that assessment of the level customers satisfaction is made at a fixed time. Bringing together performance in a single parameter (i.e. the definition of the arithmetic mean between the weighted average values of the partial figures) gives an overview of the service system on a trade organization scale. This aggregated assessment provides an overall overview of performance and identify potential problems in the area of service. Supported by detailed analysis of individual indicators of customer satisfaction allows you to discover the specific problems in the background of the general situation.

The economic sense of the competitive value of the integral index is that it reflects the level of satisfaction of customers by a trade organization when achieving the parameters of a single average level of service, and maintaining the other parameters of the service with already achieved level, climbing above the market average.

The calculation of the integral index, based on a detailed analysis of indicators of the level of customer satisfaction allows to identify key areas for improving sales strategy of a trade organization. The market average standards of service provide a trade organization with guidelines for application of efforts in improving the realizable policies, because they reflect not just a hypothetical market average "ideal", but the real situation in a relatively narrow segment of the market.

Thus, the competitive value of the integral indicator of the level of meeting buyers demands can act as a following strategy of a trade organization in the field of improvement of the system of customer service. Compliance with the terms of service at a level no lower than the market average in all key parameters will contribute to strengthening the competitive position of a trade organization in particular segment of the market, reducing the risk of being crowded out by the competitors. On the other hand, if you already have exceeded the average values on a number of parameters, when bringing into compliance the other elements of the service, it will positively affect the competitive potential of a trade organization.

In the future, you can define additional economic efficiency, which a trade organization would have when achieving the competitive value of the integral indicator of the level of meeting customers' demands. The basis for this can be the difference between the potential (when achieving the competitive level of customers satisfaction) and the actual size of margins costs.

Thus, the practical application of customer-oriented approach to the assessment of the economic efficiency of trade organizations may become a prerequisite of either the strengthening of their competitive position in the commodity market, or the positive dynamics of indicators of economic activity.

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Transport accessibility of trading organizations

Abstract: In the modern world the role of transport accessibility is ever increasing. In that regard not pedestrians' but transport accessibility of trade organizations plays ever larger role. An article is devoted to consideration of a factor of transport accessibility of trade organizations.

Keywords: Trade, retail, transport accessibility, express trains.

At present organization of transport service makes a big difference. It leads to reduction of relevance of classifying the trade organizations depending on their availability to pedestrians. Geographical proximity of various facilities characterized by radius of coverage is used as such accessibility criterion.

In modern conditions of large towns transport accessibility of various trading facilities plays an immense role. In that regard the time being spent by the buyer en route depends on a type of transport and its timetable, at the same time the factor of geographical remoteness plays much smaller role.

Influence of transport accessibility factor is different depending on an assortment being sold by a trade organization. Buyers acquiring goods of a premium-class use personal motor transport with higher probability while those buying economy-class goods are more inclined to use public transport. Thus for buyers of goods of a premium-class the condition of roads their load, presence, and convenience of a parking have a determining relevance while for buyers of goods of economy class a network of public transit routes has the major impact.

The factor of transport accessibility will also make a different relevance depending on format of a trade organization and the method of its placement. So, for example, the hypermarkets possess significant radius of the coverage area and are able to attract buyers living at a certain distance from the store. At the same time the buyers are ready to spend much more time on a road to the store than during a visit to small trade organizations. But while choosing a particular hypermarket from among a number of similar ones in assortment orientation convenience and the travel time can turn out to be crucial factors.

While using group method of placement of trade organizations which presupposes creation of shopping centers and shopping streets, interaction of trade and public transport has mutual advantage for each of the parties. Large shopping centers attract visitors for rather a long time, regarding which the time being spent by a buyer en route constitutes only a small share of a buyer's time costs. After a visit to a shopping center the visitors strive to reach home as quickly as possible, inter alia, using commercial transport routes.

The location of a trade organization across borders of large populated centers, but within the limits of easy transport accessibility has a number of advantages. Reduction of costs for rental of land plots is such a key advantage that it has positive effect on pricing. A possibility of reduction of the price level exerts positive

influence on effectiveness of the economic activity of a trade organization, as well as on implementation of social function of trade [1].

An economy of costs for placement of a trade organization allows to allocate additional resources for sales promotion, thus providing an additional flow of buyers. The location of trade organizations also has a positive effect on logistics [2] with mild degree of availability. Delivery of goods at their such location is the much simpler task, which allows trade organizations to reduce stock-in-trades, and react more promptly to demand.

For small towns the factor of transport accessibility has a significantly less effect on the choice of trade organizations by buyers. But for trade organizations as such this factor does not lower its significance exactly in the terms of goods supply logistics and organization. As a rule, goods supply of regional trade organizations has significant transfer rate, which affects the price of sale of goods negatively.

The Moscow transport development strategy presupposes creation of large transport-connection centers. Such centers presuppose close integration of various types of transport, both city and suburban. High intensity of the passenger flow is the important feature of transport-interchange center, which leads to increase of the flow of buyers. On the other hand, floor space in transport-connection knots located in big cities value is high, which defines requirements for the price category of sold goods.

Implementation of impulse demand in transport-interchange centers has a great potential. The time being spent by a buyer in transport-connection hub is determined in the first place by a schedule of traffic. Thus the buyer spends a sufficiently large time interval in the store, at the same time he has a possibility of a more thorough inspection of an assortment of offered goods.

