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Commodity reserves management of supply formation on cheese market of Ukraine

Scientific problem. The food security of our country depends on the sustainable development of the national food market. In this market the dairy products occupy a substantial part in general and cheese market in particular. Sustainable development of cheese production market necessitates the use of cost effective and

science-based tools for the efficient functioning of the market subjects.

Analysis of recent researches and publications. The problems of the consumer market formation according to the demand and supply were studied by Ukrainian scientists: S.V. Mocherny about the specifications of the factors, affecting on the situation of the consumer market; V.D. Bazylevych, N. I. Hrazhevskа, I.I. Mazur et al. about the establishment of causal and consequence relationship between

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price and supply on the market; V.A.Tochilina, T.O.Ostashko, A. A. Lakhno and others about the analysis of the cheese producers' sales activities. The category of supply in terms of its nature in the market mechanism was investigated by Mr. C. McConnell and S. Brue. Although, the question of commodity stock management methods in the formation of the supply on the consumer market has not been investigated yet.

The objective of the article. On the basis of analysis and synthesis of theoretical principles concerning the supply on consumer market to ground the ways of stock commodity management of cheese products in formation of supply on Ukrainian market of cheese.

Statement of the main results of the study. Trade must continually receive the commodity resources from the sphere of production to successfully satisfy the qualitative and effective demand of consumers, which represent the volume and structure, supply of goods in the consumer market. Thus, the right balance between effective demand, retail turnover and necessary for its coverage volume of commodities is one of the most important market proportions, which should be followed in process of the consumer market in the national economy.

In economics the problems of supply in the market mechanism were studied by many scientists, and therefore there are different interpretations of the term. Specifically, K. McConnell and S. Brue [1] believe that supply - is a scale that shows the different amounts of the product, which the manufacturer is willing and able to produce and offer for sale on the market for the specific possible price in a certain time. The situation in the consumer market is caused by the influence of many factors, significant among which are: production costs; marketing strategies of the manufacturer (when entering new markets, prices may be lower); increase of the fair competition, which leads to increased supply and reduced (at least not increased) prices; introduction of innovations that reduce the cost of production; level of taxes (obviously, a decrease stimulates production capacity); prices for other goods (at lower prices, such as curd cheese may increase the production of rennet cheese [2, p. 182].

Formation of the cheese market in the national economy is done in a short period of time without significant changes in manufacturing technology, productivity and operates almost perfect competition, in which many vendors operate, each of them individually is unable to influence the market pricing.

In the causal relationship between the price of cheese production and its amount, which the manufacturer is able to provide for the market, the law of supply appears. The essence of the law of supply is that the higher the price (other things being equal), the more goods at a price producers (sellers) are willing to put on the market for the definite period of time, and conversely, the lower the price, the fewer goods the manufacturer would be able and willing to supply in the market [3, p. 224].

The law of supply has the characteristics of development, such as the law of demand. That is their interaction takes place in a market mechanism under the direct influence of the consumers thus consumer demand. The supply of goods in the consumer market of the national economy, as well as demand is not only performed in an individual form, but also in the aggregate (market) supply as a total sum of individual supplies. The main source of dairy products supply formation in general and cheese in particular, are the enterprises of the dairy industry in Ukraine.

Economic dairy industry practice of enterprises proves that their activities are experiencing problems regarding the sale of products. This is especially true for the cheese sales to the foreign market, which has a direct impact on the domestic market of the national economy. Thus, according to Ukrainian scientists – economists V. O. Tochylina, T. O. Ostashko, O.O. Lakhno and others [4, p. 275] proportion of dairy companies whose products were banned for import to Russia in 2012 was 70%.

Domestic enterprises of dairy industry produce all kinds of cheese. Data describing the production of various types of cheese in Ukraine are shown in Figure 1. The information on this chart indicates that during the period from 2011 in 2014 the dynamics of different types of cheese are varied. So, no fresh cheese fermented in 2013 compared with 2011 increased by 9.4% and in 2014 compared with

2013 decreased by 10.8%. As to the more useful to use types of cheese, there's an obvious decline of production, and hence the supply. For the production of cheese since 2011 by 2014 shortened by 27.0% and rennet cheeses – about 25%.

Supply and demand for cheese products is in a complicated dialectical relationship, which mediates in the market mechanism of relations between production and consumption. The ratio between supply and demand, its development, largely determine the amount of stock commodities. In turn, to ensure market balance be-

tween demand for cheese and its supply some inventory is needed. In market economy conditions the movement of product from manufacturer to consumer is mediated by the sustained acts of sale, which are determined by the demand for goods. In accordance with this the system of goods supply of retail network should bring to consumers the goods in sufficient quantity and variety, into the convenient for buyer place with a high level of service, i.e. minimum cost of consumption, the most prepared for consumption form, while providing a high quality service.

