

ODESA I.I. MECHNIKOV NATIONAL UNIVERSITY
FACULTY OF ECONOMICS AND LAW
DEPARTMENT OF MANAGEMENT AND INNOVATIONS

Illustrative material
to qualification project (thesis)
for obtaining the degree of higher education "master"
«Managing Pricing Policy in Chinese Companies»
«Управління ціновою політикою у китайських компаніях»

Performed by: full-time student
specialty 073 Management
Educational and professional program "Management"
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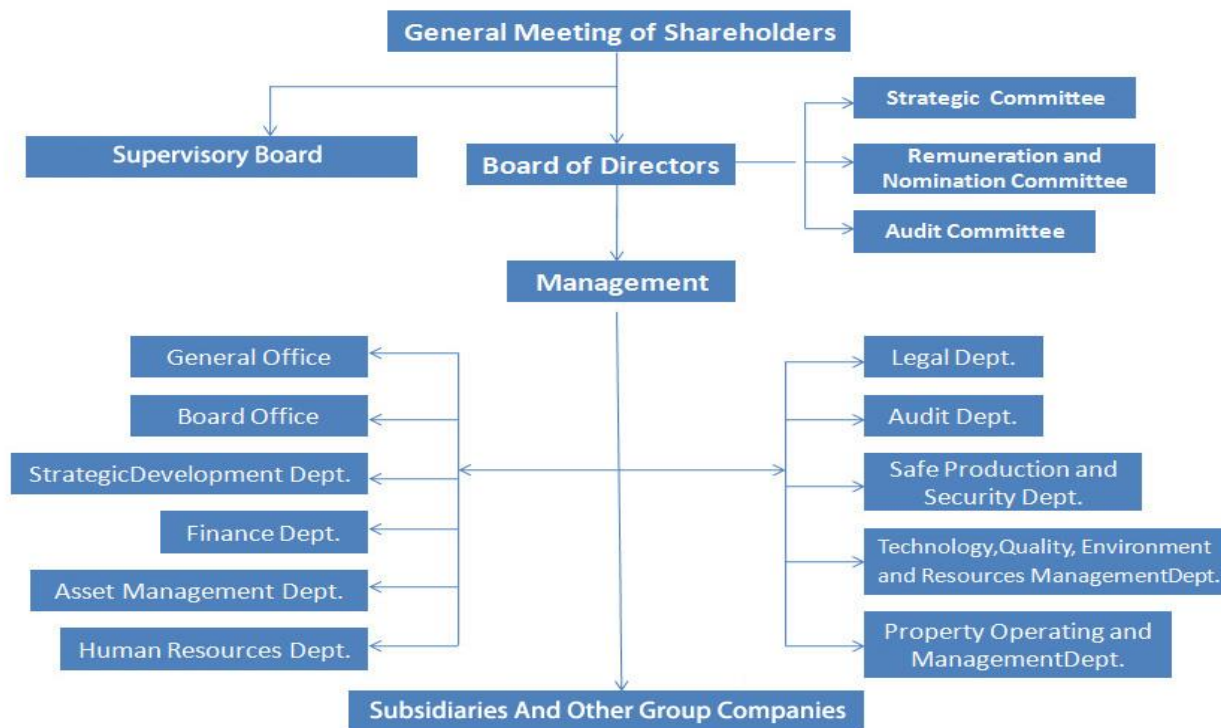


Figure 2.1. «BBMG Corporation Ltd organizational management structure diagram»

Table 2.4**SWOT analysis BBMG Corporation Ltd.**

Strengths	Weaknesses
<ul style="list-style-type: none"> - The company has a wide range of products, including building materials, cement, glass, ceramics, etc. - BBMG has a strong position in the Chinese market and is one of the largest manufacturers of building materials in the country. - The company actively uses information technology to increase operational efficiency and improve product quality and customer service. 	<ul style="list-style-type: none"> - Despite the wide range of products, the company is focused mainly on the construction materials industry, which may entail risks if demand for this industry decreases. - BBMG may face competition from other major building materials manufacturers in China and abroad
Opportunities	Threats
<ul style="list-style-type: none"> - The growing building materials market in China and other developing countries may provide BBMG with new opportunities to expand its business and increase profits. - The company can use its information technology to create new products and services, as well as to improve interaction with customers. 	<ul style="list-style-type: none"> - Economic fluctuations and political risks in China and other countries could adversely affect BBMG's business. - Competition from other large manufacturers of building materials can lead to lower prices for products and a decrease in company profits.

