SUMMARY


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The Information about the Contracting Authority: «Santekh KlimatStroy» Ltd.

The Topicality of the Research: The issues of the formation and application of the tools of merchandising as a marketing technology, aimed at improving the efficiency of retail trade enterprises, are being increasingly paid attention to at present. This is due to the increased competition in the consumer market associated with the development of trade networks, the increase in the number of new brands, changes in consumer preferences.

Objectives of the Research: are to carry out a comprehensive analysis of the formation and application of the tools of merchandising in the retail trade as well as to work out recommendations to improve it.

The Tasks of the Research:
- to reveal the nature and importance of merchandising in the retail trade;
- to examine the features of the application of merchandising in the retail trade as a component of the marketing technology;
- to carry out a consumer behaviour research to identify the tools of the visual and behavioral merchandising;
- to show the opportunities of the application of the tools of merchandising in the retail trade;
- to carry out the analysis of the formation and application of the merchandising tools in the activities of «Santekh KlimatStroy» Ltd.;

- to work out recommendations to improve the application of the merchandising tools in the activities of «Santekh KlimatStroy» Ltd.

**The Theoretical Significance of the Research** lies in the enlargement of the scientific notions about the formation and application of the tools of merchandising in the retail trade, its content and specific features. **The practical significance** lies in the usage of the recommendations worked out to improve the application of the tools of merchandising in the practical activity of «Santekh KlimatStroy» ltd. to increase its efficiency and competitiveness.

**The Findings of the Research:** Merchandising should be regarded as a stand alone component, a marketing tool that has its own methodology, which is defined as the basis for the intensification of the sale of goods taking into account the psychological and physiological peculiarities of visitors that are potential customers.

**Recommendations:**
- we propose to use the particular groups of the merchandising tools in the store such as stock, layout and representation;
- we propose to change the placement and layout of certain product groups in the sales area of the store;
- we propose to introduce the CRM-technologies, the application of which will let «Santekh KlimatStroy» ltd. to activate the sales cycle according to the time and expenditure, optimize costs, identify priority segments and preferred customers.