SUMMARY

Subject matter: The organization and improvement of commercial activities of enterprises on the wholesale market of building materials (by the example of "South-design, Ltd.").

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Information about customer organization: The "South-design, Ltd.".

Topicality of the research: is in the fact that in difficult conditions of economic activities, which are stored in the Russian market, substantially increased the role of commercial and business organizations in the development of economic ties. Businesses today need to not only regain its former position in the market, strengthen the competitive advantages, improve the financial and economic performance, but also to identify promising areas of business development. One of possible direction here, of course, can be a commercial activity, its perfection. At the core of business management in modern conditions should certainly be basic knowledge of trading business in general and the specifics of wholesale trade itself, skills to organize effectively the administrative work by the retailer, to establish a system of economic relations, legal work, activity on the formation of the product range, to create a professional marketing service and much more.

Objective of the research: the study of theory and the development of practical recommendations for improving business wholesale trade in the "South-design, Ltd.".

Tasks of the research:

- To define the business and consider its features in wholesale trade;
- To reveal specifics of business enterprises of wholesale trade in building materials market;
- To analyze the commercial activity of the "South-design, Ltd.", identify problems;
• To identify the role of commercial service in the implementation of business of enterprises and problems in its work;

• To develop measures to improve the business in the "South-design, Ltd.".

**Theoretical and practical significance:** is to clarify the nature of business of wholesale enterprises and its features in the market of building materials. Contained in the research conclusions and recommendations to improve the work with suppliers and customers, as well as the activities developed by the author to optimize the structure of commercial department of the "South-design, Ltd." can be used to develop measures aimed at improving its performance.

**Results of the research:** The features of a commercial activity in the sphere of wholesale trade are considered, specifics of business enterprises of wholesale trade in building materials market are disclosed, business of the "South-design, Ltd." is analyzed and the existing problems in it are identified; the role of commercial service in the implementation of business enterprises and problems in its work are showed, measures to improve the business of the "South-design, Ltd." are developed.

**Recommendations:**

• The optimization of the structure of suppliers of building materials;

• The optimization of the structure of regular wholesale buyers of building materials sold by the company.

To solve the problem of structuring the commercial department of the company we recommended to improve its organizational structure by:

• the introduction to it new structural units corresponding to the traditional areas of commercial activity, i.e. of procurement of sales activities, marketing department and the department of the contract work;

• the reauthorization of existing staff duties and the entrance of new professionals in the staff of commercial service including that would be economically justified.