

## **Актуальные проблемы ценообразования на российских предприятиях в современных условиях**

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### **Аннотация**

В статье проанализированы актуальные проблемы ценообразования на предприятиях в современных условиях. Определены неэффективные методы ценообразования в условиях кризиса. Отмечена обуславливает необходимость перехода предприятий от традиционного к качественно новым подходам в процессе определения ценовой политики. А также обозначены рекомендации по улучшению государственной политики в области ценообразования.

**Ключевые слова:** ценообразование, экономика, рыночное ценообразование, затраты, естественная монополия.

### **Actual problems of pricing at Russian enterprises in modern conditions**

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### **Abstract**

The article analyzes the actual problems of pricing at enterprises in modern conditions. Inefficient methods of pricing in the conditions of crisis are defined. The necessity of transition of the enterprises from traditional to qualitatively new approaches in the process of definition of price policy is noted. Recommendations for improvement of the state pricing policy are also outlined.

**Keywords:** pricing, economy, market pricing, cost, a natural monopoly.

One of the key characteristics of the market and the economic system as a whole should include the methods of determining the price. It is a category that affects the movement of material and cash flows, participates in the distribution of the quantity of goods, determines the level of public welfare. It should be noted that currently the category "price" is not fully studied, as evidenced by both theoretical and practical aspects of pricing. This problem is relevant, since the identification of the cost of a certain type of product is the basis of any economic complex and an effective pricing mechanism in organizations allows for an adequate pricing policy.

Since price is one of the most important instruments of economic regulation - its regular impact on the economy covers many areas. Thus, with the help of prices, production is subject to public needs expressed in the form of effective demand, enterprises are stimulated to reduce the cost of production and sale of products (goods, services), improve its quality and safety through innovation and investment activities.

After analyzing the research, which considers the main conditions of stable and effective functioning of market-based pricing, there are: the formation of state legal basis for the functioning of a market economy; the economic independence of market participants; establishing relationships between participants on a commercial basis; the use of legal norms for economic regulation; sufficient freedom in determining prices; the competition [6].

However, in the current conditions of the domestic market, the adoption of management decisions on pricing policy at the enterprise is complicated due to the existence of a number of challenges in pricing. Such problems include:

- the imperfection of information support of pricing process;
- the insufficient market research as a basis for management decisions in pricing policy;
- the lack of adequate skills in forecasts in pricing policy;
- the instability of the legislative framework for the establishment of indicative prices, regulatory levels of profitability, taxation;
- the lack of integrated assessment of consumer price sensitivity, trends and dynamics of their income level;
- ignoring the monitoring of competitors' prices in the process of developing pricing policy;
- the low level of factor analysis of prices and unreasonable choice of pricing policy objectives;
- the lack of qualified personnel with advanced pricing methodology, the delay and ineffectiveness of measures for the adjustment of prices;

- the lack of a unified approach to the organization's pricing mechanism;
- using of cost approach in pricing;
- the lack of price correlation with other elements of complex marketing research [4].

These problems in pricing reduce both the efficiency of enterprises in general, and the effectiveness of the pricing policy of enterprises.

The economic crisis in Russia has many negative manifestations, among which we can name the rise in prices and inflation, caused not only by internal but also external factors. First of all, the import of global inflation, the pace of which has accelerated since the beginning of the global financial crisis. Today, the development of inflation increases due to changes in exchange rates, increasing the cost of energy, fixed assets, all kinds of resources with their total shortage. This leads to the need of the search for a new approach to the process of forming the pricing policy of enterprises [3].

Management of the pricing process at the stage of price determination is the most complex and requires significant costs for systematization, selection and training of personnel, etc. Management decisions made by considering each of these factors have the right to exist, and there is a certain connection between them. An enterprise that aims to obtain a competitive advantage, in order to avoid pressure on prices, as a result of which they are reduced, and wants to become a price leader in its industry, should systematize the algorithm of managerial decision-making. Making decisions on pricing policy at the enterprise, it is necessary to pay significant attention to such economic categories as demand, supply, costs, to understand the impact of other macro-indicators and factors and their relationship to each other.

The classical approach to the formation of prices in modern conditions can not be called optimal, but without its application will not be the desired result, because it allows the organization's management personnel to create a clear algorithm for solving pricing problems. However, this approach can be effective only in stable market conditions. In crisis conditions, this approach alone is illogical, since it does not consider the current demand and therefore does not allow to establish the optimal price. The marketing approach is based on the analysis of own expenses and considers the information about the opinion of consumers and the level of competition in the market. This approach allows you to avoid overstocking and keep the price at the maximum level. Reducing the price, the company will not get a permanent advantage, and increasing it, risks, because competitors will not support it in this [1].

