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**PROPOSALS TO IMPROVE THE LEVEL OF SERVICE CONSUMERS OF COAL PRODUCTS**

The purpose of the study is to develop proposals to improve the level of service the various categories of consumers of coal products.

For the purposes of the study the following methods used: analysis, synthesis, generalization, statistical analysis.

The article reveals specific features of the functioning of the coal enterprises from the standpoint of process organization of sales activity. The analysis of the volume and structure of shipment of coal products to different categories of consumers is made. The level of seasonal fluctuations in demand for coal products is calculated. Proposals to improve the level of service consumers of coal products developed. The specific of the contractual activities of the various categories of consumers of coal products was investigated. The content of the contract to supply coal products refined and supplemented.

The steps of preparation of the contract to supply coal products proposed to include: estimates of shipment of coal products to consumers; receiving orders for coal supply contracts; harmonization of procedures for delivery times, payment terms of coal; select the type of transport, contracting for transportation services for the management and transport of goods by companies; formation of transportation schedules, taking into account travel time and time unloading cars and vehicles; application of penalties consumers in the event of default, giving orders for the products.

Implementation of the proposals for improvement of contractual work with different groups of coal products consumers will be installed cost-effective long-term relationships with consumers of coal mines, reduce risks and losses due to the timely response to possible occurrence of force majeure during transport and distribution, to reduce the cost of organizing the marketing operations by reducing idle time of transport.

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