

LOGISTICAL SYSTEM OF RESOURCES MOVEMENT IN CONSUMER MARKET

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Keywords: consumer market, soft drinks, system of resources movement.

The object of research is the market of nonalcoholic production of Orenburg region, organizational-economic relations between the participants of logistical systems of resources movement in the market of nonalcoholic production.

Today the market of soft drinks is one of the most fast-growing consumer markets of Russia. The inhabitants of Russian city began to pay more attention to healthy food and physical form. The growth of "healthy" segments considerably exceeds the growth of categories. The most vivid example of this tendency is the growth of demand for soft drinks. Demand has huge value in market development. Demand gives information to manufacturers what is necessary to make, in what quantity, what quality, and at what price.

The object of the research is the market of nonalcoholic production of Orenburg region, organizational-economic relations between the participants of logistical systems of resources movement in the market of nonalcoholic production.

It is necessary to reveal the features of the functioning of logistical system of resources movement in the market of nonalcoholic production.

In Orenburg region 55 retail markets corresponding to federal legislation are functioning at the moment, having 21.8 thousand trading places and 31 wholesale markets having 9.1 thousand trading places.

Retail and wholesale markets are subdivided into:

- ◆ municipal property - 31 markets;
- ◆ consumers' cooperative society - 20 markets;
- ◆ private property - 34 markets.

Specialization of the markets looks in the following way:

- ◆ universal - 64 markets;
- ◆ specialized - 4 markets (including food, auto-markets, ware, building, fruit-and-vegetable);
- ◆ agricultural - 8 markets.

It is possible to notice the growth of the sales of retail trade.

In 2009 in comparison with 2008 the sales of alcoholic production in connection with the Federal program against alcohol and smoking has decreased.

The regional centers direct production to regional centers value of distribution and storages, whence production is released to sales representatives. Then sales representatives sell soft drinks in retail shops.

In 2008 in comparison to 2007 a gain from Open Company sales "the National water company" has made - 109 %. The profit on sales has increased to 122.2 %, the average number of the personnel has increased also and has made 107 %.

The cost price of sold production in 2008 has increased and has made 96.6 % that is connected with the increase in fund of payment of workers (158 %).

The accounts payable has increased by 145 % in 2008 in comparison with 2007. It is connected with the acquisition of new equipment, and also connected with a rise in prices for gasoline. The debt receivable has increased in 2008 in comparison with 2007 and has made 102 % that testifies the inopportuneness of calculations.

Production stocks in warehouses in 2008 in comparison with 2007 have decreased and have made 106 % that testifies a stable demand for soft drinks.

In 2009 in comparison with 2008 Open Company position "National water company" has a little worsened. A gain from sales in 2009 in comparison with 2008 has made 64.3 %. The profit on sales has made 54 %. The cost of the basic means in 2009 remained at the same level as in 2008.

Also has made 111.3 %.

In 2009 the gain from sales in comparison with 2008 has increased on 64.3 %. The cost

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price of the sold goods has increased also and has made 72,2 % in 2009. It is connected with additional expenses for attracting the new personnel and increase in the fund of payment. At the expense of the growth of sales the accounts payable in 2009 in comparison with 2008 has decreased and has made 106.5 %. The debt receivable in 2009 in comparison with 2008 has increased and has made 113 %. It speaks about the incorrect organization of terms of payment for the sold production.

Stocks have decreased in 2009 in comparison with 2008 and have made 96 % that speaks about fast sales of production.

As a result, having studied the problems of functioning of system of selling soft drinks, pre-conditions for working out the algorithm of designing and formation of distributive mesosystem, system of sales, mesosystems of movement of resources are created.

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