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MODELING OF DEVELOPMENT OF DEALER CENTERS OF MACHINE-BUILDING ENTERPRISES

The ultimate goal of decision-making in the formation and development of dealer network of engineering enterprises when entering new markets, and in the development of presence in existing markets, is to increase the competitiveness of products in these markets and thus generating a profit from the sale of products and consequently, improving the financial and economic results of the enterprise. Whatever the motivation of measures aimed at the formation and development of dealer networks is, the leadership of engineering companies in the justification of such decisions has to solve the problem of choosing the location of dealerships, determine pricing policies in specific markets, determine the list of products and services for each market etc.

The aim of the article is to develop optimization model for decision support in the field of formation and development of dealer network of engineering enterprises, based on a valuation of the influence of services of dealer centers on

the demand for products and additional services in specific markets. The model allows substantiating the geographical location of dealerships, their pricing policy, as well as the nomenclature of products and services. The author also proposed a model of evaluation of the market share of engineering products for industrial use depending on the price, attractiveness of the technical characteristics and attractiveness of the conditions of purchase. The model takes into account the features of heavy machinery and can be used in the sphere justifying the decisions of regulatory factors of competitiveness of products in the target markets of sale. The model allows assessing the influence of dealer centers at the market share of products of investigated enterprise (through a change in the attractiveness of the conditions of purchase as a result of service offerings of dealer centers). Also, the author takes into account the influence of pricing and specifications of engineering products for industrial use.