

**JUSTIFICATION OF THE CHOICE METHODS OF ECONOMIC ANALYSIS  
TO EVALUATING THE EFFECTIVENESS OF USING THE POTENTIAL  
OF TRADE ENTERPRISES**

Formulation of the problem. Ensuring the effective functioning of trade enterprises in a competitive environment requires the implementation of evaluation of resource potential. In world practice there are assessment tools efficient use of the resource potential of business entities, which is represented by the methods of economic analysis and diagnostics. However, trade enterprises a number of problems at the choice of a particular method for estimating the resource potential, as its constituent elements are characterized by certain specifics of the formation, registration and further use in the trading process. Given the above, it is necessary to justify the selection of methods of economic analysis in the process of evaluating the effectiveness of the resource potential of trade enterprises.

Said scientific problem has a close connection with the practical activity of trade enterprises, requiring the development of methodological tools assess the effectiveness of resource potential, aimed at ensuring the sustainable operation and further development of economic entities, as well as make informed management decisions.

Analysis of recent research and publications. The problem of justifying methodological tools assess the effectiveness of resource potential of trade enterprises examined by such scholars as Berezin A.V. [1], Vysochin I.V. [2], Vlasova N.A. [3], Zubkov S.A. [4], Krasnokutskaya N.S. [5], Mitsenko N.G. [6], Stahl T.V. [7] etc. It should be noted that among the foreign scientists, there are publications on resource theory, which is the study of the resource potential of business entities by providing competitive advantages [8]. However, most research is not enough attention is paid to the criteria of selecting the appropriate method for assessing the effectiveness of the resource potential of trade enterprises. All this

testifies to the relevance of the theme and prompted the choice of areas of research in the scientific and practical aspects.

The purpose of the article. The aim of the study is to study modern methods of economic analysis to assess the effectiveness of resource potential of trade enterprises, as well as the formation of criteria for the selection of a method for assessing the constituent elements of the resource potential of trade enterprises.

Basic material research. Resource potential of trade enterprises represented constituent elements, which according to the destination ensure the implementation of effective sales process. To investigate the methodological tools of valuation of the resource potential of trade enterprises, we have identified its main elements (fig. 1).

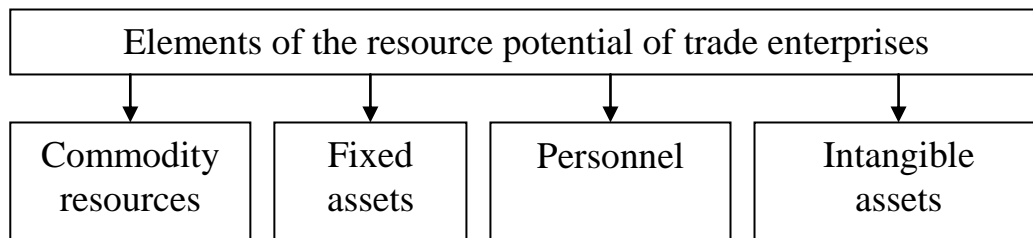


Fig. 1. Elements of the resource potential of trade enterprises

Source: determined of the author on the basis [1]

Information fig. 1 shows that the resource potential of trade enterprises presented commodity resources, fixed assets, personnel and intangible assets.

Each of the elements at resource potential and requires an assessment of the related methodological tools.

In the economic analysis applied considerable methodological tools for evaluating the effectiveness of the use of objects, processes and phenomena.

It should be noted that the elements at resource potential in the trade have certain characteristics that distinguish them from the use of actors in other sectors of the national economy. We consider these in more detail.

Commodity resources are presented in trade of finished products, business entities purchased from manufacturers and form their volume in line with demand, monetary incomes of consumers and other market factors. The subject of evaluation is to determine the optimal volume of commodity resources, the calculation of

inventory turnover figures, the study factors influencing the turnover as a result of acceleration or deceleration of turnover, improving the structure of the product portfolio and determining the optimal level of trade margins, the development direction of the acceleration of turnover and the normalization of inventory. Becomes important assessment of commodity resources in the process of moving from the producer to the trade enterprises. Significant factors in assessing the commodity resources discrepancy is the volume of sales trade enterprises and supply, changes in purchasing power of consumers, seasonality, the need for transformation in the commercial product range, the formation of insurance reserves in connection with artificial demand due to changes in economic conditions and the like.

