Summary

Subject matter: Optimization of the product assortment policy of the trade company in the FMCG on the example of “European, Ltd.”

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Customer organization: “European, Ltd.”

Topicality of the research: The development of market relations in Russia has radically changed the economic conditions for the functioning of organizations. These conditions are characterized by the heightened instability, presence of the uncertainty of the external environment, intensification of competition in the domestic and foreign markets. In this connection the economic subjects are faced with acute problems of the provision of viability and search for the sources of the support of economic stability. The analysis shows that the main direction of the adaptation of organizations to the changing market environment is the formation and realization of the rational product – assortment policy envisaging the search for the answer to a number of key questions of the economy: what, to whom and in what quantity to produce.

Objective of the research: is to reveal the peculiarities of the formation and management of product assortment policy in a trade organization on the example of “Euromarket, Ltd.”, and also to show the peculiarities of the choice of the strategy of the development of business units on the basis of the results of the portfolio analysis.

Tasks:
- to reveal the notion, essence and functions of the product assortment policy;
- to reveal the main elements of the product assortment policy and describe their specific nature;
- to determine the essence, main functions and methods of the portfolio analysis;
to describe the methods of assortment management on the basis of ABC–XYZ analysis;
- to conduct the analysis of the realization of the product assortment policy in “Euromarket, Ltd.”;
- to introduce proposals on the improvement of the product assortment policy of “Euromarket, Ltd.”.

**Theoretical significance of the research:** is in the study of the essence of the product assortment policy of a trade organization in conditions of the modern Russian economy; in the revelation of the key theoretical problems connected with the management of the trade policy of trade organizations; in the substantiation of the key directions of the optimization of the strategy of business units on the basis of the marketing research done.

**Practical significance of the research:** is that theoretical results obtained are brought to practical recommendations whose application promotes the increase in the substantiation of the formation of product assortment policy and growth of the economic stability of the organization in question.

**Results of the research:**
- to broaden the assortment at the expense of a whole number of a lower price category;
- to make an application to the Italian plants turning out the product line developed with the consideration for the regional and mental peculiarities of the NCFD;
- to give another master class on the work with such a universal product as mastic;
- to introduce the innovative method of university and namely: the use of the chips Impinj Monza 5 from “Smart Warehouse”.