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ESSENS AND PECULARITIES OF ADDITIONAL SERVICES IN RETAIL TRADE

Summary

Current stage of economic development is characterized by the rapid growth of the services market, which is under the influence of globalization, liberalization and integration processes. As the economy is becoming more and more developed, the share of business services grows. One of the largest sectors of the economy is trade, which provides services for the sale of consumer goods. Today, the sale of an individual product is not in isolation, but at the same time with a variable set of services, which are increasingly becoming a separate subject of consumer choice and market trading. This is due, in particular, to modern conditions, improved public services and the expansion of ancillary services. The provision of additional services creates a new culture of consumption, one of the key parameters of which is the convenience of shopping for the buyer, his satisfaction not only and not so much the received set of goods as the process of their purchase.

The list of services provided in a particular trading company depends on many factors: its specialization, size, sales area, availability of additional premises in the store, operating mode and other factors. When choosing a complex of basic and additional trading services, the service of every retailer should be oriented to saving money and time of the buyers, as well as to promote the consumer value of the trading service. This requires the preparation of individual standards of customer service, the formation of a range of the most important services, grouping a set of services in order to manage each group, developing a strategy for the development of service infrastructure, creating a mechanism for individualization of services, improving the quality of service. Expanding the list of ancillary services has a positive effect on structural transformations in the economy, contributes to the increase of trade turnover, increase of incomes of market subjects, attraction of capital and generally improves the quality of life of the population of the country. Ancillary services are formed based on unmet demand within the service area, which allows a trading company to have significant competitive advantages over other trading sites that cover the same segment. The provision of additional services is an integral part of quality customer service.

Keywords: trade, retail, service, trade service, ancillary services, customer service

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