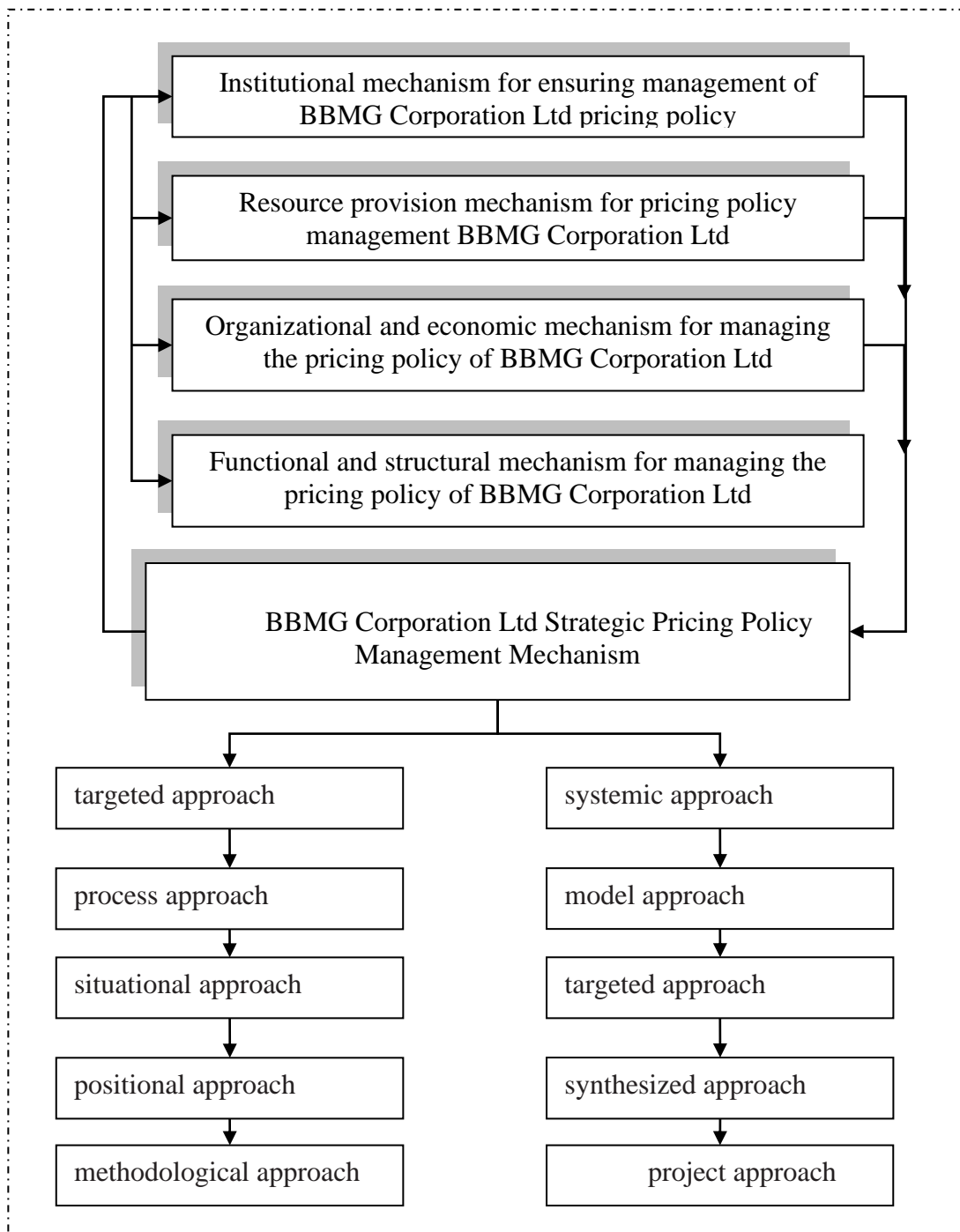


Figure 3.1 Components of the mechanism for ensuring the management of BBMG Corporation Ltd's pricing policy

