SUMMARY


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The Information about the Contracting Authority: «Mebelny Dom Plus» Ltd. (a furniture company).

The Topicality of the Research.

The assortment policy becomes very important under the current market conditions, because the consumer places high demands on the product quality and the product range. The market leader in this competition becomes the company which best understands the assortment policy, knows the ways to implement it, and can manage it with the maximum efficiency. Therefore, for any enterprise the assortment policy which is well-designed and developed in detail serves as the basis of its stability, profitability, individuality, competitiveness, and eventually, measures the success of the enterprise in the market.

The Objective of the Research is to ground some theoretical propositions as well as to work out practical recommendations to improve the efficiency of the development of the assortment policy for a commercial enterprise.

The Tasks of the Research:

- to describe the nature and specific features of the assortment policy of a commercial enterprise;
- to study the system of the balanced scorecard (BSC) of the efficiency of the assortment policy;
- to carry out an analysis of the organizational and economic indicators;
- to examine the basic sources of the receipt of goods;
- to provide a comprehensive assessment of the efficiency of the assortment policy;
- to evaluate the effectiveness of the product portfolio management;
- to identify ways to create an efficient portfolio of orders at the enterprise.

**The Theoretical and Practical Significance of the Research.**

The theoretical and practical significance of the graduation thesis lies in the fact that its major theoretical elaborations and methodological provisions have been worked out to the level of specific practical recommendations and they can be used both for further research and theoretical studies, and in the practical activities of economic entities which improve the forms and methods of the assortment updating.

The results and findings of the study carried out can be applied both in the current and strategic planning activities of the trade enterprise in order to substantiate the choice of the range and volume of goods release, decide on the pricing policy. The methodological proposals developed by the graduation thesis and practical recommendations worked out have a universal character and can be applied by any commercial enterprise.

**The Findings of the Research.**

The graduation thesis has analyzed some theoretical and practical aspects of the development of the assortment policy at the commercial enterprise, in particular: the nature and some specific features of the assortment policy have been studied, the system of the balanced scorecard (BSC) of the efficiency of the assortment policy of the commercial enterprise has been analyzed, the analysis of the key economic indicators of the enterprise «Mebelny Dom Plus» Ltd. (a furniture
company) has been carried out, the qualitative and quantitative description of the product range has been given and a comprehensive assessment of the efficiency of the assortment policy has been provided, the ways to improve the commercial activities of the enterprise that has been studied to develop the assortment policy have been identified.

**Recommendations.**

We have developed a number of recommendations to improve the assortment policy at the enterprise «Mebelny Dom Plus» Ltd. on the basis of the analysis results; they are directly linked with the implementation of an aggressive marketing policy:

- to carry out the most complete and timely analysis of the demand for the furniture production;
- to select the most cost-effective products that are in demand with the customers;
- to retain and expand the sales markets by using different forms of encouraging consumers to buy the goods;
- to offer novelty products;
- to affect the impulsive and alternative demand;
- to carry out promotional activities;
- to provide the timely delivery of products and fulfillment of orders;
- to pursue a flexible price policy;
- to carry out targeted work with major suppliers, establish long-term mutually beneficial relations with them;
- to improve the after-sales service.

The practical implementation of the recommendations worked out in the graduation thesis can contribute to the strengthening of the competitiveness of «Mebelny Dom Plus» Ltd. and support its position on the furniture production market.