Summary

Subject matter: Building the assortment policy of a retail organization (on the example of “Kavkaz-Trade”, ltd.

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Topicality of the research is determined by the fact that the substantiated assortment policy of a retail organization is a guarantee of not only building an optimal assortment model which is seen not only as a means of the quantitative and qualitative description of the assortment set of goods for a concrete shop but also as a means of preserving competitive positions of a trade organization on the market, affects the building of its image. Such assortment model must be able to flexibly respond to the change of the trade organization’s business environment, ensure its profitability and the required provision of competitive durability.

Objective of the research is the development of the theoretical theses and practical recommendations on the improvement of the assortment policy of the retail organization “Kavkaz-Trade”, ltd.

Tasks:
1. to give the definition of the assortment policy and describe its components;
2. to specify the characteristics and indicators of the assortment;
3. to offer the available methods of the analysis of the assortment and assortment policy of a retail trade organization by revealing the role of program products in the assortment analysis;
4. to realize the analysis of the assortment policy of the retail trade organization “Kavkaz-Trade”, ltd.;
5. to determine the directions of the improvement of the assortment policy of “Kavkaz-Trade”, ltd.

Theoretical significance of the results of the research is the discovery of the essence of the assortment policy and methods of its analysis.
**Practical significance of the research** is connected with the formulated recommendations on the improvement of the structure of the assortment and the system of the assortment control of the retail organization that can be used by other trade organizations.

**Results of the research.** We have:

- analyzed the theoretical and practical aspects of building a trade organization’s assortment policy;
- revealed the components of the assortment policy, assortment indicators, methods of the analysis of the assortment and the assortment policy of a retail trade organization;
- offered the characteristic of the structure and dynamics of the assortment of a trade organization;
- analyzed the structure of the assortment, the possibilities of the use of the Domino system for analysis of the structure of the assortment of goods and turnover;
- determined the directions of the improvement of the assortment policy of “Kavkaz-Trade”, ltd.

**Recommendations:**

1. carry out the calculation of the break-even point of the most problem groups of goods (group “A” and “B”)
2. to prepare and conduct market research of the state of the suppliers of certain kinds of products whose demand is falling, to make up the rating of the suppliers; this will enable it to optimize deliveries, to balance the price and quality of the delivered goods, its assortment;
3. to study the portrait of the target audience according to the groups of goods of “A” and “B” groups;
4. to conduct the general assessment of the effectiveness of the use of trade areas in supermarkets;
5. to realize changes in the organizational structure to improve the assortment policy of a trade organization.