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## INFLUENCE ON THE MARKET INFRASTRUCTURE ACTIVITIES TRADE ENTERPRISES

Ensuring the effective operation and development of trade enterprises in a competitive environment is supported by certain elements of the infrastructure market. Due to the formation of close organizational and economic relations trade enterprises with elements of market infrastructure needs are met in the relevant goods, services and achieved socio-economic effect.

The term “infrastructure” is considered as a set of enterprises, organizations and institutions of different legal forms create the organizational and economic conditions to accelerate the movement of goods and money, increase investment opportunities in enterprises and provide maintenance and regulation of the continuous and efficient operation and development of the market economy.

Allocate production, industrial, institutional, servicing and integrated approaches to the definition of infrastructure as an economic category.

Considering the concept of “infrastructure” should take into account the peculiarities of the relevant product market or enterprise, because not all elements of the infrastructure may be involved in the supply of resources and contribute to development. This suggests that in the process of interaction the elements of market infrastructure is an influence of environmental factors and there are changes in the economic system.

Infrastructure market performs a number of functions: it contributes to market participants in the implementation of its own economic interests; provides efficiency and effectiveness of business entities on the basis of specialization of individual activities; the supervision and regulation of business entities.

Allocate specific features of infrastructure: this sector of the economy of common purpose; it is inherent in the nature of collective consumption; infrastructure capital-intensive, they require a large initial investment; infrastructure – these industries are long paid off.

In a competitive market infrastructure is constantly changing, due to the influence of institutional and structural factors, the lack of an effective system of control and monitoring of market instability and constant change of the legal regulation of the operation and the subjects of the market infrastructure, the lack of effective mechanisms for the development of national economy, etc.

In order to ensure the effective operation and development of trade enterprises appropriate to allocate the resource, financial-credit, scientific-research, legal-organizational infrastructure subsystem of the market, each of which has corresponding elements, which are represented by business entities and perform certain functions. Elements of the infrastructure of market are designed to provide quality service to trade enterprises, to create conditions for the timely and continuous resource support.

The mechanisms of cooperation with the subsystems of market infrastructure and trade enterprises that will contribute to the organizational-economic, social and regulatory for effective functioning and development of market infrastructure entities and commercial enterprises in particular.

Bringing products from the manufacturer to the end user can be done through a variety of enterprises infrastructure of the consumer market, including directly by the producers themselves through the implementation of flagship stores; intermediaries working on behalf of the manufacturer or on their own (distributors, representative offices); wholesale market (large and medium-sized wholesale structures); enterprises of wholesale and retail trade, selling goods in small batches; retailers represented by different retail formats.

Depending on the channels of distribution of goods, the level of trade margins, effective demand and the needs of consumers is determined by the number of infrastructure (trade enterprises) in the consumer market.

To ensure the effective operation and development of trade enterprises, a model of the market infrastructure, this has elements of subsystems that contribute to their development.

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