

## SERVICE DEVELOPMENT IN WHOLESALE TRADE ACTIVITY

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**Abstract:** The provision of service and warranty services is an inherent and integral element of wholesale marketing activity. When improving the service strategy as a part of the system of providing services and sales to customers in wholesale trade, it is necessary to focus on improving the quality of pre- and post-sale services and logistics services. This article covers the issues of development of service provision in wholesale trade.

**Key words:** wholesale, after-sales service, pre-sale service, sales service, technical service, production service.

## РАЗВИТИЕ СЕРВИСА В ОПТОВОЙ ТОРГОВОЙ ДЕЯТЕЛЬНОСТИ

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**Аннотация:** Оказание сервисных и гарантийных услуг является неотъемлемым и неотъемлемым элементом оптовой сбытовой деятельности. При совершенствовании стратегии обслуживания как части системы обслуживания и продаж покупателям в оптовой торговле необходимо сосредоточить внимание на повышении качества пред- и послепродажного обслуживания и логистического обслуживания. В данной статье рассматриваются вопросы развития оказания услуг в оптовой торговле.

**Ключевые слова:** оптовая торговля, послепродажное обслуживание, предпродажное обслуживание, сервис продаж, технический сервис, производственный сервис.

Along with the traditional product, price, sales and communication strategies of marketing in wholesale trade, the importance of service strategy of marketing is also increasing.

Providing service and warranty services are integral and integral elements of marketing. They represent services provided to buyers before or after the purchase of a particular product. The service can be considered both ways:

part of the product, part of the firm's offer to customers, as an addition to the main product. Therefore, it is reasonable to consider the service as part of the product policy;

service functions are often performed not by the manufacturer, but by trading companies. As part of the customer service and sales system, it is fully justified to consider the service in the sales policy. As a service service system, it is divided into two types: technical service provision and sales service provision (Table 1).

**Table 1**

**Forms of customer service**

Service type	Actions of the service department	
	Until you buy the goods	After purchasing the goods
Technical service	Technical advice. Development of custom projects. Suggestions for solving customer problems. Delivery of trial goods.	Repair. Installation. Provision of spare parts and details. Repair services. Prevention tests.
Provision of trade services	Places for children. Orders department. Space for vehicles. Advice and information. Delivery of goods for trial.	The right to exchange goods. Delivery. Packaging. Educating buyers on the rules of product exploitation.

This approach covers only the general service provided to consumers. In fact, the service is provided not only to consumers, but also to producers and trade enterprises. The services provided to consumers, producers and trading enterprises are also different from each other. In wholesale trade, services are provided to manufacturing enterprises, retail enterprises and final consumers at the same time. Wholesale trade, as an intermediate link of the material resources movement, takes an active part in the "supply-production-distribution-exchange-

consumption" chain, from the formation of the portfolio of orders to the organization of after-sales service to the final consumer. First of all, it is necessary to determine the types of service, their content and consumers. Types of service, their composition and consumers of service were also studied by authors in scientific literature on marketing (Table 2).

**Table 2**

**Types of services and their consumers**

<b>Consumers of services</b>	<b>Typical service services</b>
Manufacturing customers	<ul style="list-style-type: none"> <li>– developing projects, solving problems and making proposals on their costs;</li> <li>– installation of equipment, including commissioning and installation works;</li> <li>– employee training;</li> <li>– provision of spare parts, repair work, service;</li> <li>– elimination of downtimes requiring equipment repair.</li> </ul>
Trade enterprises	<ul style="list-style-type: none"> <li>– providing assistance in locating, building and decorating commercial enterprises;</li> <li>– giving advice on technical issues;</li> <li>– conducting marketing research and advertising activities;</li> <li>– providing advice on tax and legal issues, fulfilling various orders.</li> </ul>
Consumers	<p><b>Before you buy:</b></p> <ul style="list-style-type: none"> <li>– order service (giving orders by phone);</li> <li>– parking of cars, payment of parking fees;</li> <li>– children's corners, rest corners, separate places for dogs;</li> <li>– qualified advice and service;</li> <li>– reservation;</li> <li>– taking into account the value of old goods in the price of new goods.</li> </ul> <p><b>After purchase:</b></p> <ul style="list-style-type: none"> <li>– packaging for delivery of goods, as well as gift packaging;</li> <li>– change service;</li> <li>– delivery, connection, assembly service;</li> </ul>

	<ul style="list-style-type: none"> <li>– provision of spare parts;</li> <li>– repair service and additional guarantees.</li> </ul>
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As can be seen from this source, the main consumers of service services are manufacturing enterprises, trade enterprises (mainly retail trade enterprises are meant) and consumers. These three groups of consumers are also provided by wholesalers with special services (see Table 3).