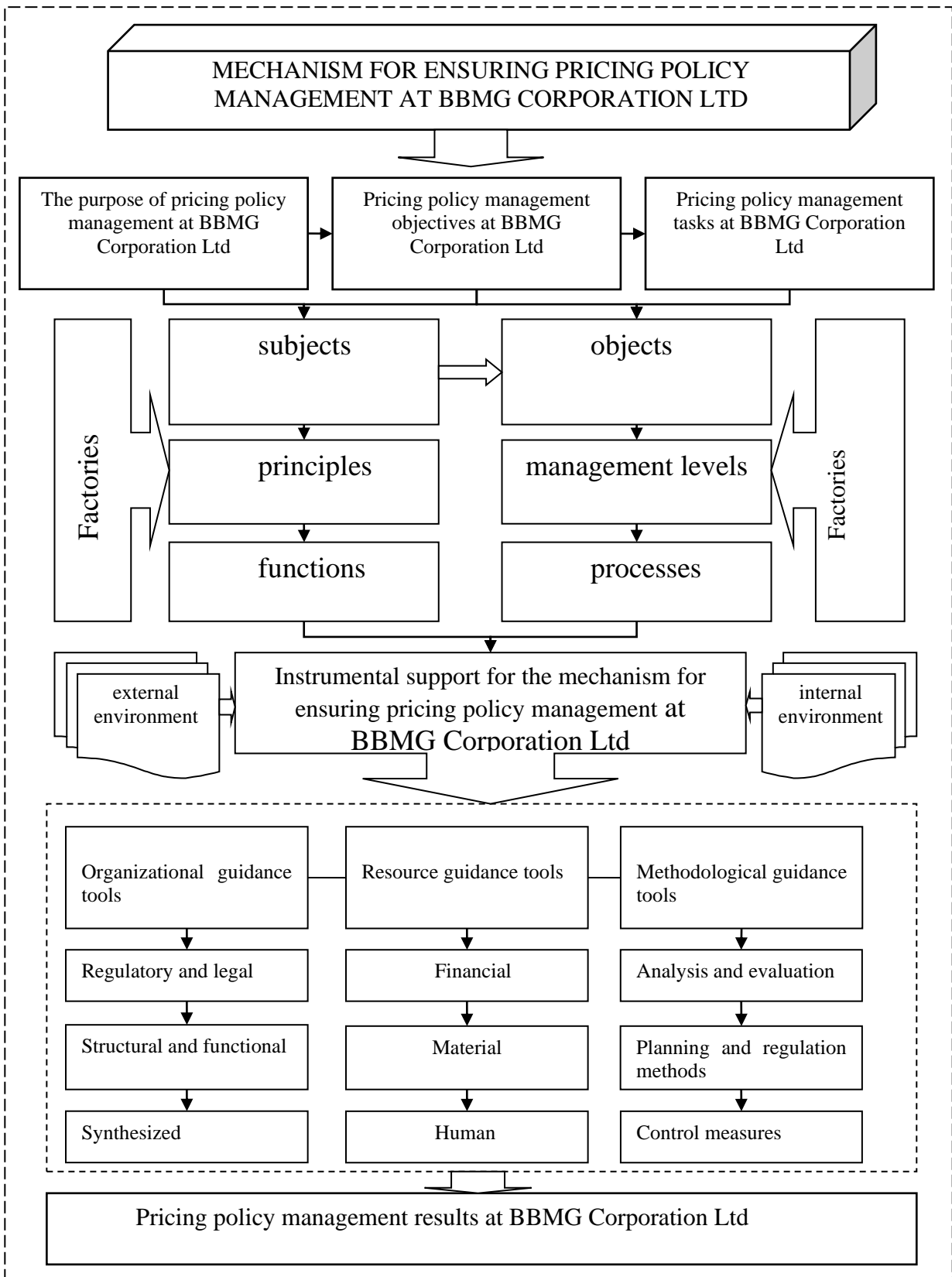


Figure 3.2. Model mechanism for ensuring pricing policy management at BBMG Corporation Ltd