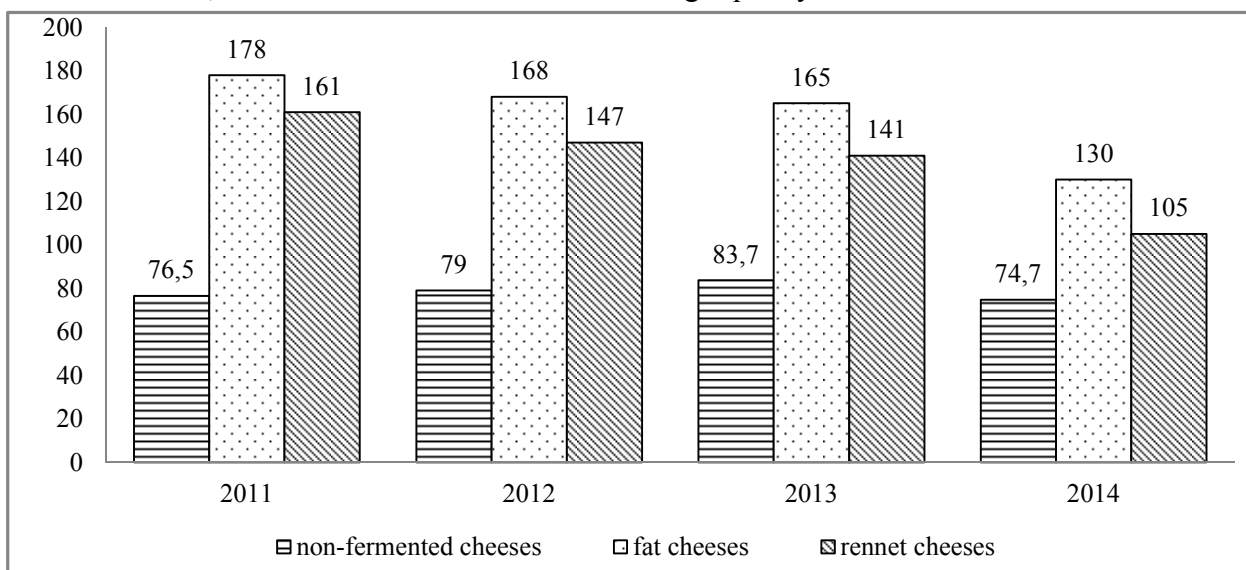


Figure 1. Production of cheese in Ukraine by type in the 2011-14, thousand tons

Source: author calculated the data of the State Statistics Service of Ukraine [5, p. 103].

Meanwhile, usually placement of trading assortment in space and their changes over time do not match. This is explained, in particular, by the deepening of specialization of production at an increasing development of demand complexity. Meanwhile, goods should be offered to the consumer in compliance with its demand i. e. in its trading range. So the movement of production of cheese from the producer to consumer - is not just the movement in space, but a rather painstaking process of converting product range into trade range, which is connected with the concentration of its commodity stocks of the products which are produced by a lot of milk processing plants. At the same time an important condition is providing the lowest possible volume of total reserves, accelerating the turnover.

Commodity stocks and their volume are directly related to future trade volume. Index of

commodity circulation time characterizes the average time of goods in circulation, namely in the wholesale and retail trade; in the storerooms of milk and other businesses, as well as on the way to their realization to the consumers.

The time of commodity circulation is certainly a turnover of the goods and is measured by the relevant indicator that is calculated on the basis of the average inventory turnover over the definite period of time and characterizes the time of an average commodity stock turnover. Commodity stocks, which are calculated both in both monetary and physical indicators and on days of commodity stock turnover (method of dividing the sum on a one-day turnover), characterize their condition on a certain date. An index of commodity stocks in days of commodity turnover gives primarily retailers and to some extent the wholesale marketing company's management an idea of the number of days

the stocks commodities will provide the predictable commodity turnover.

Implemented effective demand for a certain period (t) for production of cheese (P_{nt}) can be expressed in the following equation:

$$P_{nt} = H_{ct} + 3_t^n - 3_t^k - B_t,$$

H_{ct} – receipt of cheese products in the distribution network during the t -th period;

3_t^n – cheese product inventories at the beginning of the t -th period;

3_t^k – cheese product inventories at the end of the t -th period;

B_t – the natural loss of cheese products during the t -th period.