In order to achieve the goals with the lowest cost and highest efficiency, the company needs to choose the most effective pricing strategy and algorithm for its implementation. There are a lot of price strategies. Every year, top managers create and implement hundreds of different

strategies. But the most popular are still the following: cream picking, the strategy of prestigious prices, the strategy of low prices, the strategy of market penetration, the strategy of setting prices within the product range and the strategy of differentiated pricing. At the same time, many enterprises resort to a combination of pricing strategies [2].

Nowadays, one of the main problems of pricing policy of domestic enterprises is the imperfection of information support. Only systematic collection and analysis of objective information about the state of the market and consumers are a necessary condition for making optimal decisions when setting prices. Therefore, the formation of pricing policy necessitates a systematic approach to information support justification of the management decisions about prices. Professionals who specializes in finding out information offer a comprehensive information management system of the pricing process, which includes six separate systems: the system of market information in general; information system government policy; information system costs; system of information on competitors; the system of information about customers; information system about the sales and profits of the enterprise. The use of this information in full enables the company to make an optimal management decision when choosing a pricing policy and setting the price of its products. Therefore, it is extremely important to determine the price of a product, product or service in accordance with objective information about the state of the competitive situation in the market. To establish a competitive price, it is necessary to carefully analyze how buyers perceive all market offers, what quality characteristics of goods or services stimulate their purchase [5].

Final decisions are made at the final stage - at the level of communication between the sales manager and the client or buyer. For the client, it does not matter what costs the company incurs. He focuses on the benefits that he will receive from this product and the additional conditions for working with it.

Another important problem in pricing and tariff regulation is the lack of validity of all tariffs of natural monopolies. Experts say that the methods used today to calculate costs, which are included in the cost of production of natural monopolies, are completely opaque. Since the current legislation of Russia does not have the concept of "economically reasonable costs", organizations allow themselves to lay in various tariffs the costs of maintaining certain non-core assets, as well as unreasonably high salaries of managers. Today, widely known are the cases when the salary of the manager of the local natural monopoly, for example, the water utility service, several times higher than the salary of the governor of the region [8].

The increase in tariffs of natural monopolies is often justified by a certain need for investment in the active development of industries. But the system of making management decisions on the inclusion of a certain investment component in the entire structure of the tariff is

also particularly opaque. So, it is simply impossible to carefully control the distribution of all investment funds [1].

As a result, the increase in tariffs of natural monopolies each year significantly exceeds the level of inflation in the country. All this puts other sectors of the economy in a worse position, which forces many domestic producers to increase prices for all manufactured products. In the end, this has a particularly negative impact on the overall standard of living of the entire population of the Russian Federation. Scientists and researchers say that the increase in tariffs of natural monopolies is a key factor in the high level of inflation in the state. I would like to note that in order to resolve the above problems in pricing regulation by the state in the Russian Federation, it is necessary to develop a unified and holistic approach, as well as sufficiently transparent principles in this area.

Thus, the pricing policy in general is aimed at setting prices for goods and services depending on market conditions, which will allow to obtain the planned amount of profit and solve other strategic and operational tasks. At first, it is important for companies to understand what they are aiming for, with the help of the goods produced or purchased. By choosing a target market and a market segment, it will be easier to solve the problem of pricing. For a pricing strategy, it is initially important to win a place in the market right and dignified. The company may have other goals, but their clear representation will make it easier to determine the value of the price. Created and planned strategic solutions of the company, facilitates rapid response to problems and unforeseen situations. Price strategy is considered an important part of pricing, which establishes clear rules for the implementation of price policy at the enterprise.

Price determination is one of the most difficult tasks facing any enterprise. And it is the price that determines the success of the enterprise - the volume of sales, income, the profit. Thus, price policy is to place such prices on the goods in such a way that they vary according to the market situation in order to gain the greatest possible share, achieve the planned profit volume and successfully solve all strategic and tactical tasks.

The price is a component of economic and social policy of the state and provides equal economic conditions and incentives for development, economic independence of the enterprises, positively influences balance of the market of means of production, goods and services promotes increase in quality of production. For the formation of prices for certain goods, entrepreneurs should make every effort to eliminate existing problems, which will lead to the correct, effective formation of prices for goods. On the part of the state it is necessary to take measures to increase the effectiveness of control over certain price collusions, as well as the establishment of monopolistically low or high prices. In addition, it is necessary to organize processes aimed at the

active development of competition, as well as to reduce the costs of producers, increase productivity, use of innovative resource-saving technologies.

Given the complexity of the problem, it is necessary to acquire knowledge in this area in order to choose the right approach to setting market entry prices. In order to achieve good results in production and commercial activities, further development of this kind of knowledge is required based on the study of world experience.

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