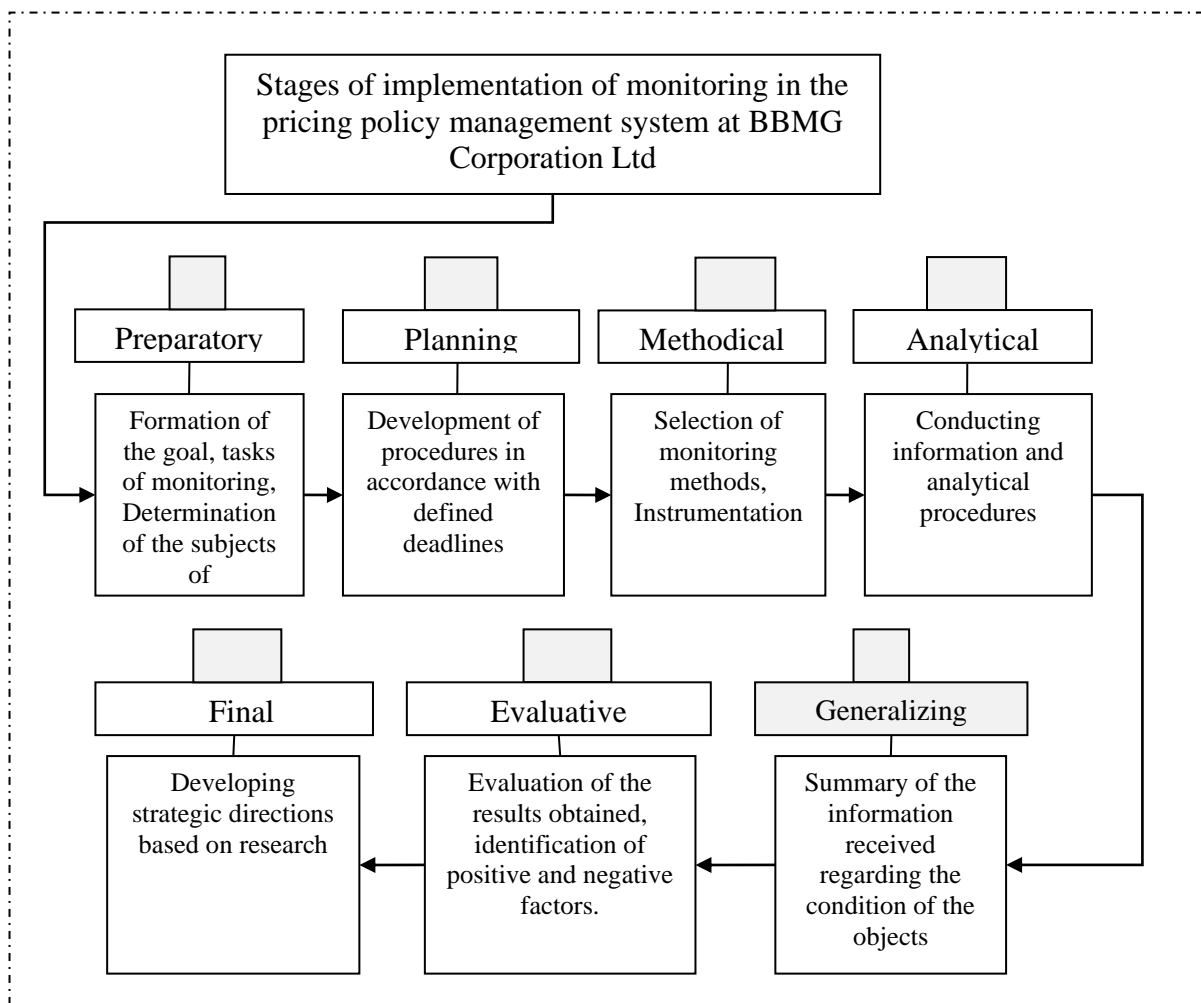


Figure 3.3 Stages of implementation of monitoring in the pricing policy management system at BBMG Corporation Ltd

