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«4 ». / . . , . // « ». :  
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It is considered the strategy of industrial enterprises in the foreign market, and studied marketing model «4C» and analyzed the advantages and feasibility of it usage.

**Keywords:** marketing strategy, «4c» model, foreign trade, consumer, competitiveness.

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operations reference), SCOR (supply chain Supply Chain Council, ')

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- 1) – reliability,
- 2) – responsiveness,
- 3) – agility,
- 4) – costs,
- 5) – assets [8].

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- 1) –plan,
- 2) – source,
- 3) – make,

4) – deliver [10, c. 336-339].

1) – resources,

2) – outcome,

3) – flexibility.

. 275-292].

1) – lead time, cycle time,

2) – customer satisfaction, fill rates,

3) – supply chain costs. [6, c. 225-230].

1) ,

2) ,

3) ,

[4, . 10].

10].

1) ( , ),

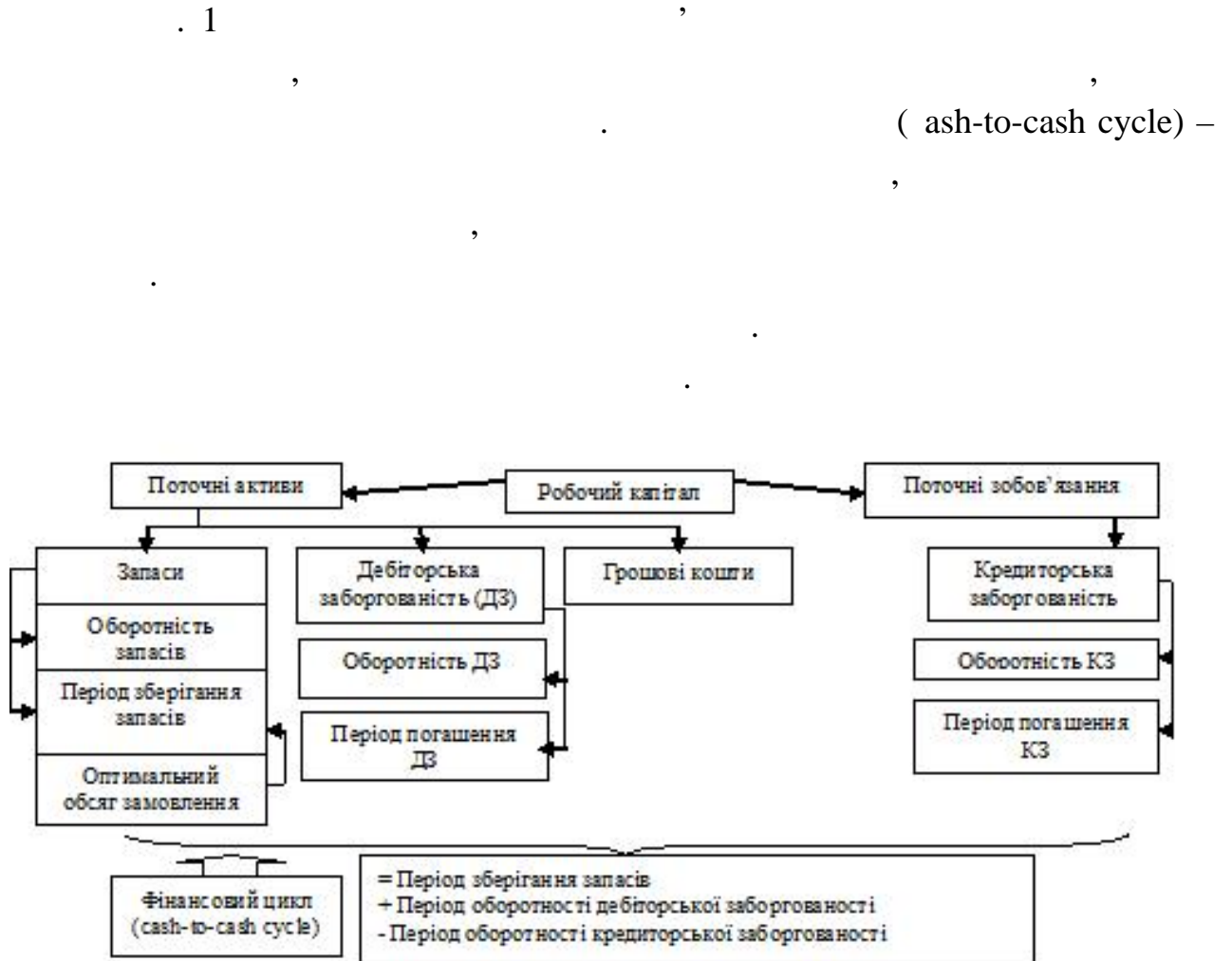
2) ( , , , ) [3, . 209-223].

