

especially noticeable in the legal regulation of relations that are incompletely or inconsistently regulated by legislation. Also – when the courts apply the principles of law and human rights norms. As a rule, case law is not mandatory, but is a secondary source of law. It can provide a persuasive rationale for a court decision, but a reference to case law alone is insufficient. It should be combined with a reference to the relevant regulatory act or other formally binding source of law. In Ukraine, judicial practice was not officially recognized as a source of law for a long time. However, lower courts have always tried to be guided by the practice of higher courts when considering similar cases. Otherwise, their decisions could be overturned in an appeal or cassation procedure. In addition, since Soviet times, there has been a phenomenon of resolutions of plenums of the Supreme Courts of the USSR and the Union Republics as a certain normative reference point for judicial practice. Consequently, the judicial practice of higher courts has always served as a reference point for both lower courts and other law enforcement bodies in Ukraine. In modern Ukraine, judicial practice is increasingly becoming mandatory and becoming a source of law. Thus, Article 17 of the Law of Ukraine "On the Implementation of Decisions and Application of the Practice of the European Court of Human Rights" provides that courts apply the practice of the European Court of Human Rights as a source of law. Article 263 of the Civil Procedure Code of Ukraine states that when choosing a rule of law for a disputed legal relationship, the court takes into account the conclusions regarding the application of the relevant rules of law set out in the decisions of the Supreme Court.

STUDY OF THE ECONOMIC ESSENCE AND FEATURES OF THE FORMATION OF THE MARKETING POLICY OF THE DISTRIBUTION OF A MODERN ENTERPRISE

Lesia Marchuk, PhD in economic sciences
National Technical University
"Kharkiv Polytechnic Institute", Kharkiv

The formation and development of the theory and practice of the concept of distribution necessitated the development of an appropriate terminology. Scientists have gradually introduced such economic categories as goods movement, implementation, sales, distribution, sales policy, marketing policy of distribution, which have different levels of correlation and subordination.

Therefore, it can be argued that the marketing policy of distribution is a complex and broad economic category, within which pre-distribution, distribution and post-distribution operations are expected. The main economic components of the distribution marketing policy are [1]:

1) distribution strategies, the selection of which should take into account the following elements:

- delivery time: the time from the moment of the order to the moment of its fulfillment, i.e. delivery of the ordered goods to the buyer;

- reliability of supply: the ability to maintain product stocks necessary for prompt satisfaction of customer needs; guaranteed supply of goods of appropriate quality within a certain period; the possibility of urgent delivery of goods;

- accuracy of order fulfillment: the degree of compliance of the goods received by the client with the terms and specifications of the order;

- availability of information: the ability of the firm to answer questions related to order fulfillment and product availability;

- damage: measurement and assessment of the physical condition of the goods delivered to the client;

- uncomplicated relationship procedure: simple procedures for ordering and returning goods, issuing credit, payment documents, etc.;

- additional services/service: centralized delivery, informing, packaging of goods, assembly of ordered batches of goods, readiness to accept returned goods and replace them in accordance with consumer requirements [2];

2) commodity movement (as part of distribution);

3) distribution channels [3].

The marketing policy of distribution at the enterprise is formed under the influence of factors that help to adapt it in accordance with the specifics of the enterprise itself, the products it produces, the market situation and the characteristics of consumer requests.

So, the marketing policy of distribution is a complex economic category that involves the implementation of a complex of pre-distribution, distribution and post-distribution operations taking into account the factors affecting it and based on defined principles in order to meet the needs of consumers, achieve the goals of the enterprise and realize its mission in the market.

Literature:

1. Balabanova L.V. Marketing: textbook. Donetsk, 2002. - 562 p.
2. Bilovodska O.A. Marketing policy of distribution: training. manual / O.A. Bilovodska - K.: Znannia, 2011. - 495 p.
3. Concept of distribution channels. Functions, levels and goals of distribution channels [Electronic resource] // Economy. Business portal. - Access mode: <http://dismal-science.com/marketing/109-ponyattya-kanalv-rozpodlu-funkcyi-rvn-ta-cl-kanalv-rozpodlu.html>.

ВНУТРІШНІЙ КОНТРОЛЬ В УМОВАХ ДІЇ ОБСТАВИН НЕПЕРЕБОРНОЇ СИЛИ

Васильєва Т.С.,

здобувач вищої освіти

Науковий керівник – Мельнік М. А., к.е.н, доцент

Східноукраїнський національний університет імені

Володимира Даля, м. Київ