

**MODELING PRICING SYSTEM FOR ENTERPRISES MINING  
AND METALLURGICAL COMPLEX OF UKRAINE**

The article focuses on the formation of an effective strategy and tactic of pricing that affects the effectiveness of the strategy of the entire enterprise.

This analysis allows us to formulate some conclusions about the current pricing system of the “North Mining”, namely:

- calculation of basic price of the finished product is not performed. This is due to the fact that the plant is a part of the mining group “Metinvest Holding,” and monthly receives from the management of “Metinvest” calculated price of the finished product;
- lack of procedure of an independent establishment of the base price in the company does not allow to receive a complete picture of the of pricing policy, to track factors that are involved in the formation of price directly;
- management of JSC “North Mining and Concentration Complex” is not able to substantiate the value of the price as an element of competitiveness.

The purpose of this research is to simulate the price formation policy of the JSC “North Mining and Concentration Complex”, provide price computation, their subsequent analysis and recalculation based on the quality characteristics of products. Such system will allow professionals to obtain information about basic prices, to perform break-even analysis for these prices and active react to changes in the prices level, using the model of price addition.