

There is a changeover tendency in Ukrainian market from using spices in household use to industrial application.

In particular, spices are used in processing of meat, fish, canned products, sauces, soups, bakery products and semi-finished goods. Nowadays meat industry is one of the largest consumer of a wide range of spices. Other Ukrainian industries, for example, like the industry, where drinks are manufactured, use anise, badiane and juniper in alcoholic drinks, and liquors. Ginger can be used for manufacturing non-alcoholic ones and also in baking biscuits. Pepper and mustard are used in most salty goods and sauces, and mint is used in confectionery.

Based on the above, it may be concluded that Ukrainian market of spices is actively developing annually and gives a wide range of possibilities for entrepreneurs and potential buyers.

**Zhivitko A.**  
**Pilova K., research supervisor**  
**National Mining University**

## **FORMATION ASSORTMENT OF CHILDREN'S CLOTHES**

Features of formation assortment baby clothes due to event-trigger factors. During the calendar year manufacturers traditionally produced 5 event collections (school, new year, summer vacation, autumn, winter). Assortment matrix, built on 5 event collections, allows a very flexible to work with the buyer's request during the entire calendar year.

Particular attention should be paid to the number of assortment positions, which are "tied" to the age of positioning point. So, if in store for women's clothing is usually sold five sizes (44, 46, 48, 50 and 52), then in store for children under 14 years of these dimensions must be at least fourteen! Accordingly, in the "adult" product can be placed in several different models of clothes more than children's store of the same plaza.

Shop «Top Kids» works in the market baby clothes Dnepropetrovsk.

The assortment of the enterprise is a children's clothing for children from 1 year to 16 years, as well as various accessories. Formed assortment «Top Kids» under the influence of factors including demand, profitability and production base.

Formation of assortment policy should be based on product strategy. The structure of the development process of commodity strategy of the enterprise and the understanding that under the policy of the enterprise with the product can be offered different strategic directions for the various positions of the nomenclature assortment list allows you to define the following stages in the formation and implementation of commodity policy of the enterprise:

Stage 1 - analytical work, including the assessment of the needs of the enterprise product, analysis of the competitive position of the enterprise and economic analysis of the enterprise, or, in other words, the assessment of the potential sale of a commodity strategy;

Stage 2 - the choice of strategic economic zones;

Stage 3 - formation model products and commodity assortment planning structure;

Stage 4 - the optimization of commodity policy of the enterprise.

The ultimate goal of the research needs in the product - development strategy of behavior on a target market segments.

To solving problems of commodity policy at any hardware level requires a strategic approach. This means that any of said solution in the area must be taken not only from the point of view of the current interest, but also taking into account how it "works" the ultimate objective. This approach requires a focus on critical areas.

Commodity policy - the development of the optimal composition of the products according to the nomenclature of products involves determining the composition of the product name and the share of each item in the release. The best is the nomenclature structure of production that maximizes profits.

Trade policy involves solving the problem of choosing the mix of products and its optimization. The main objective of the assortment policy - definition of the structure of production in the production division, namely:

- \* The relationship (shares) between the new product development, production, requiring improvements and modifications, and traditional products do not require improvement, outdated products;

- \* Establishment of the range of products and planned indicators - both qualitative and quantitative;

- \* The definition of models and versions of the same product;

- \* Determining the structure of the life cycle of the entire range of products and perspectives updates assortment;

- \* Determination of the degree of product differentiation and the degree of technological community of new and existing products;

- \* Market conditions and price movements.

Practice shows that the development and implementation of the assortment policy of the company is constantly engaged. The concept of the product life cycle is fairly widespread and used for analysis of products on the market, assess the prospects for its sales, marketing strategy selection.

**Zolotukhina A.**  
**Palekhova L., research supervisor**  
**National Mining University**

## **ASSESSMENT OF THE OPPORTUNITIES AND THREATS IN THE FITNESS MARKET**

According to the Agency of marketing and "Partners Business" sociological researches, capacity of Ukrainian market of fitness services is estimated at \$400 million that representing less than 1% of the global market. This figure is much