

ASSORTMENT AND QUALITY RESEARCH OF COMMODITY UNITS IN RETAIL OUTLETS

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DOI: 10.32342/2074-5354-2019-1-50-6

Key words: *research, assortment, quality, door fittings, estimation, complex index.*

Commodity unit is a set of individual products, the volume of sales of which depends on the level of consumer demand. In the context of the convergence of business entities concerning the offers and prices, it is relevant to study not only the general product portfolio, but also single articles and sub-articles.

The development of commodity markets depends on the variety and quantity of commodity items, the saturation of the product range and quality. One of the markets that is actively developing today is the door and fitting accessories market. Growth in production and sales of interior doors shows that the demand for accessories and door fittings is also constantly increasing because the importance of choosing door fittings is as important as the door selection. The quality of the door fittings depends both on the appearance and functionality of the doors.

Door accessories, except for the function of control of the lock and the door, also acts as a decorative element for interior doors. Today the hidden loops and silent magnetic mechanisms are up-to-date. Door handles of simple geometric shapes coated with color chrome on a square outlet, door handles on rectangular sockets are very prospective.

The range of accessories for doors is quite diverse: door handles, locks of different types and different systems, loops, latches, stoppers, closers and others. Due to the use of various materials, mechanisms, shapes, decor, you can decorate any door and create an original style. Often buyers of hypermarket «Epicenter K» are looking for handles for interior doors, as they are replaced more often than the metal ones, the accessories of which are usually provided by the manufacturer immediately.

Composition of the commodity portfolio of the investigated articles is directly related to the quality assessment. On the example of a single sub-article, an assessment of the quality level has been carried out using the methods of applied qualimetrics.

In the process of quality assessment, the researched sample is compared to the reference sample. In this case, the quality is a relative value that shows the limits of reaching the level of the original sample and determines the parameters by which the studied and the reference samples are distinguished.

One of the most common methods is to define the complex quality indicator, which takes into account several different characteristics at the same time. To determine the complex index, a grade point assessment of the selected door handles has been performed. Consumer properties were evaluated by the composition of the alloy, the quality of the protective coating, the work of the mechanism, design and appearance. The weight of grade points is determined by experts. The assessment of the quality level for each sub-article of commodity has been calculated as the ratio of the weighted parametric index to the economic index.

Determination of the complex index of door handle quality, taking into account the price - performance ratio, allows the buyer to concentrate attention on the rational choice of the desired product.

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Одержано 21.02.2019.