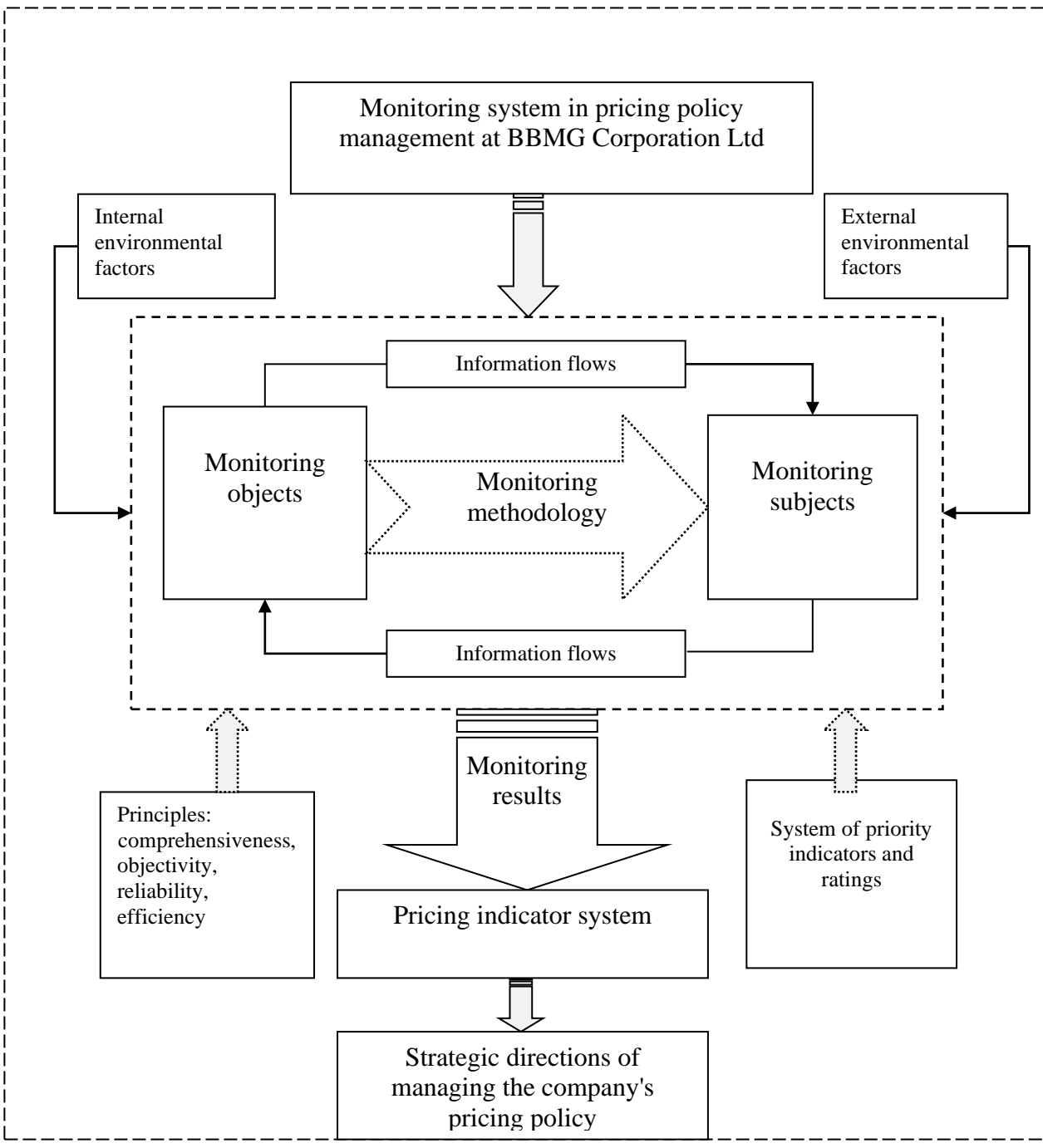


Figure 3.4 Monitoring system in pricing policy management at BBMG Corporation Ltd

REPORT

Good afternoon, esteemed chairman and members of the examination committee!

The qualification thesis solves the scientific and practical task of theoretical and methodological support of a pricing policy management system in Chinese companies.

The main conclusions and recommendations are as follows:

In a general sense, the category «policy» should be interpreted as a course of action aimed at achieving certain goals. Therefore, we share the opinion that pricing policy is a set of general principles, rules and criteria that an enterprise adheres to in the process of market pricing. The process of forming a pricing policy includes a number of stages, the number, sequence, and content of which may differ significantly in Chinese companies differ significantly. The pricing policy is based on the process of setting market price, taking into account the specifics of market conditions. Stages of formation and implementation of pricing policy in Chinese companies: Market research; Analysis of competitors' prices; Justification of the pricing policy goal; Cost estimation; Choosing a pricing method; Formation of a pricing strategy; Selection of pricing tactics; Implementation of the pricing policy; Evaluation of efficiency.

In the qualification thesis, a price policy management mechanism in BBMG Corporation Ltd was developed. The mechanism for ensuring management of the pricing policy of BBMG Corporation Ltd should include a list of organizational, informational, functional, methodological and instrumental segments, which in a systemic relationship make it possible to solve the set strategic management tasks of the pricing policy of BBMG Corporation Ltd with obtaining the optimal result. The use of systemic and structural-functional approaches when building a mechanism for ensuring management of the pricing policy of BBMG Corporation Ltd enables the effectiveness of relationships, adequacy of results, harmony and balance of relations,