Fixed assets of trade enterprises are characterized by the presence of the appropriate technical and technological base of the trading process. An important aspect in the evaluation is the study of the structure in accordance with the groups of fixed assets and the allocation of active and passive parts. A prerequisite for the functioning of trade enterprises is to comply with the optimal structure between the active and passive parts of fixed assets, including excess of the proportion of the latter. In addition, depending on the mechanisms of formation of fixed assets and their subsequent use in the economic activity of trade enterprises, their valuation can be done in different ways, which determines the application of the appropriate method of assessment. Evaluating the effectiveness of fixed assets of trade enterprises also provides an analysis of specific indicators, such as turnover per square meters of retail space, retail space per employee trade, the level of the warehouse area, the level of inventory costs to turnover and the like.

Personnel of trade enterprises are characterized by the corresponding structure, which is represented by commercial and operational employees, management and support staff. Therefore, assessing the efficiency of the personnel is advisable to carry out the performance and complexity of work in accordance with the structure of employees. Important in assessing personnel traders is to study the forms and types of remuneration, motivation and incentive mechanisms, the implementation of the analysis of fund of working time, personnel costs.

For intangible assets of trade enterprises essential aspect in the evaluation is to determine the cost of their creation, which necessitates the choice of a particular method of evaluation, and study of factors affecting the formation of the value of intangible assets. For trade enterprises, intangible assets are characterized by the following types of distinguishing them from others in the field of use, such as retail chains (the format distribution) and the right franchise.

For each element of the resource potential of trade enterprises, in assessing the effectiveness of use, is characterized by the use of an appropriate regulatory framework and information systems, is presented according to the accounting and statistical reporting.

Given the above, we have summarized the methods of economic analysis, which are used in the evaluation of elements of the resource potential of trade enterprises and presented their characteristics (table 1).

Table 1

**Methods of economic analysis to assess the effectiveness of resource potential of trade enterprises**

Elements of the resource potential	The method of economic analysis	Characteristic
1	2	3
Commodity resources	economic-statistical	study provides evidence of the current store commodity resources at the end of the year, determine the factors affecting the turnover and commodity resources forecasting the next period;
	feasibility calculations	used for calculating the ratio of commodity resources (the operating margin, the current replenishment, insurance, inventory of goods in transit, etc.);
	balance	includes calculation of commodity resources balances at the beginning and end of the year by the formula trade balance;
	averages	used to calculate the average amount of commodity resources on the arithmetic mean or average chronological;
	ABC-analysis	involves the study of the structure commodity resources and determine the proportion of most goods sold, commodity resources allows you to group its range;
	XYZ-analysis	used to determine the residual commodity resources in accordance with the demand for goods and grouping of commodity resources by category implementation;
Fixed assets	economic-statistical	provides research performance of fixed assets (assets, capital ratio, return on fixed assets, capital-labor ratio, etc.);

continuation table 1

1	2	3
	property (expensive)	includes assessing the costs necessary for the formation of fixed assets, including depreciation;
	reproduction	used to determine the cost of reproduction as the amount of expenses that are necessary to create a similar asset, which is measured;
	comparative	involves the valuation of fixed assets, which are similar in their technical and technological characteristics;
	profitable	includes determining the cost of a fixed asset and the income from its use (applicable in the case of leasing retail or warehouse space);
	capitalization of income	use when forecasting constant and equal income for periods of fixed assets, receipt of which is limited in time;
	discounted cash flow	applies if the projected cash flows from fixed assets are different in size, variable during the settlement period or receipt limited in time;
Personnel	economic-statistical	research involves the use of personnel performance (productivity and labor), determine the factors affecting the performance indicators;
	scaling, ranking, graduation	used to assess personnel for that of the set of qualitative and quantitative characteristics; involves the use of criteria and scoring;
	social comparisons	includes the personal assessment by comparing workers together the relevant parameters
	structural	formulation provides objective assessment, description of the position, responsibilities; includes a selection of indicators that reflect the responsibilities of the personnel and units, standard setting evaluation (description of requirements which must be provided with appropriate categories of workers);
	score for contribution	provides research and evaluation of professional employee contribution of trade, economic efficiency (role in optimizing costs);
Intangible assets	value creation	used in assessing the costs required to create an intangible asset with input from income and accumulated depreciation;
	operations	includes the valuation of intangible assets based business transactions that have been established with similar intangible assets;
	benefits profit	provides an extra amount of profit before tax, which is produced using the intangible asset trading now compared to entities that sell similar products without the use of the intangible asset;
	gain cost	calculation of income includes the cost of the use of intangible assets due to capitalization rates.

