

FORMING OF COMMODITY ASSORTMENT

Essence of planning, forming and management an assortment consists in that that a businessman offered the certain collection of goods, which most packed will satisfy need different category of the buyers. Set of goods, offered businessman on the market, name the assortment.

A commodity assortment is characterized by breadth (by the amount of the groups of the assortment), depth (by the amount of positions in every assortment group) and comparableness (by the correlation between's offered assortments groups).

Forming of assortment is a problem of concrete goods, their separate series, determinations of the correlations between "old" and "new" goods. When shaping the assortment appear the problems of the prices, quality, warranty, service. Essence of problem of forming of assortment consists in planning practically all types of activity, directed on product selection for future realization on the market and on adduction of the features of these products in accordance with requirements of the consumers.

Forming on base of the planning the assortment of the products this unceasing process.

The basic phases of planning of assortment of products are:

- 1) Determination current and potential need of buyers, analysis of methods of the use of this products and particularities of the buyer's behaviors on the market;
- 2) Estimation existing rivals;
- 3) Critical estimation assortment with position of the buyer;
- 4) Decision of questions: what products it is necessary to add to the assortment and which to products exclude from him;
- 5) Development of specifications of new goods in accordance with requirements of the buyers;

Estimation and revising of all assortments, planning and management an assortment is inalienable part of marketing.

Even well and carefully thought out plans of sale and advertising will not be able to neutralize the consequence of errors, made before at planning of assortment.

Shaping the assortment precedes the development by businessman to assortment concept - a building of the optimum assortment structure, goods preference, being taken in attention, on the one hand, consumer requirements determined segment, but on the other hand, need of the rational use by businessman resource in purpose of the reduction of the costs.