as well as the adaptability of components to the changing factor environment of BBMG Corporation Ltd.

The qualification thesis proposes the application of controlling in the price policy management system in BBMG Corporation Ltd. Controlling is a complex tool in the price policy management system in BBMG Corporation Ltd, which ensures the implementation of the company's management functions. Within the framework of the widespread understanding of management and strategic accounting, primarily as an accounting system and information and analytical support, we consider them to be a fairly effective element of controlling. Controlling, in our opinion, should focus on all segments of the company's activity, including attention should be paid to the study of supply and demand, the level of competition, income and expenses, and, first of all, the results of activities in all segments of the business entity. Controlling should provide the management system with reliable, high-quality and reliable information about the objects of management.

The qualification work proposes the implementation of monitoring in the price policy management system in BBMG Corporation Ltd. Monitoring in the price policy management system in BBMG Corporation Ltd is one of the most important tools of the company's organizational and economic mechanism. Monitoring carries out organized systematic observation of the course and nature of quantitative and qualitative changes in the price policy management system in BBMG Corporation Ltd. Monitoring in the price policy management system in BBMG Corporation Ltd is aimed primarily at the early detection of various deviations, failures and oversights in the operational, investment and financial activities of the enterprise from the point of view of the likelihood of deterioration of the entity's performance. Monitoring is able to recognize the onset of crisis phenomena, promptly respond to them and reduce negative phenomena and processes in the price policy management system in BBMG Corporation Ltd.

The report is over, thank you for your attention