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SELECTION OF THE ASSORTMENT POLICY OF THE COMPANY « » ON THE MARKET OF GRAPE SEEDLINGS

Company LLC « » (hereinafter « ») works in the market of seedlings since 2000, she has had time to prove themselves and show the customer that it delivers a quality product at a fair price. The strength of the enterprise is the fact that it has a great experience of work in the market, in the production process we use only the latest technology, the consumer is offered products are of high quality.

At the same time, « » there is an acute problem of updating of assortment policy. This is due to a number of factors, of which the major ones are growing saturation of the market and the change of climatic conditions. Annually breeders offer a variety of new varieties, according to the statistical data for the period from 2009 to 2012 was divided into 22 new class, but not all varieties consistent change in the natural conditions. Many varieties are not resistant and resistant to diseases arising today because of global warming. The analysis showed that the « » has a production capacity of approximately 6 000 seedlings a year.

For a substantiation of the new product line of grape seedlings were carried out desk and field research. To conduct primary research (observation and questionnaire) was the central market of «Liberation» in the city Krivoy Rog. This market is located in the city centre, has a good communications infrastructure and the high attendance of potential buyers of seedlings of grapes. The main objective of the primary research was to find out what sorts of grapes saturated market and what are the trends in the change of consumer preferences.

Observations have shown, that the market is already quite saturated with the varieties, which now sells « ». The survey showed that the consumer wants to buy the varieties of seedlings of grapes, which are resistant, resistant to diseases, high class without seeds. Of these, 75 % of consumers prefer to expand the range of the kish-mish varieties of grapes, of such species in the home can make raisins, also this grape is preferred for the children because of the lack of bones.

The survey found that today's demand the minimum price is 25 grivnas,

medium - 50 grivnas, high - 75 grivnas. Also, 47% of respondents believe that the more expensive plants worth buying only farmers or farmers, 30% - see no sense to buy them, 23% are ready to buy them in small quantities for replenishment of varietal collections. Research of consumer preferences on the color of the grapes showed the following: 37 % of respondents give preference to white varieties of grapes, 33% of black varieties, 30 % - prefer pink grapes.

Study of consumer preferences to select a certain assortment line, which corresponds to the above properties. The most interesting for potential buyers may be the following varieties: Tabor, Kish-Mish Luchistuy, Fantasy, Jupiter, , Annie, Zagrava, Transformation. These varieties are relatively new, however, they have gained some popularity in the sphere of professional growers of them can get the information on the Internet networks. It is important that all these varieties are competitive on price. It should also be taken into account, all the colors of the grapes must be included in the range of approximately the same proportion.