Source: author proposed

As the information in table 1, to evaluate the effectiveness of resource potential of trade enterprises characterized by the use of both traditional methods of economic

analysis and specific (expert).

Most methodologies for assessing the effectiveness of the use of the resource potential of trade enterprises contains the tools and ability to assess, but there are no criteria for the selection of a method of economic analysis, which would optimally ensure good quality results. According to the presented methods to assess the resource potential of the elements of trade enterprises, we have proposed criteria for their selection (fig. 2).

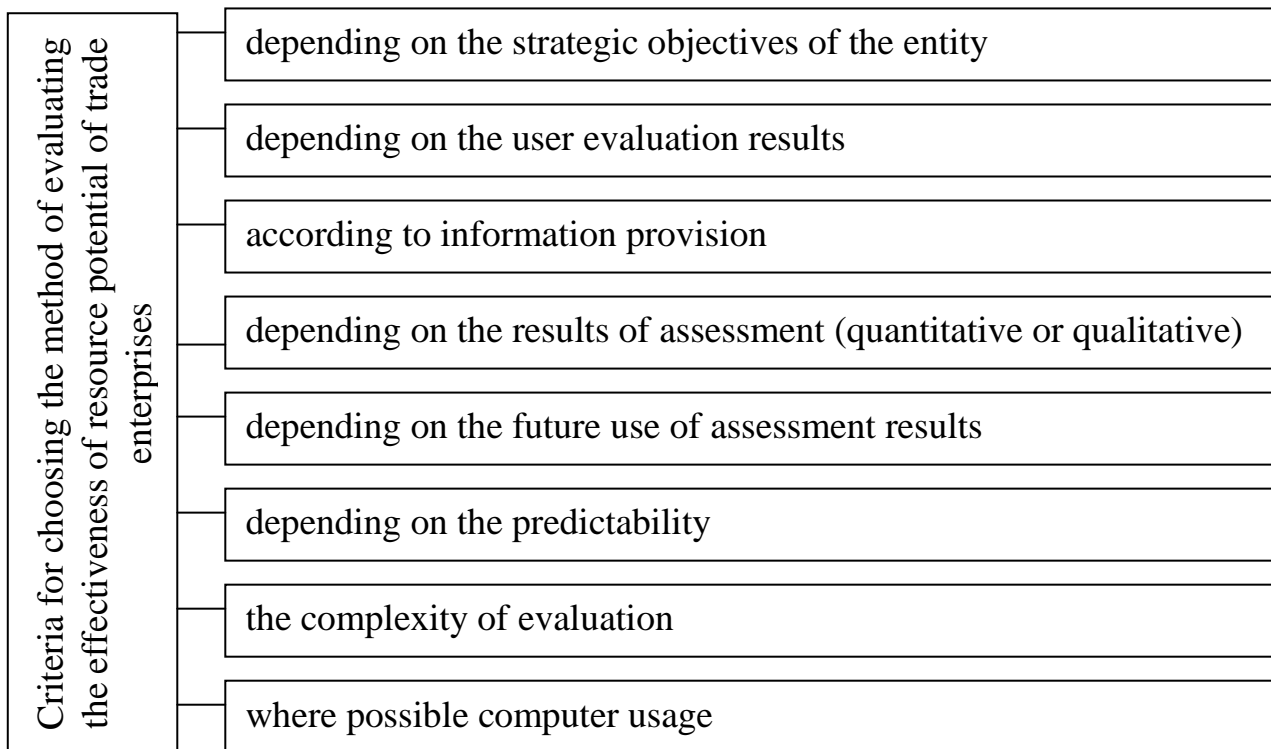


Fig. 2. Criteria for choosing the method of evaluating the effectiveness of resource potential of trade enterprises

Source: author proposed

Information fig. 2 shows that, depending on the criteria selected one or more methods of valuation of the resource potential that ensure good quality results and enable research to make informed management decisions on the further development and operation of trade enterprises.

Conclusions and prospects for further research. Thus, the rationale for the selection of methods of economic analysis to assess the effectiveness of resource potential of trade enterprises provides for the formation of appropriate criteria

specific to the formation of commodity resources, fixed assets, personnel and intangible assets. Most of the ways to assess the resource potential of the elements presented quantitative (economic-statistical) and qualitative (expert) methods. To study the elements of the resource potential of trade enterprises characterized by the use of factor analysis. Prospects for further research in this direction is to develop methodological tools determine the integral index of efficiency of use at resource potential of trade enterprises.

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