

## WAYS OF IMPROVING PRODUCTION SUPPLY IN THE SYSTEM OF ENTERPRISE MANAGEMENT

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The article considers production supply as one of the functional spheres of enterprise activity. Using the example of certain enterprise the main sales problems are revealed, ways of improving enterprise functioning in marketing system are suggested.

Supply, production and sales of the ready-made goods are the main issues of the economic activity of industrial enterprise. At present there is a necessity in using marketing system of management in all the functional spheres of enterprise activity, but mainly it refers to the sales sphere. In the situation of sever competition the main task of managing supply system is to get and maintain a significant market share and beat the competitors.

Sales are treated as the complex of promotion procedures in the market (forming the demand, orders processing, dispatch, delivery) and payment procedure. The main aim of sales is the economic interest of the supplier (making profit).

The idea of “improvement” in a broad sense is the regular qualitative change of any object targeted at improving its condition and giving him the characteristics necessary for meeting the aims of its functioning and the environment. The process of improving the sales system is the continuous process of implementing its rational forms, methods and ways of its reconstruction and development, rationalizing its separate sides, control and drawbacks on the basis of the continuous evaluation of the correspondence of control system to internal and external conditions of enterprise functioning.

Every separate company can rationalize sales system taking into account its internal and external conditions and the degree of its efficien-

cy, as well as sales policy accomplished at the enterprise.

Sales policy should correspond to business concept as well as target course. The author analyses the sales in the marketing system of enterprise management in food industry using the example of Samara bread-baking plant N9.

At present the following scheme of information and material flows is used at the enterprise. The enterprise has the supply agreement with most of its consumers. The agreements contain information concerning the terms of supply, payments and quality. However there is no information about price, quantity, discounts and production types.

The company provides discounts for quick payments, paying in advance, big orders. Occasionally the company can provide free transportation.

All shops should daily place the orders for the next day till 24.00 of the current day. It means that production is based on the received orders. In real life many consumers place standard orders and change them in if necessary.

Every day after 2 pm the employee of sales department calculates the orders for next day production. The orders are registered in a special journal on every type of production. These journals make the base for production supply plans. Supply department makes the delivery plan on every consumer.

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