

ABSTRACT

The bachelors work: 72 p., 6 tables, 16 fig., 2 add. and 13 references.

STRATEGY PRICING PRICES COMPANY IN COMPETITIVE ENVIRONMENTS

The purpose of the work is to determine the needs of the visitor, to identify his or her first-rate wishes. Determination of the tendency of changes in the desires of each, and researching the pricing strategies of retail companies in the conditions of competition in Ukraine and abroad.

In the work the research of application of classical methods of forecasting ARCH, GARCH, moving average is conducted. The main factors that influence the result of pricing, on profit are highlighted. The pre-selected sample, based on which the forecast was made for the next 4 and 12 months.

During the study, it was found that these prediction methods provide a very good level of results. It is planned to develop work to further improve the results and improve the quality of the pricing approach.