**Table 3**

**Wholesale services**

<b>Service to manufacturers</b>	<b>Service to retailers</b>	<b>Customer service</b>
Provision of primary data	Provide financial assistance	Delivery of goods on demand
Bulk purchase of goods	Providing market information	Price stabilization
Provide financial assistance	Fast delivery of products	Storage of stocks of finished products
Place orders in advance	Control of price changes	Provides information about new products
Price stabilization	Introducing new products	Guaranteed after-sales services
Link with retail	Trade preferences	Service during the period of operation of the goods
Storage in warehouse	Promotions for retailers	Acceptance of objections

So, in the process of wholesale trade, services are provided to the manufacturer, retailer and consumer. The following services offered to manufacturers by wholesalers provide the following opportunities for them: to ensure the continuity of the production process cycle due to the purchase of large quantities of goods to the manufacturer, to collect orders from many retailers and provide them to manufacturers in bulk, to market the manufacturer's production. It helps to adjust according to the changing requirements, it ensures the continuity of extended production by maintaining the material resources, it makes it possible to attract a certain part of the capital to production by providing the transportation service.

Retailer services provide the following opportunities: Free retailers from ordering and fulfilling orders from multiple manufacturers. A variety of goods

reduces the number of sources of supply to a minimum, the problem of purchase is alleviated; allows the retailer to order and purchase multiple products at once, resulting in savings on shipping and packaging costs.

Customer service provides the following opportunities: repair of defective parts of purchased goods, delivery of spare parts, advice on the use of goods, offer of goods with packages, etc.

Thus, in wholesale trade, services are provided to almost all subjects of the market, that is, to the manufacturer, retailers and consumers. The purpose of wholesale service is to offer customers the available material resources and help them get the most out of their purchase.

The basis of wholesale trade activity is trade service, that is, the sale of goods to wholesale consumers. In the conditions of modern market relations, it is not possible to achieve the expected result only by selling. Offering pre-sale and post-sale services to fully satisfy the needs and wishes of the buyer is becoming the most important factor in attracting the consumer.

Consumers are more interested in the sales and after-sales service system, not only the quality characteristics of the goods, in the trade of goods with long-term use and operating costs that are several times larger than the purchase price of the goods, multifunctional and high-tech goods.

The service is not only a repair service that allows the consumer to use the purchased product (mainly a technically complex product) for a long time. The service includes a complex of special services of a technical, technological and commercial nature.

In addition to the quality, volume, content and assortment of the service, the duration of the service is also an important factor in the process of pre-sale and after-sales service. The importance of this factor is especially evident in providing information, repairing goods and supplying them with spare parts. These are essentially a type of after-sales warranty service, confirming that the product conforms to the quality standards of the manufacturer or wholesaler.

Therefore, warranty service is a way to eliminate such situations as the appearance of defects and the shortening of the product's service life. Usually, the correction of defects is carried out free of charge within a specified period of time. Warranty service is a powerful means of competition for the sale of goods - other things being equal, the buyer prefers to purchase goods with a longer warranty period.

Maintaining a service policy for after-sales service is of great importance when the product is technically complex and has a long service life. In recent times, the role of service has become stronger and has become a powerful marketing factor in the competitive market. Large manufacturing enterprises and wholesale trade enterprises in industrialized areas are creating trade networks and service centers in areas where consumers are concentrated.

The main purpose of the service is to increase the value of the goods from the point of view of marketing. In this case, the service is more important than the price of the product as an incentive to buy the product. In the process of service delivery, service communication and personal communication are individualized. The customer sees the service process, for example, the defective parts of the product are replaced with brand new parts in front of the customer's eyes.

The ever-growing needs of consumers have led to the objective necessity of an interactive relationship between the seller and the buyer. As a result, the price of the service is constantly increasing. Specialists of service centers constantly meet with customers, study their products and consumer requirements and opinions. This interaction serves as a basis for the development and improvement of marketing principles.

The service delivery system provides market participants with readiness for active commercial work. It also involves a number of other intermediary organizations in the execution of trade transactions. Without them, the tasks of organizing wholesale trade cannot be performed quickly and qualitatively. This

will develop the communication system, attract interested business partners to business transactions. All this requires that wholesale trade has its own unique infrastructure. In addition, it is necessary to take into account that wholesale trade enterprises operate in the production and consumer markets, the production market is the supply channel, and the consumer market is the main link of the distribution channel. In other words, wholesale trade should be viewed as a link that organizes the supply and distribution channels of the logistics system.

Wholesale trade service is a component of marketing and logistics activities, if they are not developed, the reasons that encourage buyers to buy goods will appear in a passive form, and their power to influence sellers and the state of market equilibrium will decrease.

In our opinion, when developing a marketing service strategy in wholesale trade, it is necessary to pay attention to the compatibility of marketing, logistics and distribution services. Because the activity of wholesale trade is based on the study of the market of products intended for technical and production purposes (B2B) and the market of consumer goods (B2C), receiving orders for goods, processing orders, sorting goods into types, packaging, packaging, storage and transportation related to operations such as All these operations are systematically performed in the "supply-production-distribution-exchange-consumption" chain of wholesale trade. The service strategy of wholesale marketing consists of integrated management of marketing, logistics and distribution services.

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