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## **PROBLEMS OF QUALITY SERVICE MANAGEMENT IN TRADE**

### *Summary*

Under modern conditions of increasing the role of services in the field of trade, the theoretical, methodological and scientific-practical aspects of means, methods and systems of quality management of services at trade enterprises are insufficiently developed. This leads to the study of theoretical approaches to determining the quality of service, identifying elements of ensuring a high level of service and, based on generalizing the main management problems and conditions of process management, choosing possible measures to maintain quality at this level, its gradual improvement and evaluation of these actions.

The article defines the essence of the concept of "quality" and "quality of service", analyzes the elements of quality service, identifies problems, causes of poor service and provision of trade services, and suggests possible measures to eliminate them.

The study identified the following problems of reducing the quality of service, such as: incomplete consultation of sellers, a small range of products, returns from customers, lack of cheap goods, and cashier error during operation. But this requires: high, professional qualifications of employees; providing additional services for the purchase of products; advanced methods of selling goods; intensive use of advertising and information; wide, stable range that meets consumer demands; full compliance with current sales rules and the trading system, which represents a high level of quality management in the field of trade. Further study requires the introduction and management of social responsibility in enterprises in the field of trade.

*Keywords:* trade enterprise, quality management, quality, quality of service, quality problems, elements of quality service.

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