further analysis has led to the following ratio:

$$\frac{\{P_{aver}; P_{max}\}}{\{P_{min}; P_{aver}\}} = \frac{0,38}{0,62} \cdot \quad (2)$$

Such approach to harmonious equilibrium market is based on its division into two parts *cost price (an expenses part) + profit (a profitable part)*.

But A.S. Haritonov considers that the models of economic balance can be based not on two, but on three parameters. And together with A.I. Ivanus they make a conclusion, that “... the seller, the buyer and the external competitive environment” are these three subsystems. Thus, we receive the following statement:

$$50\% + 30,9\% + 19,1\% = 100\%. \quad (3)$$

The use of the “golden section” principle allows the enterprises to make a well-grounded decision on service cost, gives the chance of choosing the price interval in the conditions of competition, of income promoting preservation of stability of the organization, and of maintenance of the equilibrium harmonious market.

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* Margarita A. Zotkina, post-graduate student of Siberian Automobile and Highway Academy. E-mail: ATK1253@mail.ru.