Based on this level, we can calculate the t -th period of entering the distribution network of cheese output, taking into account the transitional stocks commodity and natural expenses, namely:

$$H_{ct} = P_{nt} - 3_t^n + 3_t^k + B_t$$

Usually in the economic calculations to decide stocks, commodities management t period can take the values: a quarter, half of a year, three quarters, a year or the other period.

Due to the fact that the commodity turnover of the social product includes the time of production and circulation time, the reduction of circulation time leads to the reduction of the time of the reproduction process. Consequently, the less time the product is in warehouses and businesses or on the road the less is the general volume of the commodity inventories at one and the same commodity turnover, the sooner one commodity turnover is made or the less time is needed for the commodity turnover.

Excess commodity stocks slow turnover of goods, leading to overstocking and additional costs, and the lack commodity stocks lead to failures in customer service and loss of customers because some of them will buy a similar product from another vendor. So obviously the loss of competitive position clear.

Equally important is the choice of the place of transformation of the cheese product range into the trading range. Depending on this in the certain link of the relevant goods movement (at the milk processing enterprises, wholesale and retail trade) inventory a modern material and technical base and the system of appropriate process management should be created. All of

that is connected with certain costs. The choice of the place for sorting cheese production predetermines the form of commodities supply to the retail trading network, which could be a transit or a storage.

The criterion of choice of product range transformation of dairy enterprises in trade is predetermined by that form of goods movement is a minimum of total cost of production, circulation and consumption. The criterion of optimality within the certain errors minimum costs for the production can be accepted, storage and management of various types of cheese inventory. In particular, much attention all levels of management that shape the cheese market, should focus on inventory management. Currently, our country has not yet developed a clear system of inventory management. Although in countries with developed market economies the scientific problems of rather powerful inventory management were studied in 50 years of the last century.

Meeting the needs of consumers of cheese products is made mainly due to the functioning of a variety of stores, namely small, medium, large and the largest. [6, p. 21]. Revenues of different types of cheeses in almost all kinds of shops, which include cheese products in its range are carried out through the wholesale trade that is through the specialized distribution centers where supplies are stored. The last have been created on a commercial basis on the dairy processing enterprises within the national economy. So, for the effective formation and use of these resources economically feasible is the creation of a scientific inventory management.

Block - scheme of the cheese product inventory management system creation is presented in Figure 2. Its operation must be carried out under the laws of feedback.

The fundamental point to establish a system of inventory management is its organizational structure and the development of regulations on the functioning of individual units of the structure. The functions of departments activities and also work instructions of the staff should be described especially carefully.

Establishing standards of cheese production are equally important in management of reserves, which are necessary for assessing the minimum required number of reserves that is in

circulation and is designed for uninterrupted supply to consumers in the period between the supply of certain types of cheese. Under the regulations of cheese product inventories should be understood in their optimal amount - the minimum required level of inventories in

days of circulation, which provides almost continuous selling of cheese at the lowest cost for their formation, storage and management for retail and wholesale trade in the specific conditions of their work on the basis of progressive trends of the trade sector.

