

Abstract of the Article
**"The Analysis of the Main Features of the Retailer Enterprises'
Places of Localization" by K. Korzhenko**

The main challenge for many retailers in the conditions of a market transformational economy of Ukraine is action that is irrelevant to the real situation concerning the stabilization of their operations and adaptation to new requirements and laws. In terms of trade the permanent changes in the process of operation of the enterprise become an integral feature of modern management, unique instrument for achieving higher performance, provision with competitive advantages, a better way to meet the demands of consumers, etc.

Implementation of the efficient trading activity is impossible without determining the factors that affect the structure and volume of retail turnover. It has been determined that one of the principal factors of the solution of the non-profitable commercial activity is the selection of the commercial enterprise's location. It should be taken into consideration that a maximum adaptation to the territorial organization of trade objects should be created to stereotypes and behaviors of consumers and their needs.

The objective of this research paper is to analyze the economic attractiveness of location for retailers. The aim is to determine the characteristics of commercial enterprises in the market and implementation of individual measures of the effective functioning of enterprises based on the analysis of main characteristics for their localization.

As a result of the analysis of the main features for localization of 367 trade enterprises of Kharkov the distribution of investigated objects into groups depending on the orientation of the mass consumer or narrow market segment was carried. It has been proved that the studied commercial items, depending on the place of localization have different conditions and opportunities for effective functioning. The analysis of financial and economic indicators showed that a necessary condition for improving the trading activities of retail facilities is the application of individual approach, taking into account the peculiarities of localization, which will form the basis of development strategy based on the economic and mathematical models depending on the amount of income received from financial and economic indicators. Implementation of this model into practical activity using the proposed measures will lead to the improvement of trading activity and profitability of enterprises.