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## **ACTIVIZATION OF SALES ACTIVITIES IN ENSURING THE SUSTAINABILITY OF THE ENTERPRISE**

Formation of target market is the basic component of marketing policy of the enterprise, so it should be based on interrelations with buyers for the sake of satisfaction of their present and future needs. Management and expansion of target market allows to keep target audience with corresponding location, which becomes prerequisite for consolidation of market position and maintenance of competitiveness of enterprise. Efficient system of such interaction allows to receive sustainable proceeds from sales of goods and services and to provide sustainability of the enterprise.

In a narrow sense, sales policy is directly a way of implementation of sales activities, a set of management decisions on the distribution of goods to achieve certain goals. In view of scales of a marketing policy, its purposes are determined both at strategic and tactical levels. Along with this, all the goals of sales policy have certain characteristics, which further determine the activity of the enterprise as a whole [1, p. 98].

Internal factors of the enterprise sustainability depend directly on the organization of work of the enterprise itself and coordinated work of marketing and its financial functional strategies. The success of industrial and commercial activity of the enterprises largely depends on the choice of composition and structure of services. It is important to determine the composition of services, expand the range of services and determine which model of organization and management to operate. On this depend on the financial results of the enterprise and as a consequence - its sustainability.

When assessing the economic sustainability of business processes of an energy company in the aspect of security the following indicators are taken into account: financial, personnel, innovation, marketing and production component of the enterprise. Investment attractiveness of enterprise business processes is largely determined by the effectiveness of investment and innovation policy and production management process [2, P. 4].

Managing the sustainability of enterprises to ensure effective operation is largely determined by the specifics of their functioning in the conditions of the formation of the market model of management. Large enterprises have significant fixed assets, which were contributed to their share capital. Thus, their financial position is quite stable, but this is a consequence of significant capital investments. At the same time own capital considerably exceeds borrowed capital, but the maneuverability of own capital is rather low, in some cases taking negative values. Therefore, short-term sustainability in conditions of the current strategy of its management, can lead to an unstable financial position in the long term.

Management of commercialization of innovations of the enterprise and its sales activity has bits directed to renewal of assortment of goods, including, prolongation of life cycle and according to requirements of the target market. Estimation of a level of market novelty of the goods and services made expedient also at updating as marketing and innovative policies. Timely impact on the quality and competitiveness of goods will strengthen the enterprise sustainability.

### **References**

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