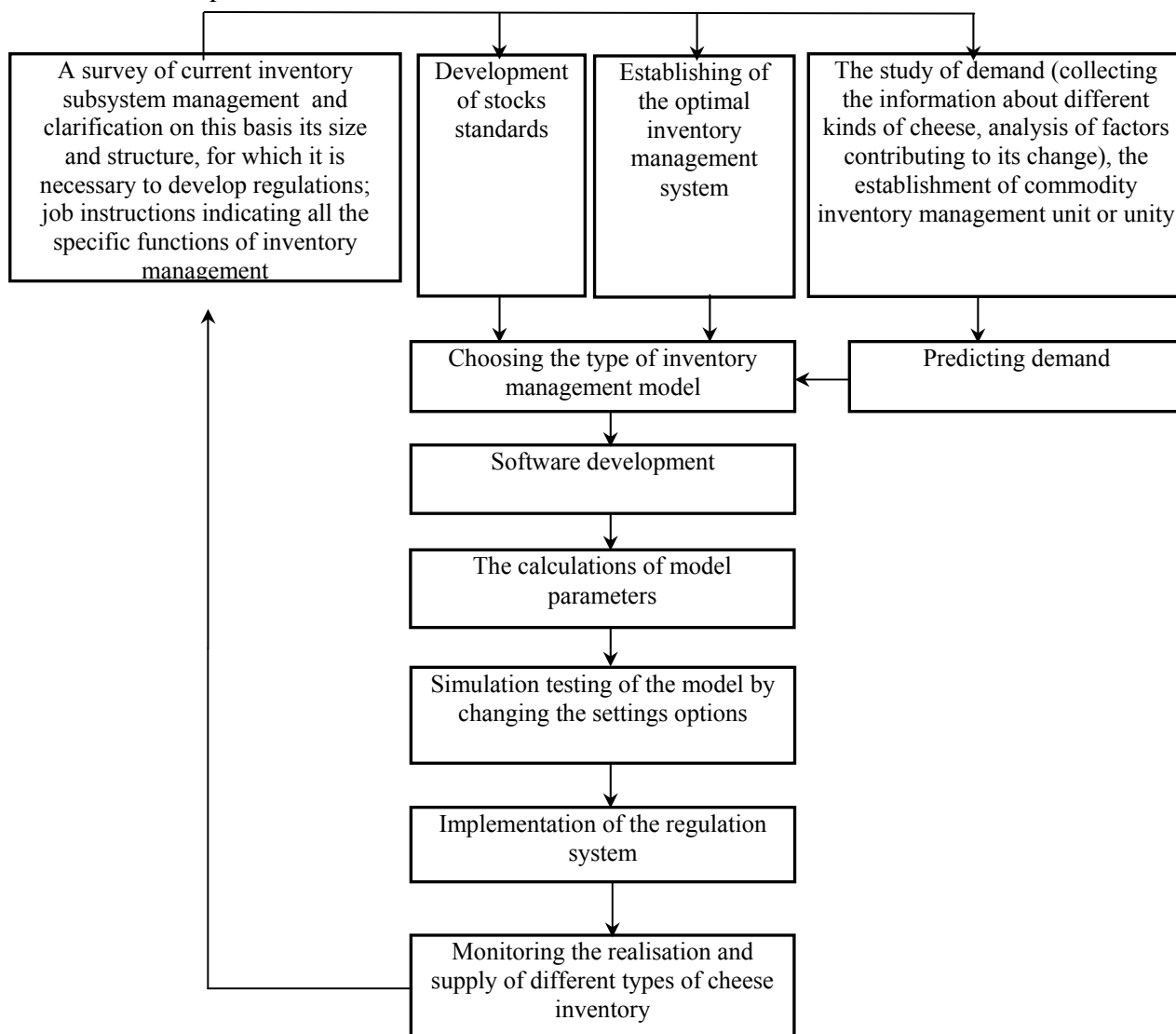


Figure 2. Block-scheme of the creation of the system of cheese product inventory management

Source: [developed by the author].

The ratio of inventory - a relative indicator which reflects the turnover of assets in stocks. In this connection, you can use three basic methods of valuation of reserves, empirical-statistical, technical and economic calculations and economic and mathematical modeling.

One of the stages of inventory management system development is establishing of commodity unit of reserves management, their quantity. This is done as a result of consumer demand studying, differentiation of the accounting features, according to which the demand is exam-

ined for different kinds of cheese, and therefore the management of inventory is made.

Functioning of the system of cheese product inventory management is preconditioned by the prediction of demand, which may be permanent or change over time. The nature of demand affects the choice of the model of inventory management. In turn, tasks and methods of the study and forecasting of demand also significantly contribute to the application of the model of inventory management. Thus demand forecasting is the foundation and integral part of

inventory management. In creating the inventory management system of production of cheese it is necessary to have a meticulous determination of optimal criteria. In addition, it is assumed not an a priori definition of them, but a discovery in the process of analysis of the existing management system.

According to the author, the most appropriate criterion of optimality in the management of cheese inventory products can be profit or profitability. After all, these figures reflect more completely the effectiveness of economic activity in synthesizing in themselves the influence of all the other factors.

Conclusions. From the given above it is possible to draw the next conclusions. Certain

inventory and the development at all levels of trade movement are needed to ensure market balance between supply and demand for cheese products. The volume of stock commodities is directly connected with the time of commodity circulation. Surplus stocks of cheese production will slow down the process of trade and cause extra costs for storage. Insufficient reserves may lead to failures in ensuring consumer demand and ultimately their loss. So, at least at the wholesale and major, large and medium retailers should be creating a system of inventory management. For the effective functioning of the system, it is necessary to have methodological base and software, which requires further research.

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*А. С. ФЕДОРОВА, аспірант**
Академія праці, соціальних відносин і туризму

Вплив психоемоційних цінностей на розвиток корпоративної культури колективу

Постановка проблеми. Період соціально-політичної нестабільності, високого емоційного напруження, виходу нашої країни на міжнародні ринки ставить перед суспільст-

вом високі вимоги та потребує значних змін. Учені як його еліта, як фундамент, на якому ґрунтується конкурентоспроможність нашої держави, розвиток усіх сфер економіки і, нарешті, поступальний рух країни, потребують приділення їм особливої уваги. У цьому зв'язку психоемоційна сфера науковців відіграє велику роль в їхній професійній

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