

is carried out due to the emergence of robotic waiters, an electronic menu using a QR-code, the distribution of personnel call buttons, etc.

In conclusion, we want to name the main trends in catering in our country: the emergence and development of new formats for the provision of services (cafe-bookstore, pit stop, bistro-self-service, food trucks, etc.); implementation and development of network projects (for example, the chain of Belarusian cuisine restaurants “Vasilki” and the project of their founders “Pizza Tempo”, the world corporations “Domino’s Pizza” and «Black Star Burgers” enter the Belarusian market, local franchising is developing: “Garage”, etc.); the growth in the number of online orders, the delivery market and the popularity of self-pickup services. The delivery development potential is evidenced by the fact that the largest IT companies are investing in its development. For example, Yandex has already introduced its delivery service “Yandex.Food”; transfer of the loyalty system to the online format (Internet cards, mobile applications: for example FoodClub — a loyalty system for visitors “Big Buffet cafe”).

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SALES MANAGEMENT IN A PANDEMIC CONDITION

Trade before and after the spring of 2020 are two completely different concepts. Due to the spread of the pandemic and the creation of new quarantine restrictions, most physical stores were forced to cover up indefinitely.

A year and a half passed, and some restrictions were removed. But not all entrepreneurs were able to continue their activities. Keep in mind that your business can be closed at any time. Management technologies of influence undermine the very idea of a market economy and free competition. No one is safe from having their business closed. The company’s survival in the trading field depends on how quickly management can respond to change and use the necessary technology.

The first step that was a “must have” for everyone was the transition to the realm of online. We have seen the explosive progress of online shopping among grocery retailers, restaurants, clothing stores. Those who already had a well-developed online marketing system found it easier to survive the first lockdowns. But there were those who did it from scratch and “on the go”, for example, launched their online stores ATB, “Silpo”, “Fora”, we finally saw the services “click and collect”, “click and drive”. Yes, but only now in this channel it will be more difficult to make a profit. The trend suggests that e-commerce will rise regardless of quarantine, this is a long-term trend and ignoring it is short-sighted.

The second, no less important circle is the integration of payment systems in their online stores. It is necessary to provide your visitor with a comfortable service for shopping. The number of non-cash transactions amounted to 2.3 billion units (86.1 % of all transactions), and the amount — UAH 982.9 billion (55.1 % of the sum of all card transactions). In the first half of 2019, this figure was 49.4 %. At the same time, in the first half of 2020, the number of cash transactions decreased by 12 %, and the amount — by 5 % compared to the first half of 2019 [1].

Finmap (financial management service) conducted a survey among 63 Ukrainian entrepreneurs from different fields: trade, manufacturing, construction, education, IT, HoReCa, design, architecture. The results showed that sales fell for most entrepreneurs, namely 79.4 %. In 7.9 %, on the contrary, it grew. The statistics of the decrease in sales volumes are not very comforting either: 42 % of the respondents noted that the indicators fell by 80–100 %, and in 17 % this indicator decreased by 60–80 %. Offline traders suffered the most, where the figure fell by 80 % compared to 60 % in online sales. Sales of both offline and online sales fell 64 % [2].

How soon will the market be able to return to pre-crisis levels? Only time will tell. But one thing is for sure: the crown crisis will accelerate the formation of online commerce and force retail to change. The consequence of quarantine will be an economic downturn, which means a reduction in purchasing power and a change in consumer behavior. In general, there has been a violation of the traditional seasonality of sales, trends are changing as a result of falling consumer incomes. The existing boundaries between traditional and online retail are disappearing. Digital services are accelerating: e-commerce, payment systems and ordering and delivery services.

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