

SUMMARY

The Subject Matter of the Graduation Thesis: "Improving the practice of managing the sphere of trade and services at the municipal level (on the example of the administration of the municipal formation of the resort city of Pyatigorsk)".

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The Information about the Contracting Authority: Administration of Pyatigorsk city.

Topicality of the Research. The sphere of trade is of great importance for the financial policy of the state and its areas: it is a tool for the formation of consumer values and meeting the needs of the population; ensures normal monetary circulation; creates new jobs for the population; forms the sphere of activity of a large number of organizations and enterprises; directly and indirectly affects the development of other areas. The problems of trade management at the local level are of particular importance in the context of decentralization and democratization of public administration in the field of economy, when the center of gravity for solving a number of problems is shifting to the municipal level.

The Objective of the Research is to study the practice of managing the trade sector at the municipal level and develop appropriate recommendations for its improvement.

Tasks of the Research:

to consider the municipality as an object of municipal government;

to study the place of the trade sphere in the structure of the consumer market of the municipality;

to reveal the peculiarities of management of the sphere of trade of the municipality;

to give the socio-economic characteristics of the resort town of Pyatigorsk;

to study the practice of managing the sphere of trade on the example of the resort town of Pyatigorsk;

to determine the directions of improving the practice of managing the sphere of trade at the municipal level.

The Theoretical and Practical Significance of the Graduation Thesis.

The theoretical provisions outlined in the final qualifying work clarify and supplement a number of theoretical provisions on the development of trade at the municipal level. The conclusions and practical recommendations developed in the course of the study can be used both in the work of the administration of the city of Pyatigorsk and in the activities of local self-government bodies of other municipalities.

The Findings of the Research. In Pyatigorsk, the necessary conditions have been created for the development of trade business and the sphere of consumer services. In recent years, the city has seen an increase in the total number of retail outlets, both in food and non-food retail trade, an active increase in the area of chain trade formats and supermarkets. Despite the high saturation, the trade sector remains an important component of a comfortable living environment for residents and guests of the city of Pyatigorsk. The resort town of Pyatigorsk ranks second in the Stavropol Territory in terms of retail turnover. The sphere of trade and services is developing mainly due to small and medium-sized businesses.

Recommendations. The strategic goal of the development of trade in Pyatigorsk should be to create conditions for the formation of a comfortable environment for citizens and business entities (both producers of goods and subjects of trade) through the development of a multi-format trade infrastructure by stimulating the growth of any forms of entrepreneurial activity. To achieve this goal, it is necessary to carry out a set of measures to solve the following tasks: 1) Development of small trading business; 2) Development of distance selling;

3) Development of modern online trading formats; 4) Development of self-regulation mechanisms.