Subject matter: The formation of product assortment in an organization

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Customer organization: “Yssentuki brewery, ltd.”

Topicality of the research: Management of product assortment is one of the key directions of an organization’s work; this direction is of special significance under the current conditions of the transition to the market economy, when the requirement to the product quality and assortment from consumers are constantly growing and the efficiency of the work with the goods produced has a great impact on the organization’s economic indicators and market share. As the world experience shows, leadership in the competitive struggle is won by the organization that is more competent in product assortment management and masters the methods of its realization.

Objective: of the research: to examine the process of product assortment management in “Yssentuki brewery, ltd.”

Tasks:
- to study the theoretical aspects of product assortment management;
- to analyze the formation of product assortment;
- to examine the economic indicators of “Yssentuki brewery, ltd.”;
- to recommend the ways of the improvement of product management in “Yssentuki, brewery, ltd.”;

Theoretical and practical significance of the work is in the analysis of the modern methodology of the process of the assortment; the work gives a vivid opportunity to study the specific features of the production work which may be of great interest for entrepreneurs in the formation and development of the current business structures. It also contains a lot of useful information for pupils and students.

Results of the research: assortment management, its optimization and improvement is one of the key tools of the improvement of the organization’s financial situation. It is for this very reason that scholars attach great importance of
the organization’s product assortment. In the cause of the inspection of “Yessentuki brewery, ltd.” we proposed a change in the company’s assortment.

**Recommendations:**
- to conduct periodic optimization of the company’s assortment;
- to broaden the assortment of the produced goods that take into account the tastes of the local population;
- to improve the assortment by turning out the polyethylene bottles;
- to develop the sphere of the company’s work outside the KMV-region.