

DEVELOPMENT OF AN EFFECTIVE SALES SYSTEM OF NUTS IN THE DOMESTIC AND FOREIGN MARKET

Introduction. It is known that one of the main laws of the market economy is the regulation of the market on the basis of supply and demand, as well as competition. As a market participant, each subject competes with exactly the same market subject by generating or offering demand for a particular type of product or service. Since the center of attention in the offer of products or services is the accommodation of the consumer, first of all it is necessary to be reckoned with by his wishes and requirements. While each of the consumers has its own individual approaches, the sides that have similarities and commonality in the demands that they place on certain goods and services are discernible. In turn, the manufacturer also tries to attract more customers to the minimum cost and its products.

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