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THE COST OF MARKETING ACTIVITIES OF COAL MINING ENTERPRISES OF UKRAINE: ASSESSMENT AND FORECAST

The estimation and forecasting of marketing performance of coal mining enterprises of Ukraine is carried out: commodity cost per 1 ton of coal, price per 1 ton of coal, loss-making coal, total cost, costs of organizing marketing activities, the share of cost of sales in total production costs of coal, the cost per 1 ton of commodity sales and sales of coal products.

The paper calculates Spearman's rank correlation coefficient to determine correlation between the cost and the price per 1 ton of salable coal production in Ukraine; Fechner ratios – between the total cost and the cost of the organization of marketing activities, the cost per 1 ton of sales product and sales of coal products; Pearson linear correlation coefficient between the cost and the cost of sale per 1 ton of salable coal production in Ukraine. The coefficients of variation of the cost, price, selling expenses per 1 ton of commercial products and marketing cost per 1 ton of coal products sold are calculated.

Index forecasting marketing of coal mining companies made using regression methods and average growth rate. Directions

to improve the organization of marketing activities of domestic mining enterprises in an uncertain demand for coal are identified using modern information technologies: marketing research to analyze market conditions of the coal products; search for new segments of the coal market; improvement of distribution through the introduction of modern information technologies DRP and DRPII; development of selection methods of effective channels through special software to perform calculations using economic and mathematical methods; development of methods for accounting for inventories using software and electronic document management systems for efficient inventory management; improvement of service processes of various consumers coal companies through the implementation of e-commerce by implementing an information system CRM (customer relationship management); an automated processing of documents for registration process of transportation; execution of long-term contracts for the supply of coal, which should indicate the recovery of penalties in case of refusal to purchase order.