

ABSTRACTS

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L. Garmider, I. Samay

ANALYSIS ON ASSORTMENT BUILDING OF ENTERPRISE

The necessity of the analysis optimization ways and methods of commercial variety of enterprise goods is reasonable. Assortment policy occupies an important place in the trade policy of the industrial enterprise. For many Ukrainian enterprises the formation of the range is still an intuitive process, do not apply modern techniques of analysis, which enables to develop range according to market needs. Therefore, the investigation of ways and methods of optimization of the range of enterprises is relevant, acquires special significance and practical value.

The strategic analysis of assortment policy of enterprise is conduct. The results of the analysis of the current position of limited liability company "Item" in the market of seedlings and the study of modern needs of consumer segments, it was determined that the level of competitiveness of enterprises can be upgraded through the improvement of assortment policy. On the basis of analysis results determined the need to introduce a range of new varieties and new types of varieties in the framework of vertical and horizontal diversification. The calculations proved the effectiveness of the change of the product mix in favor of new marketable varieties within the strategy of diversification.

Events on optimization of commercial variety of investigated enterprise goods are offers. To meet the core competencies for ability to implement the proposals necessary for the market the recommended design of a permanent range to replace in projects: enter the range of new varieties on existing types (early, middle, guilty); an introduction to the range of new type classes (Kish-the Mishnah). The efficiency of recommended actions for improving the competitiveness of commodity policy has been determined.