

2.5. ACCOUNTING PROVISION FOR MANAGEMENT OF SALES EXPENSES IN ACCRDANCE WITH THE MARKETING STRATEGY OF THE ENTERPRISE

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The sale of finished goods completes the inventory cycle. The money invested in the acquisition of inventory and its processing during the production stage is returned to the company's manufacturing assets. The difference between the initially invested and received funds when selling finished goods is a monetary measure of an entity's operating profit. Sales are the physical process of moving goods from the seller to the buyer, along with the transfer of ownership and vice versa - money.

It should be understood that the sale of products is not a spontaneous (natural) process, but requires purposeful activities for the purpose of coordination and management. The set of actions to ensure and manage the process of selling products (works, services) is the sales activity at the enterprise. According to Gudzenko (2017) sales is a subsystem of economic activity, which includes the process of moving products from producer to consumer (sales); market research; satisfaction of the buyer's needs; management of the movement of material assets with the determination of the financial result, which is formed when creating new value in the production process.

For effective management of financial results from operating activities, there is not enough information on the dynamics of gross profit, other operating income, administrative expenses, sales expenses and other operating expenses, it is necessary to take into account possible areas for improving the optimization of expenses related to the sale of products through changes in accounting policies, priority for the main types of products that are in greatest demand and occupy the largest share in the sales structure, loyalty programs in the contractual. Let's consider the structure of sales expenses regulated by the main regulatory documents: UAS 16 "Expenses", the Instruction on the Application of the Plan of Accounts for Accounting for Assets, Capital, Liabilities and Business Transactions of Enterprises and Organizations, and the Guidelines for the Formation of the Cost Structure and the Procedure for Their Planning in Trading Activities (Table 2.5.1). Taking into account the above issues of classification and regulatory regulation of sales expenses and the need to optimize their amount, we propose the following division of expenses, which should be provided for in the Regulation on Accounting Policy:

1) basic expenses related to sales (labor costs of personnel involved in the sale of goods (products); contributions to social activities; lease costs of non-current assets involved in the sale of goods (products); depreciation of non-current assets involved in the sale of goods (products); maintenance costs of fixed assets, other non-current tangible assets, low-value wearing items, costs of sales of goods (products); costs of packaging;

Table 2.5.1

Comparative characteristics of the structure of sales expenses in accordance
with regulatory documents

Elements of sales costs	NP(S)BU 16 "Costs"	Instruction on the Implementation of the Plan of accounts of accounting of assets, capital, liabilities and state gift operations of enterprises and organizations	Guidelines on the Formation of the Composition of Costs and the Procedure for Their Planning in Trading Activities
Labor costs of personnel involved in the sale of goods (products)	Remuneration and commissions to salespeople, sales agents and employees of sales units	Salaries and commissions to salespeople, sales agents, and sales staff	+
Contributions to social activities	-	-	+
Marketing and advertising expenses	+	+	Marketing campaign costs
Business trip expenses for employees engaged in sales	+	-	+
Expenses for lease of fixed assets, other non-current tangible assets and intangible assets that ensure the sale of goods (products)	+	-	+
Depreciation of fixed assets, other non-current tangible assets and intangible assets that ensure the sale of goods (products)	+	+	+
Expenses for maintenance of fixed assets, other non-current tangible assets, low-value wearing items, that ensure the sale of goods (products)	+	+	+
Packaging costs	+	-	+
Transportation costs	Costs of transportation of finished products (goods) between warehouses of subdivisions (branches, representative offices) of the enterprise; costs of transportation, transshipment and insurance of finished products (goods), transportation and other services related to transportation of products (goods) in accordance with the terms of the contract (basis) of supply	+	+
Insurance costs	+	-	-
Costs of warranty repairs and warranty service	+	-	+
Costs of storage, handling, processing, packaging and pre-sale preparation of goods (products)	-	+	+
Taxes, duties and other mandatory payments provided for by law	-	-	+

transportation costs; insurance costs; costs of warranty repairs and warranty service; costs of storage, sorting, processing, packaging and pre-sale preparation of goods (products);

2) auxiliary expenses related to the refinement of the marketing product and pricing policy for the existing assortment - expenses for marketing research and advertising; business trips of employees engaged in sales;

3) expenses for the development of the marketing product and pricing policy for the assortment renewal - expenses for marketing research and advertising; business trips of employees engaged in sales, etc.

In accordance with subpara. 14.1.108 of clause 14.1 of Article 14 of the Tax Code (2011), marketing services (marketing) are services that ensure the functioning of the taxpayer's activities in the field of market research, promotion of sales of products (works, services), pricing policy, organization and management of the movement of products (works, services) to the consumer and after-sales service to the consumer within the business activities of such a taxpayer.

Marketing services include, among other things: services for placing the taxpayer's products at points of sale, services for studying, researching and analyzing consumer demand, entering the taxpayer's products (works, services) into sales information bases, services for collecting and disseminating information about products (works, services). When managing the amount of sales expenses, one should take into account the type of production (mass, serial, individual) and the dependence on the seasonality of production. After all, during the seasonal period, sales volumes and, accordingly, profits are much higher than during the off-season. The amount of sales costs in the off-season period will decrease, and in the seasonal period - will increase. The impact of the contractual policy on the accounting of sales costs requires detailed consideration. The contractual policy should be understood as a set of actions aimed at accounting modeling of the terms of business contracts and financial results from their fulfillment to attract new and retain regular customers (clients), while ensuring that the entity receives economic benefits.

Today, large, small and medium-sized enterprises play a significant role in the formation and survival in the market of regular customers (buyers and clients). In order to keep their orders, it is sometimes necessary to conclude a transaction agreement that will result in zero profit or an uncovered loss for the next contract with the profit from the order included (Table 2.5.2). In order to attract new customers, management should pay attention to improving the quality and competitiveness of products (price-quality ratio), as well as apply sales promotion measures, such as advertising. In order to retain regular customers, it is advisable to apply a loyalty program, ensuring that the operations performed in this case break even. The stages of the business life cycle that directly affect the ratio between sales costs and financial results from operating activities are: inception (creation of an enterprise); acceleration of growth; slowing down the growth rate; maturity decline.

At the first stage of "nascent (enterprise creation)", the main goal of a business entity's activity is to survive in the market, to maximize profits, the main task is to enter the market, to combine the components of the production process for the first time, to

overcome barriers to entry. Under these conditions, optimization of the assortment is important, and sales costs tend to increase.

Table 2.5.2

Characteristics of the impact of the loyalty program of customers in accordance with the concluded agreements on financial results from sales

Options for concluding contract in accordance with to the reporting period	Characteristics of the financial result from the business transaction
Both contracts concluded in the same reporting period	The profit from the second contract covers the losses from the second contract and even exceeds
The agreements were concluded in different reporting periods. a) in the first reporting period period, the contract (loss or zero profit), and in the second profit) in the first reporting period, and in the second reporting period - profitable	In the first reporting period, the company has losses, and in the second reporting period - retained earnings and in the second reporting period - retained earnings
b) in the first reporting period in the first reporting period, a contract with a profit margin, and in the second reporting period reporting period - with a pledged loss	In the first reporting period, the company has undistributed earnings, and in the second reporting period period - uncovered losses

The main goal at the second stage of “accelerating growth” is to generate short-term profits and achieve accelerated growth. The organization of labor is aimed at planning profits and developing incentive mechanisms, increasing the degree of aggressiveness of the company's competitive strategy, and establishing a system of production process linkages. The trend in sales expenses, including advertising costs, is upward. At the third stage of “slowing growth”, the main goal is systematic, balanced growth and the formation of an individual image; the main task is to grow in different areas of the technological process, improve the level of labor organization, completely overcome the barriers to entry, complete the formation of the human resources subsystem, begin to upgrade the technical base, and tend to generally reduce profitability. Under these conditions, sales costs need to be reduced.

The main goal at the fourth stage, maturity, is to ensure stability and maintain the level of development achieved for the longest possible period of time. Here, there is a tendency to reduce sales costs. The fifth stage, “decline”, is aimed at ensuring the renewal of all enterprise functions, growth is ensured through collectivism; the main task is rejuvenation, and in the field of labor organization, the introduction of the most modern achievements of scientific labor organization. Sales costs continue to decline.

Conceptually important is the approach whereby sales activities should be viewed as a process of organizational and economic operations that includes a logistics aspect (transportation, warehousing, inventory management, order service) and a marketing aspect (research and analysis of market conditions, determination of sales volumes, selection and management of distribution channels), and is carried out to achieve

economic results from the sale of products to consumers and create The marketing direction of sales activities positions the material values of as a market object. In the course of studying the theoretical foundations of accounting and control of sales activities, it has been found that an important factor in the efficiency of economic activity is a clear organization of sales policy. In this context, the proposal to develop a model of the sales policy of an agricultural enterprise is worthy of attention.

Thus, it can be argued that the efficiency of the enterprise largely depends on timely and complete information on operating costs, which can provide only an accounting system based on the existing legal framework. Accounting for sales activities at enterprises has always been and still remains a topical issue, because the transformation of commodity assets of the enterprise into cash plays an important role in the production process. It is carried out on the basis of the product sales process.

At the stage of marketing products, companies reimburse their costs, sell the value of the additional product and receive a corresponding profit. Sales of products - is to determine the feasibility of economic activity of enterprises and quantitative and qualitative assessment of their labor. An in-depth analysis of the classification of costs gives grounds to determine that the costs of sales relate to the operating costs of the reporting period. Their composition is shown in Fig. 2.5.1. Clarification of the essence of sales activities by stages and functional elements and expanding its boundaries requires changes in the organizational system and management of the economic process. This requires the creation of an appropriate sales information system - the collection, processing and synthesis of primary data for internal and external users, providing feedback between the elements of the economic mechanism.

Traditional methods of accounting and control of sales operations are not able to meet the needs of management in relevant information (regarding the choice of optimal and effective methods and techniques of sales promotion, identifying products that require additional efforts to promote them on the market). In such circumstances, operational control and sales management becomes more complicated. Analysis of costs by elements allows one to study their composition, to determine the specific weight of each element, the share of living and tangible labor in total production costs. In the general management model of sales policy at the enterprise, the leading place is occupied by the account and control of sales activity that will provide reception of positive financial results.

According to the considered provisions, accounting and audit of expenses of sales activity should provide:

- correct definition and reliable classification of operating costs;
- correct delineation of costs by type of activity;
- correct and complete documentation and timely reflection in the registers of sales costs;
- complete, reliable and unbiased information on marketing costs for management purposes;
- observance of legislative acts in the formation of information on costs incurred;
- completeness and reality of the reflection of sales costs in the reporting of the

enterprise;

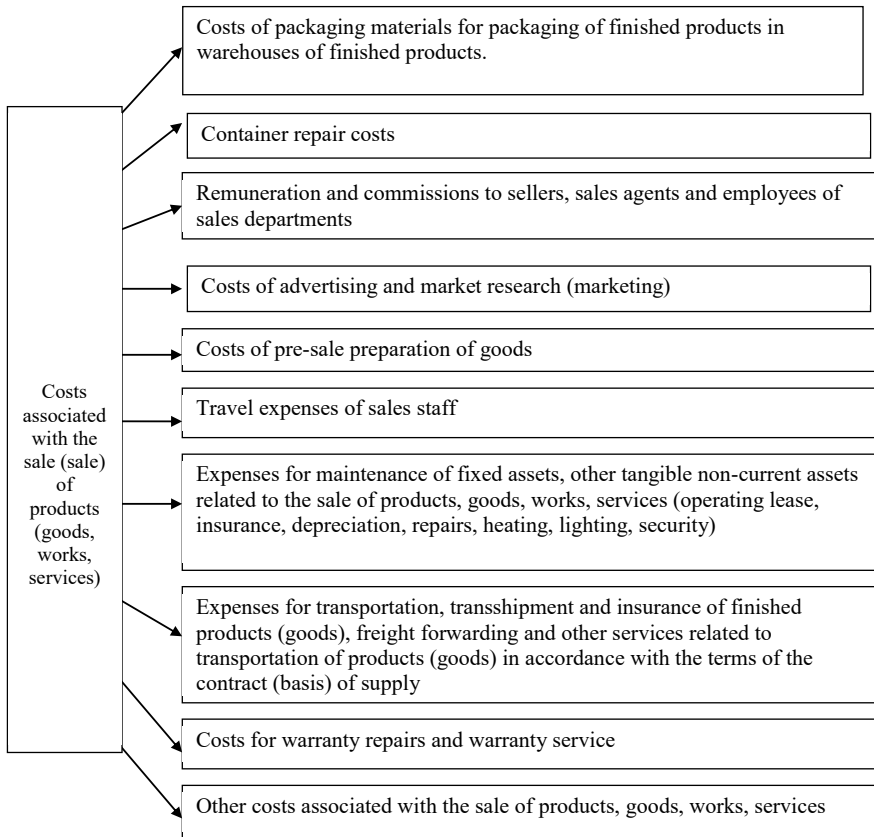


Fig. 2.5.1. The composition of sales cost

- correct determination of costs in accordance with the accounting policy of the enterprise;
- correct allocation of costs to the relevant reporting periods;
- completeness: whether all actually incurred expenses are reflected in the reporting;
- assessment: the correctness of determining costs in accordance with the adopted accounting policy;
- correctness of reflection: verification of costs in relation to their reality and

accuracy of reflection and belonging to the current reporting period;

- affiliation: whether all reflected costs belong to the enterprise;

- legality: compliance with laws, instructions, regulations and other regulations to determine and reflect costs;

- reliability: compliance of cost indicators with primary documents;

- consistency: consistency of cost determination methods during the reporting period;

- compliance: attribution of costs to the relevant reporting period in which they were incurred.

An important role in conducting clear financial and economic activities is the establishment and compliance with the company's accounting policies. Accounting policy is a set of methods and procedures used by the company to prepare and submit financial statements, i.e. the company's choice of certain and specific methods, forms and techniques of accounting based on current business rules and characteristics of the enterprise. Constant (from year to year) application of the chosen accounting policy, in other words - consistency - one of the basic principles of accounting, established by Art. 4 of the Law of Ukraine "On Accounting and Financial Reporting in Ukraine". However, this does not mean that by determining the approaches to accounting for assets or liabilities, the company will no longer have the right to change them. This possibility is provided in paragraph 9 of UAS 6 "Correction" of errors and changes in financial statements". It is allowed to transform the accounting policy in situations when:

- the statutory requirements of the enterprise change;

- the requirements of the body that approves the accounting regulations (i.e. the Ministry of Finance) change;

- the changes will provide a reliable reflection of events or transactions in the financial statements of the enterprise.

The first two cases are almost rare.

Changes in accounting policies that accurately reflect the events or transactions in the entity's financial statements are made if, in the accountant's opinion, the use of new accounting policies will more accurately disclose the entity's financial statements.

The standards do not specify the specific cases when it is necessary to change the accounting policy. Therefore, if the regulations that introduce changes in accounting policies prescribe the date of their start, it is from them that they will have to start. However, it is necessary to remember one of the basic principles of accounting, given in Art. 4 of the Law of Ukraine "On Accounting and Financial Reporting in Ukraine" are sequences. That is, the constant annual application of the company's chosen accounting policy, which can be changed only in exceptional cases. Note: for each single year, you can not re-sign the order of accounting policies, but make changes to the current (basic) policy. The Ministry of Finance recommends in this regard: "The administrative document on accounting policy can be adopted as a base for the time of the enterprise, which, if necessary, changes from a certain time" (see the above-mentioned letter to the Ministry of Finance № 31-34000-10-5 / 27793). If the changes cover most of the text or significantly affect its content, the accounting policy should be set out in full in a new version.

The consequences of the change in accounting policy are due to p. 11 - 13 UAS 6. Accounting policies should be applied to events and transactions from the moment they occur, except when this is not possible (paragraphs 11 and 13 of UAS 6). That is, we will have to review the operations for which new approaches have been chosen, for the entire time of their implementation and re-perform all the calculations as if they were used in the enterprise from the beginning.

When changing the accounting policy, it is necessary to determine its impact on the events and operations of previous periods. This is done by adjusting the balance of retained earnings at the beginning of the reporting year and re-providing comparative information on previous reporting periods (paragraph 12 of UAS 6). If the amount of retained earnings at the beginning of the reporting year cannot be determined reliably, the accounting policy applies only to events and transactions that occurred after the date of the change in accounting policy.

It should be noted that not every change in the accounting policy order falls under the definition of changes in accounting policies. A striking example is the change in the depreciation method. Although it is prescribed in the order of accounting policy, it is nothing more than a change in accounting estimates. This position was confirmed by the Ministry of Finance in a letter dated November 2, 2009 № 31-34000-20-23-5535 / 5708. Therefore, changes in accounting policies should be clearly distinguished from changes in accounting estimates. If it is impossible to distinguish, it should be considered as a change in accounting estimates, accounting for which is only promising (paragraph 14 of UAS 6). At the researched enterprise, the Order on accounting policy is approved annually. Let's analyze which provisions on cost accounting should be reflected in the Order on Accounting Policy, taking into account the legislative changes:

1. List and composition of articles for calculating the production cost of products (works, services). In accordance with paragraph 11 of UAS 16 "Costs" companies must set them independently. This paragraph specifies that the production cost includes:

- direct material costs;
- direct labor costs;
- other direct costs;
- variable overhead and fixed allocated overhead costs.

Despite a number of legislative inconsistencies in the accounting of general production costs in 2011, these rules will remain unchanged. They are included in the production cost in both accounting and tax accounting (paragraph 138.8 of the TCU).

2. List and composition of variable and fixed overhead costs (basic and additional salaries of general production staff and contributions to social activities; costs of water supply for the technological process; energy costs of the technological process, etc.). On the basis of item 16 of UAS 16 "Costs" the enterprises should establish them independently.

3. Base for the distribution of variable and fixed overhead costs. According to paragraph 16 of the UAS, variable overhead costs are allocated to each cost object (account 23) using the distribution base (hours of work, wages, volume of activity, direct

costs, etc.), based on the actual capacity of the reporting period. Fixed are established for each cost object using the distribution base (hours of work, wages, direct costs, etc.) at normal capacity. Unallocated fixed overhead costs are included in the cost of goods sold, works, services (account 90) in the period of their occurrence. Since for the purposes of determining the tax cost of overhead costs are also subject to distribution between production cost and cost of sales, determining an adequate distribution base is a question relevant to tax accounting.

4. Normal production capacity of structural units (units of output, volume of work performed and services provided, etc.) is the basis for the distribution of fixed overhead costs, which will be used for both accounting and tax purposes.

5. Defect cost rates. It is better to state this information in the separate order on the enterprise. After all, according to paragraph 138.7 of the TCU, enterprises have the right to independently determine the allowable norms of technically inevitable marriage in the order of the enterprise, provided that its size is justified (to be taken into account when determining the object of taxation). Such norms, independently established by taxpayers, are in force until the adoption of the relevant norms of the Cabinet of Ministers. At the present moment, such norms have not yet been established.

6. The period of creation of qualifying assets. UAS 31 "Financial costs" refers to qualifying assets that require significant time to create. However, it does not specify this segment. Hence, the conclusion that companies can determine it themselves. The Ministry of Finance recommends considering a qualifying asset, the creation of which takes more than three months (letter of the Ministry of Finance dated 01.06.06 № 31-34000-10-5 / 11601). This will also affect the accounting of financial expenses in tax accounting (paragraph 138.10.5, paragraph 146.5 of the TCU). This is where it is necessary to follow the recommendations of the Ministry of Finance, as self-employment leads to tax risks.

Documentation is the first stage of accounting, that includes: registration and recording of information regarding facts, transactions, processes, its processing and generalization. Relevant primary documents are provided for documenting business transactions. According to the Regulation on Documentary Support of Accounting Records, approved by the order of the Ministry of Finance of Ukraine dated 24.05.1995 № 88 primary documents are drawn up on standard forms approved by the Ministry of Statistics of Ukraine, as well as on specialized forms approved by ministries and departments of Ukraine (The Tax Code of Ukraine, 2011).

Primary documents must be drawn up at the time of the transaction, and if this is not possible, it must be immediately after its completion. They must be timely received by the accounting department and contain complete and accurate information on each transaction. The structure of the document flow should be such as to ensure the timely receipt of the necessary information for both accounting and control and operational management of product movement.

Depending on the needs of informational support of the managerial system, the stages of organization of primary accounting of sales activities, requirements for the initial registration of sales operations, as well as the features of documenting sales transactions

through different channels are revealed (Fig. 2.5.2). Sales cost data can be obtained by checking primary documents and accounting records. In accounting, the sales process is divided into parts with a separate reflection of income, cost of goods sold and financial results of sales. The study found that marketing costs are aimed at market research, market conditions, study changes in demand for products, and sales costs are limited and are aimed primarily at meeting the needs of consumers in the sale of products. Their volume and structure are determined by market conditions, the specifics of marketable products, consumer demand, strategic goals of the enterprise.

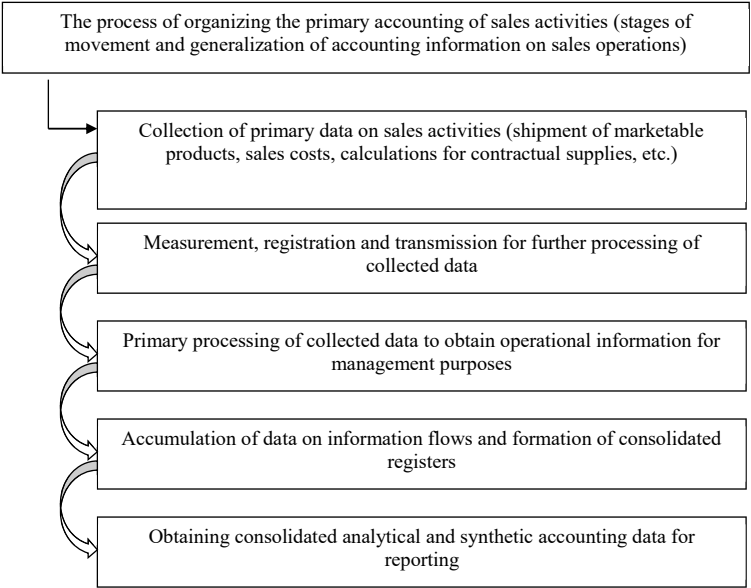


Fig. 2.5.2. Stages of organization of primary sales accounting in operating activities

Remuneration of employees is calculated based on the amount of revenue from the sale of goods or time worked at the enterprise in accordance with the timesheet, contracts with sellers and documents on the proceeds. On the basis of primary documents on labor remuneration, a consolidated statement of accrual and distribution of labor remuneration and deductions from it by objects of accounting is compiled on a monthly basis.

Disinfectants, low-value and perishable items and other materials are released to the wholesale warehouse or shop on the limit-withdrawal cards for receipts and invoices, and written off by relevant acts. If employees engaged in the sale of goods, receive funds for business trips or in the report, then in a timely manner, they must submit to the company's

accounting a certain list of documents.

The initial stage of the organization of the primary accounting of settlements with accountable persons is registration of the order of the head of the enterprise.

The order is the main document for sending an employee on a business trip. Without it, as we have already found out, the trip will not be considered a business trip. According to item 1.1 p.1 Instructions on business trip in the order reflect:

- destination;
- the name of the enterprise where the employee is sent;
- term of business trip;
- its purpose.

In addition, it indicates the names and positions of seconded employees. The general provisions of the Instruction on business trip give the head of the enterprise the right within the limits of norms at own discretion to limit the sums and the purposes of use of the means given out on business trip. At the same time, the manager may decide to reimburse the costs, that according to regulations is not necessary to reimburse, or increase the amount of daily allowances. This is reflected in the order.

In addition to the order, an estimate of business trip expenses is added. The General Provisions of the Instruction on Business Trips state that the company is obliged to provide the business trip in advance in the amounts established by regulations. Its amount is determined by cost estimates.

There are five categories of travel expenses:

- 1) daily (expenses for food and personal needs of the employee);
- 2) for the travel to the place, back and at the place of business trip;
- 3) for accommodation, taking into account the services provided in the hotel;
- 4) to pay telephone bills;
- 5) for the issuance of passports, visas, compulsory insurance, transfers, payment of taxes and fees and other costs associated with the rules of entry and stay at the place of business.

The money under the report is issued for travel expenses, purchase of various materials, small household, postage and other expenses. At the same time, it is necessary to adhere to the current rules for regulating cash circulation. An advance is issued to the accountable person in the amount necessary for the implementation of the planned measures, and only if the accountable person has no arrears on previously issued amounts. An advance is issued on the basis of a cash disbursement order or payment statement if the money is issued to several persons at the same time. Therefore, when issuing an advance on a payroll, the cash disbursement order should be issued not for each employee, but for the total amount of cash issued from the cash register. The accountable person has the right to spend the advance only for the purposes for which it was issued. In case of transfer of funds from the current (currency) account, the money under the report is issued on the basis of a payment order of the established form.

Justifying documents for the expenditure of cash for household needs can be:

- regarding the acquisition of material values: cash receipt of the purchase registrar

and delivery note to the warehouse; invoice, tax invoice, consignment note and documents for delivery of purchased property to the warehouse of the enterprise;

- regarding the work performed and services performed by the contractor: receipt of acceptance of money; the root of the profitable cash order and the act of acceptance-transfer of the performed works (services), etc.;

- regarding the costs of payment of wages for one-time work: employment agreement concluded with employees and executed in the prescribed manner, the statement of accrual of wages and deductions from employees;

- other documents - depending on the purpose of business expenses and related business transactions.

Electricity, heat, water supply and sewerage are supplied to the company in accordance with the concluded agreements.

In accordance with the concluded contracts, suppliers issue invoices for these services (heat, electricity, water supply). As they pay, they issue tax invoices and deeds.

After receiving documents from utility providers, the company's accounting department calculates utilities, according to which part of the utilities refers to a specific object of accounting (administrative costs, sales costs, other costs).

For the protection of the premises of the enterprise enters into contracts for the protection of each object (warehouse, shop, office).

Contracts are also concluded for advertising goods in the media. According to the acts of work performed, the corresponding amounts are related to selling expenses. Similar documents are drawn up and performed in work on the current repair of warehouses and shops, freight forwarding services, if they are performed by contractors. Packaging materials, materials spent on the repair of containers, are written off by relevant acts. In some cases, when organizing sales activities insures its goods. Insurance contracts are concluded about this and insurance policies are received from the insured, the amounts paid for them are also included in sales costs.

During the sale of goods there are costs directly related to the sale: wages of sellers, loaders, transport work, depreciation of fixed assets (trade equipment, retail space, cash registers), heating, lighting, etc. All of them refer to sales expenses, which are recorded in the active account 93 "Sales expenses". The debit of the account reflects the amount of recognized costs of sales (costs of packaging materials, transportation of products, goods under the terms of the contract, costs of marketing and advertising, wages and commissions to sellers, sales agents, sales staff, depreciation, repair and maintenance of fixed assets, etc. tangible non-current assets used to ensure the sale of products, goods, works and services) on the loan it is used a write-off to account 79 "Financial results".

Account 93 "Sales Costs" records and accumulates sales costs. Analytical accounting of sales costs of the enterprise is conducted in the information in terms of cost items and economic elements. When organizing the accounting by cost centers, the relevant registers are kept in the context of warehouses and services related to the sale of finished products.

The general method of accounting for sales costs by elements is similar to the method of accounting for production costs. That is, at the first stage the elements of costs are

formed, at the second stage they are written off to the financial results.

In the internal accounting, it is determining the possibility of direct or indirect allocation of costs to the relevant type of product. Indirect costs are shared between individual products. Data from the registers of analytical accounting are transferred to the journals-orders, where, at the end of the month, the final data are transferred to the general ledger, which calculates the turnover on debit and credit of each account.

The general ledger is used to summarize the data of journals-orders, mutual verification of records made on individual accounts and compiling the balance sheet. Due to the fact that the cost of sales affects the financial result, it is advisable to distribute these costs between individual types of products sold outside financial accounting. In this case, the costs can be distributed monthly as follows:

a) general expenses - between types of sold products in proportion to its production cost;

b) transport costs (if the share is significant) - by type of products sold, they are simply written off at the end of the month.

As a result of the research, it is established that the current accounting model reduces the analytical value of the cost indicator, complicates the pricing process. It is necessary to provide for the possibility of separate accounting of direct and indirect costs of marketing and sales activities in order to adjust the cost of sales in the amount of direct sales costs.

The reflection on account 90 shows only the production cost of the product and automatically suspends the monitoring of the economic process at the stage of production and does not allow to fully reflect the sales activities that involve additional measures to promote the product on the market and, consequently, mandatory additional costs.

Podmeshalska and Stepanenko (2018) based on this, the approach to changing the name and purpose of account 90 from "Cost of sales" to "Commercial cost" is noteworthy. This will make it possible to improve the method of accounting for the costs of sales activities, which are reflected in accounts 90 "Cost of sales" and 93 "Costs of sales".

The results of the study indicate the need to deepen the analytical accounting of sales to improve the management and control of sales activities. Analytical accounting should provide the opportunity to analyze the proceeds from the sale and choose the best of the available and possible areas of sale. In this case, the quantity, quality and effectiveness of analytical information will depend on the reality of the presentation of economic processes, during the implementation of which provides income and determine financial results.

When studying the peculiarities of the organization of analytical accounting, it was found that sales activities, providing the opportunity to obtain financial results, are on the border of external and internal environment of the enterprise. Other economic processes (supply, production) significantly depend on sales policy (markets).

The place of sales activity in the environment of economic formations through the system of analytical accounting requires the separation of accounting data for internal and external users (primarily for reporting) and strengthening the internal control of the sales

process. To do this, it is proposed to organize analytical accounting of income and expenses separately by areas, regions of sale, market segments.

Mulyk and Mulyk (2018) prove that, according to the results of the study in analytical accounting, it is advisable to identify significant aspects of the sales process. They should be considered as separate economic categories: the number of marketable and sold products, cost of sales, the amount of revenue and income, marketing costs, profit and loss. Other concepts and categories can be attributed to the objects of accounting, provided that they are potentially useful to consumers of accounting information.

Criteria for analytical detailing of accounting data to determine the financial results of sales in the operating activities of agricultural enterprises may be: the direction of information flows (external, internal); objects of analytics (enterprise as a whole, departments (shops, teams), types of marketable products); time periodization (for a certain period, on the current date); cost categories.

This practice will allow organizing an effective system of management accounting and internal reporting at the enterprise, significantly increase the quality of internal control. For the purpose of formation of operative analytical data on a course and results of sales activity, it is expedient to use the Information of the account of expenses of sales activity and the Statement of the account of sales on channels. Their management will provide an opportunity to control sales costs at the main stages of the sales process (from forecast market research to control sales activities), assess the feasibility of their implementation. The information can be used as a form of internal reporting on sales transactions.

The accounting system, which is based on the use of highly efficient computer technology, is a special form of accounting that meets modern management requirements.

A wide range of software products for automation of accounting for different types of enterprises poses a difficult task for potential consumers: to choose the best solution from many unfamiliar, unusual options and their combinations.

The basic capabilities of the program must meet the needs of the enterprise. Therefore, before choosing a future system, it is important to determine what activities the company is engaged in and in what areas it operates.

Agrarian enterprises should take into account approaches to the management and organization of their marketing based on the application of a holistic marketing concept. The integrity of the marketing concept is ensured by compliance with relevant principles that ensure the consistency of management influence on the processes of production and marketing of the enterprise's products. At the same time, the enterprise forms its own concept of managing its marketing, adapted to the conditions of the external environment and trends in the development of the subjects of industry, taking into account the organizational characteristics of the enterprise itself, which makes the marketing concept the central concept of business management.

In this context, the marketing concept of business management is actualized as the main tool for the formation of competitive advantages, because it allows to adequately match the requirements of the target market with the capabilities of the enterprise, which

allows it to form commercially significant product offers. The latter modifies the concept itself in the process of implementation, significantly expanding the range of issues it should cover.

The economic development of economic actors leads to an increase in the level of standardization and unification of products, which causes duplication of decisions of individual actors in the field of marketing activities and creates the problem of maintaining the level of influence on the choice of buyers in the target market. It was due to the urgency of this problem that the concept of relationship marketing began to develop in the mid-1990s. This concept envisaged the focus of the company's marketing activities to establish constructive, long-term and privileged relationships with potential consumers.

Nazarova and Misyuk (2017) argue that, along with the evolution of the category of “marketing”, there were also views on its basic principles, the analysis of the genesis of which also allows us to identify several approaches to their formation. Firstly, the principles of marketing allow to reveal its essential content and functional load in practical activities. At the same time, the main essential characteristic of the marketing principles is compliance with the consumer orientation based on the coordination of the capabilities of the manufacturer with the needs of consumers. Secondly, the marketing principles create a methodological basis for the formation of the marketing policy of enterprises, as well as the acquisition of all processes in the enterprise related to the implementation of marketing activities, signs of consistency and systematicity. This is achieved by adherence to the following principles:

- production of only what the consumer needs;
- entering the market not with the offer of goods and services, but with the means of solving consumer problems;
- organization of production of goods after researching needs and demand;
- use of the program-target method and an integrated approach to achieve the set goals, which involves the formation of marketing programs based on the use of a set of marketing tools, their combination, rather than individual marketing actions;
- application of the strategy and practice of active adaptation of production of goods to market requirements with simultaneous targeted influence on it in order to cover all links in the chain of goods promotion to the consumer;
- orientation of the enterprise and its marketing service not on the immediate result, but on the long-term perspective of effective communications based on strategic planning and behavioral forecasting of goods on the market;
- focus of each participant on achieving the final practical result in production and sales activities;
- integrated approach to linking goals with the resources and capabilities of the enterprise;
- constant search for new methods of improving production efficiency, creative initiative of employees aimed at widespread introduction of innovations, improving product quality, reducing production costs;
- development of strategies and tactics of active adaptation.

The strengthening of the role and importance of marketing approaches to commercial activities today can be explained by the following reasons. Modern features of the agricultural market functioning are characterized by differentiation of competitive situations. The latter actualizes the use of the concept of classical marketing at the micro level. In addition, the peculiarities of production and technological processes in agricultural production lead to a high degree of standardization of the conditions for obtaining and characteristics of products, which leads to market saturation with homogeneous goods. The latter deforms the marketing policy of the enterprise in the direction of actualization of the decisive role of product support.

At the same time, consumers tend to give preference to specific suppliers even for goods of a high degree of unification within certain limits, regardless of the latter's pricing policy, i.e., buying products at higher prices from suppliers with a positive and reliable reputation. The latter actualizes the tools for the formation of consumer preferences in the enterprise marketing system.

There are many reasons for the underdevelopment of marketing activities. These include, in particular, a shortage of qualified personnel, underdevelopment of marketing infrastructure, marketing culture of doing business, the practical absence of the institution of responsibility in business, and a focus on short-term business results due to the instability of the macroeconomic environment. We should also note the lack of customer orientation in the marketing activities of domestic enterprises, the lack of a service culture, quality after-sales service, and the insufficient level of constructive work with clients. This often leads to the fact that the consumer reacts to a limited set of marketing tools, such as assortment and sales promotion activities. In modern conditions, we can trace the situation of low efficiency of research and communicative marketing work of enterprises with end consumers.

Therefore, for the effective and smooth functioning of the market economic system, it is necessary to provide complete and reliable information to all market participants - producers, consumers, state regulatory authorities, etc. In this regard, there is a need to create a set of institutions of information and analytical infrastructure that will perform an analytical function, facilitating the decision-making process of market participants.