(Balanced Scorecard)

- 1) ( , , , ) ,
- 2) ( , , , ) ,
- 3) ( , , , ) ,
- 4) ( , , , ) [2, . 3535-

3540].

- 1) - , , ,
- 2) , - .



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1	2	3	4
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	365/		
(economic order quantity)	$Q = \frac{((2 * \dots * ) / \dots)}{\dots}$ <p>1 - - -</p>	,	,
	/	,	
	365/	)	(
	/	,	
	365/		
	( / ) * 365	,	,

1	2	3	4
	= + - .		,

1)

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[8, .34-35].

(fill rate),

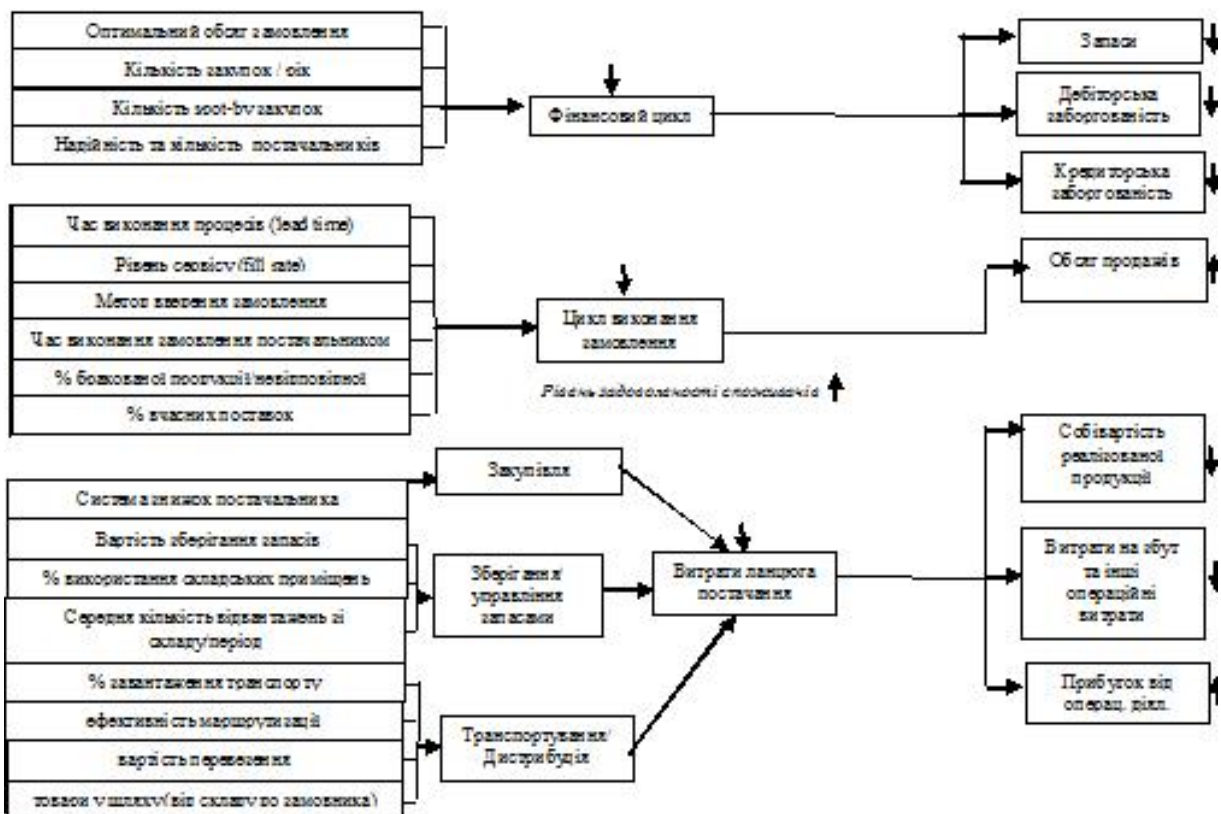
(order fulfillment cycle time) –

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 (perfect order fulfillment) –  
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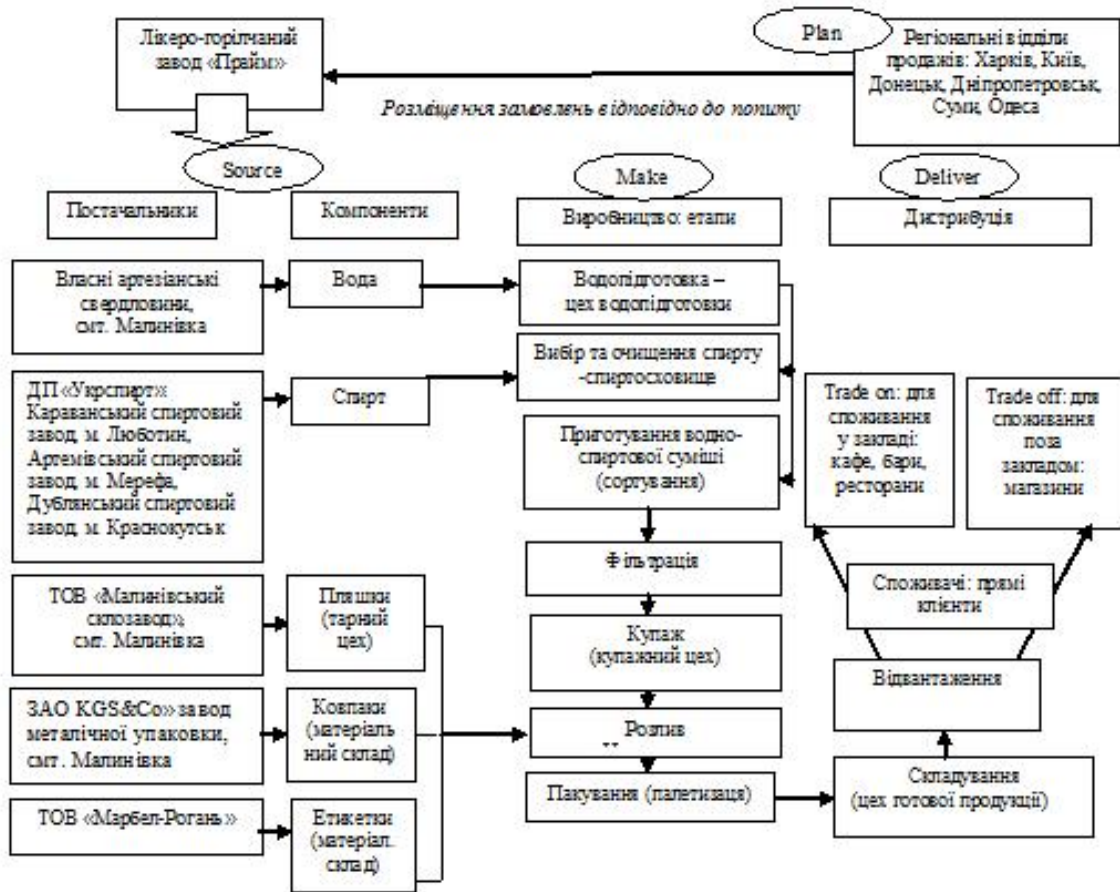
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	2008	2009	2010	2011	2012	
1	2	3	4	5	6	7
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,	52	100	100	95	52	
		312,62	116,60	58,22	76,10	
,	132,39	1	3	6	5	

1	2	3	4	5	6	7
	3	8,49	8,87	8,31	7,25	
	7,29	43	41	44	50	
	50	-22	5	-8	-64	
	5	58	62	57	7	
	2+7+3+1=13					
	7,6%	6,4%	5,8%	5%	6,7%	
(% )	25	25,9	25,8	21,8	25,5%	
/	15	17,2	14,5	8,2	10,2%	
/	5,5	5	6	7,5	8,9%	
	4,5	3,7	5,3	6,1	6,4%	

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2012. « »

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60-90

2012

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(EOQ)

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	2008	2009	2010	2011	2012
	11774	35348	23776	11446	14638
/	33912	45213	47349	30224	34361
/	12434	13143	19593	27644	29982
, .	10174	9726	17307	22484	21560
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Basic directions of influence of supply chain performance indicators on overall financial performance of an enterprise are defined and basic attributes, which should be improved are identified. The supply chain scheme of LLC Distillery “Prime” are created and further ways of its optimization, which can lead to increasing of overall financial performance, are suggested. Regression analysis of operational profit dependence on supply chain costs was conducted and function for calculation of predicted numbers was built. Model of efficiency analysis oriented on financial performance was suggested and tested on the basis of LLC Distillery “Prime”.

**Keywords:** supply chain efficiency, financial performance, factors of influence, cash-to-cash cycle, order fulfillment cycle.

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