

FORMING A TRADE ASSORTMENT

The essence of planning, forming and management an assortment consists in company's offering the certain assortment of goods, which will satisfy the needs of different categories of the buyers.

A trade 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 a trade assortment is a problem of concrete goods, their separate series, determinations of the correlations between "old" and "new" goods. The problems of the prices, quality, warranty, service appear during the forming assortment. The main problem is 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 the assortment of the products on the planning base is unceasing process.

The basic phases of planning of assortment of products are the following:

- 1) Determination current and potential needs 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 products to exclude;
- 5) Development of specifications of new goods according the buyers requirements;

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, which were made before planning the assortment.

Forming the trade assortment precedes the development the assortment concept - a building the optimum assortment structure, goods preference taken in

attention the consumer requirements of determined segment. And on the other hand the rational using the resource in purpose of the reduction of the costs.