It should be noted that many works of scholars deeply reveal the processes of institutional transformations of the information component of the economy and the role of market infrastructure in them. Representatives of the neo-institutional trend of economic theory also have a considerable contribution in this area, for whom the problems associated with asymmetry of information are one of the main objects of research.

In the structure of the Ukrainian market research market, we do not currently observe a clear tendency to gravitate towards one or another category of customers. Over the past eight years, the structure has been changing to some extent, apparently due to the emergence of certain large customers in the market, rather than due to clearly defined trends. The only thing worth noting is the reduction in the volume of orders from foreign companies preparing to enter the Ukrainian market (Table 2.5.3). However, this can be explained in two ways: the Ukrainian market is becoming less attractive for foreign

companies, and foreign companies prefer their own research to that of domestic research agencies.

Table 2.5.3

Estimation of the structure of the marketing research market in Ukraine
in 2017-2024, by customer categories

Customers of marketing research	Volume of orders, thousand dollars							
	2017	2018	2019	2020	2021	2022	2023	2024
	thousand dollars	thousand dollars	thousand dollars	thousand dollars	thousand dollars	thousand dollars	thousand dollars	thousand dollars
Ukrainian company	8774	13618	9586	8447	7234	16649	6396	12121
Foreign company	8115	20072	20538	14571	24278	9469	9336	12617
A foreign company preparing to enter the Ukrainian market	757	2057	2113	375	1157	509	431	14,1
Research agency non-resident of Ukraine	2032	3259	3959	3197	4344	1828	1066	1200
Research agency - resident of Ukraine	-	-	-	-	-	470	535	47,5
Total	19678	39006	36196	26590	37013	28925	17766	26001
Customers of marketing research	Market share, %							
	2017	2018	2019	2020	2021	2022	2023	2024
	%	%	%	%	%	%	%	%
Ukrainian company	44,6	34,9	26,5	31,8	19,5	57,6	36	43,4
Foreign company	41,2	51,5	56,8	54,8	65,6	32,7	52,6	52,2
A foreign company that is preparing to enter the market	3,8	5,3	5,8	1,4	3,1	1,8	2,4	0,04
Research agency - a non-resident of Ukraine	10,3	8,4	10,9	12	11,7	6,3	6	4,19
Resident research agency of Ukraine	-	-	-	-	-	1,6	3	0,17
Total	100	100	100	100	100	100	100	100

According to the Ukrainian Marketing Association, the number of domestic client companies is higher, but the volume of their orders is not very significant. It seems quite likely that domestic companies, being more familiar with the Ukrainian market, order only certain parts of a research project, carrying out the rest of the work independently. However, it is equally plausible that domestic companies may simply neglect the necessity of conducting marketing research. According to the same Association, a significant contribution to the total order portfolio comes from large transnational corporations—around 50%.

The market requires improvements in professional research methods. The share of qualitative research and online surveys is increasing, while mail surveys are becoming obsolete. Sociological methods are increasingly being utilized by businesses. This explains why companies from the business sector are turning to purely sociological firms,

which, without changing their specialization, strive to devote significant attention to marketing research.

At the same time, companies that previously positioned themselves solely as B2B research firms are expanding their activities by establishing call centers and conducting large-scale sociological surveys. The research market is diversifying while companies maintain their specialization and distinctiveness.

Marketing research for enterprises is often carried out by their internal departments. In other words, an operational marketing department conducts market research, the results of which can be used by most medium and large business units. However, the capabilities of such internal research are limited compared to external organizations that specialize in marketing analysis and can provide more accurate information about the external environment.

The formation of the Ukrainian market for marketing research since the country's independence developed as follows:

- Replication of Western practices: International companies that entered the new market without qualified personnel created such teams by learning through their own experience. Later, some specialists established their own companies based on foreign practices.

- Establishment of exclusively foreign branches: Client firms that preferred foreign products set up foreign branches in the Ukrainian market, and these branches captured a significant market share due to high-quality work and flexible pricing policies.

A distinctive feature of the national marketing research market is its specialization not only in business research but also in sociological studies, a substantial part of which includes political research.

Based on the above, it can be stated that a number of issues related to the interpretation of non-production costs, sales and marketing costs and their accounting remain controversial and problematic. Sales of products, in our opinion, should be considered as a dynamic process of product movement in a particular market, which confirms or does not confirm the effectiveness of business activities and, accordingly, confirms or does not confirm the competitiveness of the enterprise. In our opinion, sales expenses are standard and excessive productive costs associated with the full cycle of ensuring all procedures and requirements for product sales. As mentioned above, selling expenses are recorded in the synthetic account 93 of the same name. There are no subaccounts to this account, so each company has the right to choose its own list of subaccounts and analytical accounts for each of them. The composition of sales and marketing expenses within them is regulated by clause 19.

There are different viewpoints regarding the name of Account 93 "Selling Expenses". Some suggest that it would be appropriate to rename Account 93 to "Marketing and Sales Expenses", with the creation of two subaccounts under it—marketing expenses and sales expenses.

It should be noted that marketing accounting and audit is a systematic, critical and objective study of the environment, goals and strategies of the enterprise in the field of

marketing to identify opportunities, problems and develop a development plan that can improve the position of the enterprise through marketing.

The subject of study of accounting and audit of marketing activities is all elements of marketing, which can be grouped in accordance with its functions: analytical, managerial, production and sales. An integrated approach to the organization of marketing control allows to systematize and classify the existing features of the types of this control.

The classification parameters are the gradation of marketing initiatives in the context of marketing functions (taking into account the specifics of the formation of strategic and tactical initiatives), the level of marketing management, the developed system of expert assessments of the marketing system. It should be noted that the time to conduct a specific type of marketing audit depends on the state of the marketing system, data availability, staff qualifications and their readiness to perform the functions assigned to them to make the necessary decisions.

The creation of a new enterprise or the further development of an existing one is always associated with conducting economic calculations that allow for determining the ratio between incurred expenses and received revenues. In modern conditions, the administration of marketing expenses requires considerable attention, as it has become increasingly difficult to identify the benefits and income generated by the enterprise that are directly related to these expenses. The existence of such a situation makes it impossible to assess the effectiveness of a company's marketing policy based on accounting information and to distinguish its contribution to the overall development of the enterprise's activities and its business administration.

