

**THE DISCRIMINATORY PRICE POLICY
AS AN ECONOMIC TOOL FOR ENSURING
THE COMPETITIVENESS OF A TRANSPORT COMPANY**

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Tariff policy is the principles and methods of determining tariffs for goods and services. Tariff policy is an extremely important economic tool of a company that provides services or is a product manufacturer, however, with inept handling of it, negative results can be obtained in terms of economic consequences.

Effective organization of this entire process and distribution of responsibilities and powers between the employees of the enterprise are necessary for the successful determination of the tariff policy and the adoption of individual decisions on the amount of the tariff.

The cargo transportation costs consist of costs for initial and final operations and costs for its transportation. Costs for initial and final operations depend on the volume of the cargo and the size of the vessel.

Thus, transportation costs consist of costs for initial and final operations and moving costs.

The variety of factors, the difficulty of accounting for the share of influence of each of them, the choice of pricing methods depending on the size and financial condition of the transport company, the impossibility of accurately assessing the effect of various factors, all this determines the complexity of the pricing processes for transport services.

Transportation volumes in the tariff structure are displayed in two ways. First, tariffs can be set in proportion to the size of transported goods. If the delivery is small, below a certain set amount, it is assessed at the appropriate tariff, tariff advantages begin to appear when the cargo reaches the volumes of the used vehicle or tare (container), etc. Secondly, when choosing a tariff, a cargo classification system can be applied, which takes volumes into account. The structure of tariffs related to volumes is usually quite complex, so they require special training.

One of the significant factors affecting the choice of carrier is the cost of transportation. The fight for customers, which is inevitable in the conditions of competition, can also make adjustments to transport tariffs.

In the conditions of serious competition, the question arises: how and in what way to determine not just one tariff, but a set of competitive tariffs (tariff structure).

The essence of a discriminatory pricing policy is to sell a service at the highest possible price, but lower than competitors.

The application of a discriminatory pricing policy allows the shipping company to expand the market for its services.

Also:

- price discrimination can have a long-term nature and is a solution to the shipping company's task of gaining and maintaining market share;

- the peculiarities of modern price discrimination – in that its use goes beyond the monopoly position of the seller, and it is increasingly possible to encounter a situation when this price policy is used in a competitive environment.

Also, when developing the tariff, such factors as an increase in the freight rate should be taken into account when the loading/unloading ports are increased, due to the increase in the cost of disbursements and vessel costs; increase/decrease in the cost of fuel; increasing/decreasing the ship's speed, and as a result increasing/decreasing fuel costs.

Tariffs must be established in such a way that transport receives the necessary income, but at the same time does not scare off cargo owners with high tariffs.

As part of the development of the tariff, it is necessary to establish the following limit values of the tariff for transportation: the cost of transportation and the minimum profit must be less than the developed tariff for coal transportation, in turn, it must be less than the market freight rate.

The lower level of the tariff is limited to the minimum level of profitability (the tariff must fully cover the costs associated with these transportations) and the minimum allowable profit.

The upper level is limited by the amount of freight on the market in a given direction.

When setting tariffs for sea transport, solutions to a number of problems will be required, which contribute to successful competition with Trump carriers.

Firstly:

- studying the distribution of transportation;
- continuous monitoring of changes in freight rate levels on the stock exchange;

- identifying the impact of changes in freight rate levels on the distribution of transportation for the purpose of possible adjustments to tariffs for water transport.

Secondly, since competition between shipowners occurs when transporting a specific cargo in a specific direction, it is necessary to develop a methodology for calculating the cost price.

Thirdly, if we go beyond the scope of separate work and create a system of tariffs for a wide range of goods, taking into account the significant number of names of goods, the use of various schemes for their transportation, as well as the need for prompt adjustment of tariff levels, the development of an automated system for calculating the cost of transportation is necessary.

Implementation of the above tariff policy will contribute to the greatest extent to the combination of the interests of maritime transport and cargo owners, as prefers to increase the profit and efficiency of transport while reducing the total costs of cargo owners for the transportation of goods.

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