Traditionally, interchange from suburban rail transport to motor transport are an option of transport-interchange centers. Modern conditions are characterized by sufficiently precise observance of a schedule, which allows the buyers to plan their time more exactly. Advantage of stores in connection places in front of convenience stores lies in it. If in the convenience stores saving of time of a buyer for a road to the store is an important advantage, while placement stores in interchange points personal time of a buyer is not at all spent — it is already lost for him/her. On another side a visit to the convenience store bears, as a rule, planned, targeted character, the buyers of such stores have the in advance determined requirements which become the cause of a visit to the

store. Most often such stores are focused on a certain segment of buyers which defines a store's assortment and pricing policy, methods of attraction of buyers, and an overall strategy of operation of a trading enterprise. The spontaneous visit to stores located in transport-interchange centers can be of spontaneity, which requires a special approach to formation of the assortment, its location in sales areas, and methods of sales promotion.

Vast potential for organization of fast traffic has been accumulated in the world. The express trains came to an economically free niche of day rail transports, which also contributed to explosive growth of their popularity. The express trains excellently complemented this niche, having destroyed a stereotype that, if the passenger wishes to ride by rail, he can make a trip only in the night. Previously it was one of the factors of a choice by passengers of buses instead of rail transport.

Speaking about economic effect of day fast train service, *inter alia*, one can single out the following aspects — The passenger who made a trip in a night train usually detrains not getting enough sleep. Vibration of a car, fear for preservation of personal belongings, and possible unfavorable neighbourhood are contributing to it. Getting off from an express day train, the passenger can work with bigger labor return. Besides increase of labour productivity, it leads to reduction of the amount of a production reject; A number of passengers is not ready to use air transport, many disagree to over-night in trains — but express train is suitable for almost all categories of passengers. Moreover, the convenient location of stations leads to the fact that the ride to another town is not already taken as a significant event. The passenger simply executes connection between trains from the underground train to an express train — but it takes him somewhat more time to get there. In the morning he leaves on assignment, in the evening comes back home.

If the passenger route for the most part passes in the zone of the disposition of accelerated trunk roads, use of a interchange system has a lot of merits, this is a more comfortable, usually day traffic schedule, great speed of movement, and greater comfort of modern trains. As for service of populated areas situated at some distance from transport tracks, it can be carried out with help of rail buses or by using motor transport. All that is contributing to development of a hub architecture in far train service. The connection hub can provide a passenger sufficiently high level of comfort — in the connection hub the buyer can acquire various goods. Among the passengers of express trains there are many buyers with medium and high level of income, which determines purchasing

capacity. Unfortunately traffic of accelerated trains creates sufficient long stops of economy-class trains, which is creating certain inconveniences for passengers, but forms a necessary flow of buyers on the other side for organizations of trade. At the same time catering enterprises have a special development potential. At present many Web shops render a service of customer delivery to buyers. Receipt of goods in points of an issue of goods located at the intersection of transport routes is often more convenient for a buyer than delivery service. A purchase of goods via the internet is related to a number of risks to buyers [3]. Buying goods via the internet, the buyer does not have a possibility to visually inspect goods, assess his convenience — he is forced to focus only on the description of goods submitted by a seller. This risk is particularly strongly shown for goods represented only in the limited number of internet shops, as well as of goods that require fitting before a purchase. The buyer has the right to refuse a purchase of goods immediately during their delivery, but it is connected with a number of psychological difficulties — and customers use this right infrequently. In addition, in accordance with legislation the buyer is obliged to pay delivery of goods. As a result, significantly more often the buyer prefers to accept goods of a proper quality which do not suit him due to some reason than to refuse goods. The buyer's being able to acquire additionally some goods together with earlier ordered goods, increasing thus goods turnover of an organization and efficiency of the economical activity of trade organizations as a whole, is advantage of self-delivery service.

The self-delivery service is also useful for trade organizations — in comparison to provision to a buyer of a service of delivery the seller does not bear costs in case of absence of a buyer, goods are delivered from the warehouse and if necessary back to the warehouse among other goods. It is particularly relevant with consideration for buyers' behaving often incorrectly during delivery of goods instead of paying for a service of delivery as provided for by legislation the buyers state they have not registered an order at all. And the trade organization does not have evidence allowing to require payment for delivery. In comparison to traditional trade after registration of an order the trade organizations with high probability know where the buyer will come — and, when there are a lot of retail stores, they know which range of products should be delivered into which of them. It allows to significantly expand an assortment, especially in regional stores with buyers' small flow. Regulating a place of the disposition of a point of self-delivery service, the Internet shops can regulate features of provision of the service — in terms

of reduction of costs, as well as in terms of creation of conveniences for buyers. The location of the self-delivery service point within the limits of transport-interchange center is quite convenient for buyers, in many cases it is more promising than the service of delivery of goods.

The model of electronic trading's being combined in framework of transport-interchange centers with

traditional trade allows to provide the possibility of buying of goods even during a short stop of the train — the buyer forms his order in advance using the network, and during the stop he needs only to collect it.

As a conclusion, one should note importance of a factor of transport accessibility both for traditional stores and in using self-delivery points in electronic trading.

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