Special attention should be paid to the problems with regulatory and legal regulation of accounting for marketing expenses, as there is no regulatory document devoted exclusively to this issue, only letters from certain executive bodies regulating certain taxation issues, etc. Therefore, in order to avoid problems caused by the unreasonableness and inconsistency of certain provisions of the law, business owners should build a rational system of marketing communications in terms of accounting support for marketing operations. An example of a discrepancy is the comparable monthly volume of TV advertising and fines for violating the rules for its placement.

Currently, farms do not keep records of marketing expenses, even for internal needs, but we believe this is a mistake. A rational marketing policy will definitely lead to a decent representation of the farm on the market, improvement of financial results and development of research activities.

However, this problem is relevant for a large number of companies. Accountants of most companies still use the "Standard Regulation on the Composition of Turnover Costs and the Procedure for Their Planning and Distribution in Trade Activities" (hereinafter referred to as the Regulation), which allows for the classification of marketing communications costs based on the type of communication conducted.

Such classification by cost elements allows to improve the accounting of marketing expenses by detailing information in the accounting registers. However, the above classification does not fully reflect information on marketing communications costs, as

insufficient attention is paid to the detailing of marketing communications based on the purposes of their use and the corresponding accounting. Thus, according to the Regulation, other operating expenses include representation expenses (organization of receptions, conferences, holidays, exhibitions, fairs, etc.), where all of the above may be marketing communications of the company, having different purposes, including the formation of the company's image or sales promotion. Accordingly, if the company's goal is to stimulate sales, such expenses should be reflected in sales expenses with a breakdown by type of event. Thus, classified and systematized expenses will reflect more complete information about the marketing communications used, and their assessment will be more reliable.

Considering the existing classification of sales costs, it is worth noting that it pays considerable attention to detailing the costs of the sales department itself, and only one item is devoted to the costs of marketing activities. In this case, attention should be focused on two departments: sales, which is directly involved in sales, and marketing, which plans measures to stimulate sales and build customer loyalty.

Since a significant part of the marketing department's work is to plan the company's communication activities, the classification of costs with their division between departments will help to assess the effectiveness of such planning.

Taking a closer look at the activities of international holdings in the domestic market, we can say that the marketing department is given a lot of attention. The staff of this structure may include up to 20 people, so it is difficult to assess the scope of work of the marketing department under the current classification of sales costs. We propose to introduce the same level of detail in the reporting and to separate information directly on the expenses of the sales and marketing departments from the sales expenses, so it will be clear what part of the expenses is spent on planning and conducting communication activities and what part is focused on sales.

In the absence of an established marketing department at enterprises, including agricultural ones, we consider it expedient to create a separate position of an accountant-analyst-strategist, who should not only reflect retrospective and forecast facts of economic activity and conduct strategic accounting, but also provide analytical processing of marketing information while performing the functions of preparing strategic reports and its direct processing by analyzing strategic indicators, identifying certain deviations between In case of strategy adjustments, the accountant-analyst-strategist ensures that individual employees and departments of the enterprise are informed about the impact of strategy changes on the implementation of operational plans, making appropriate calculations.

In the context of economic development and transformational changes, the accounting system at most enterprises does not provide adequate information to users about marketing costs, which makes it difficult to conduct an effective marketing policy based on the use of accounting and analytical software. This problem concerns not only marketing activities, but also the general "material orientation" of the accounting system,

which does not take into account intangible factors of influence on which the efficiency of management in today's realities depends.

As a result of the thesis research, we can state that in turn, in order to improve the current chart of accounts, taking into account the proposals of various authors and the results of our own research, we propose to rename account 93 "Sales expenses" to "Sales expenses, advertising and marketing". At the same time, it is advisable to keep records of sales expenses in the context of subaccounts 931 "Expenses related to the work of the sales department", 932 "Advertising expenses", 933 "Marketing expenses". The proposed sub-accounts can be used in the practical activities of enterprises in various sectors of the economy.

In the current conditions of functioning of commercial and industrial enterprises, modern marketing requires much more than creating to create a product that meets the customer's needs. One of the most important areas of marketing is the promotion of goods on the market, which allows any commercial and industrial and production enterprise to indicate the current position on the the market of this brand or a particular product, analyze the market situation and analyze the market situation and competitive environment competitive environment. One of the most of the most promising forms of product promotion in our time are Internet resources, that is, the manufacturer's website, which allows you to place an order on the company's website.

Marketing and sales are aimed at different goals, and the costs of marketing and sales activities differ in their functional content and role in the business process. However, it becomes quite obvious contradiction that remains remains unaddressed by scientists. The marketing complex is a set of marketing activities, such as product, price, distribution and promotion. The last two objects are nothing more than sales and advertising sales and advertising. Therefore, it is advisable to consider sales of products to be considered as an integral part of marketing activities, and not vice versa, as provided for in domestic accounting in accordance with the content of the account 93 "Selling expenses", where only a small share of marketing costs is reflected in the is reflected in these expenses. In order to account for marketing expenses as part of a synthetic account, it is advisable to separate account 93 "Marketing and sales

Expenses" and its subaccounts. Based on the aforementioned issues related to the accounting support for marketing expenses, we propose implementing the following measures to improve the accounting of such costs at enterprises. Specifically, for the organization and maintenance of accounting for marketing expenses, it is recommended to develop an internal regulatory document titled "Regulation on the Organization of Managerial Accounting". We also suggest grouping primary documentation forms according to specific marketing system operations, creating a document flow schedule, and forming analytical accounting records for a new Account 93 titled "Selling, Advertising, and Marketing Expenses", which would consolidate information on overall marketing costs. The use of analytical registers will allow for the acquisition of reliable data regarding marketing expenses and will support appropriate managerial decision-making. For managerial accounting purposes and detailed analytical representation of marketing expenses, we recommend developing an internal consolidated "Marketing Expense Report" form.