Delivered products to consumers in modern conditions, the sale of all production a key objective of the organization. It should be noted that the volume of production planning, first of all, the products will be produced in the market, in other words, they can be carried out after a certain consumers. 

Consumer unpredictable, but less likely to be implemented in volume products at the planned dam is more chance of being collected. Being the subject of consumer products around the economic processes taking place in the market. Its purpose and the nature of the commodity depends on the nature of the alleged claims that, thanks to them, it is useful to man. 

A number of features inherent in the product, but the features that determine the usefulness of consumer value is expressed only his. Hence, the use value of a commodity market conditions and the price of the product reflects turns carrier [2]. 

The development of beekeeping in the country in recent years, the number of bee families in various regions, as well as increasing productivity, as well as the sale of agricultural fairs held in the capital of the country to carry out the organization of bee products is of special importance. 

Beekeeping before being sent to consumers in a variety of products for sale in accordance with the technical requirements developed. Like in the beekeeping regulations in each area should be regulated through special accepted standards. According to the standards, labeling, packaging, acceptance, quality, identification, transportation, storage and others included. 

In accordance with regulations adopted by the standards of bee products packed tare adjustment. They are coated paper tight inside wooden boxes, containers for honey, the food inside is coated with varnish, the amount of not more than 500 dm 3 lifograf metal cans, food coated with varnish 30-45 cm² in volume aluminum or cups, glass. 

Package cans and glass, cast or printed corrugated cardboard, moisture-proof hopturulmus article, the state sanitary and epidemic control, which is available for use by the food industry, cups, paper, pergament and artificial materials in small packs and boxes, cardboard, paper and combined materials pack to frame a glorious score, ceramic dishes, trays and covered with juice can be inside [1]. 

Perception - is sent to the parties, all products made in beekeeping farms. At the same time, to ensure the competitiveness of the products on the market, taking into account the demands of customers according to their quality standards to determine whether the procedures are carried out using different methods and techniques. It is different when the paperwork is done. 

One of the key documents about quality should be reflected in the document are as follows:
Marketing plays an important role in the performance of the control system. It is clear from research that control the function of the economic managers and marketing services are beginning to realize that from that moment, they may be able to achieve the formation of a set of goals and objectives.

The above-mentioned can come to a conclusion summarizing the marketing activities of the enterprise market, but rather focus on his demand. Therefore, the focus of attention in every area of marketing, maintenance and improvements on a regular basis in accordance with the market and the effect of other important factors.

The existence and nature of inflation continued monopoly on the market, is one of the factors contributing to the free prices. Beekeeping level of prices of agricultural products, the impact of the industry to its specific features.

It then shows itself in most cases, the consumption of bee products, agricultural products and this area is crucial to the low market price elasticity limits the ability of equalization.

Here we come to the conclusion that the possibility of forming the basis of free competition keeping prices of farm products produced in other areas of the economy is relatively limited.

The rate of increase in prices of industrial products in the future growth rate of prices of bee products go, it creates conditions. For this reason, the production of bee products is growing slowly, product unit cost is expensive. In either direction, market trends, customer demands, changes in the actions of competitors, the company's business plan instability, especially in terms of production should be reflected.

In other words, taking into account the production and sale of these changes on the plan should be adjusted regularly.
The current era of increasing formation of market relations beekeeping activity, increase in production and sales of the products to ensure economic efficiency depends directly on proper arrangements.

References:
