Кр\_Методы экономического стимулирования эффективной организации товародвижения на примере предприятия

Стр\_27

СОДЕРЖАНИЕ

[ВВЕДЕНИЕ](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491640)

[1 ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ ЭКОНОМИЧЕСКОГО СТИМУЛИРОВАНИЯ ЭФФЕКТИВНОЙ ОРГАНИЗАЦИИ ТОВАРОДВИЖЕНИЯ](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491641)

[1.1 Сущность товародвижения](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491642)

[1.2 Необходимость стимулирования товародвижения в рыночной экономике](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491643)

[1.3 Методы экономического стимулирования товародвижения](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491644)

[2 АНАЛИЗ МЕТОДОВ СТИМУЛИРОВАНИЯ ТОВАРОДВИЖЕНИЯ ТОО](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491645)

[2.1 Характеристика деятельности ТОО](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491646)

[2.2 Оценка эффективности применяемых методов стимулирования товародвижения](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491647)

[2.3 Недостатки товародвижения в ТОО](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491648)

[3 СОВЕРШЕНСТВОВАНИЕ СТИМУЛИРОВАНИЯ ТОВАРОДВИЖЕНИЯ В ТОО](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491649)

[ЗАКЛЮЧЕНИЕ](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491650)

[СПИСОК ИСПОЛЬЗОВАННОЙ ЛИТЕРАТУРЫ](file:///D%3A%5C%D0%A1%D0%A6%D0%98%D0%94%202012-2018%5C2017%5C%D0%9A%D1%83%D1%80%D1%81%D0%BE%D0%B2%D1%8B%D0%B5%5C%D0%93%D0%BE%D1%81.%D1%83%D0%BF%D1%80%2C%D1%81%D1%82%D0%B0%D1%82%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%2C%D0%BB%D0%BE%D0%B3%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0%5C%D0%9A%D1%80_%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D1%8B%20%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%BE%D0%B3%D0%BE%20%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB%D0%B8%D1%80%D0%BE%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D0%B9%20%D0%BE%D1%80%D0%B3%D0%B0%D0%BD%D0%B8%D0%B7%D0%B0%D1%86%D0%B8%D0%B8%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%B4%D0%B2%D0%B8%D0%B6%D0%B5%D0%BD%D0%B8%D1%8F%20%D0%BD%D0%B0%20%D0%BF%D1%80%D0%B8%D0%BC%D0%B5%D1%80%D0%B5%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D1%8F%20%281%29.docx#_Toc469491651)

# **ЗАКЛЮЧЕНИЕ**

Товародвижением называется система, которая обеспечивает доставку товаров к местам продажи в точно определенное время и с максимально высоким уровнем обслуживания покупателей. Зарубежные авторы под товародвижением понимают систематическое принятие решений в отношении физического перемещения и передачи собственности на товар или услугу от производителя к потребителю, включая транспортировку, хранение и совершение сделок.

Непрерывное движение товаров от производства до потребителя представляет собой объективно необходимый процесс воспроизводства. По своему содержанию это материально вещественный процесс перемещения во времени и пространстве готовых к потреблению продуктов труда, которые обладают определенными физико-механическими свойствами. Количество перемещенных товаров измеряется натуральными и стоимостными показателям, в которых выражается информация о товародвижении.

Наиболее принятыми показателями характеризующих потоки товаров является грузооборот и товарооборот. Информация о происходящих процессах в стоимостных показателях позволяет создать экономическую модель, отражающую движение стоимости товара. В натуральных показателях отражается информация о реальном движении товара.

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