

## SUMMARY

**The Subject Matter of the Graduation Thesis:** The Analysis and Improvement of the Formation of the Product Range Policy in the Retail Trade (by the Example of the Limited Liability Company «Leader KMV»).

**The Author of the Graduation Thesis:** Chakhchakhov Aleksandros Aleksandrovich, the 4<sup>th</sup> year student of Higher School of Political Administration and Innovative Management.

**The Supervisor of the Graduation Thesis:** the Candidate of Sociological Science, Associate Professor of the Department of Economics, Management and Finance N.V.Demina.

**The Information about the Contracting Authority:** «Leader KMV» Ltd.

**The Topicality of the Research:** The development of the civilized market relations in the competitive environment and under the free interaction of economic entities determines the need for a sustainable development of enterprises in any sphere of activity. The managers of commercial enterprises representing small business are stimulated by the competition to examine more actively and carefully the market situation and its development trends in order to find possible directions for the formation and diversification of the product range and new sales markets.

**Objectives of the Research:** are to carry out a comprehensive analysis of some theoretical and practical aspects of the formation of the product range policy of a modern commercial enterprise and to work out recommendations to improve it.

**The Tasks of the Research:**

- to study the nature and content of the product range policy in the retail trade;
- to analyze the sources of the information support to form the product range policy in the retail trade;

- to analyze the indicators and methods for evaluating the product range policy;
- to examine the evaluation of the product range placement at the retail trade enterprises;
- to carry out the analysis of the product range policy of the commercial enterprise «Leader KMV» ltd.;
- to work out recommendations to improve the product range policy at «Leader KMV» ltd.

**The Theoretical Significance of the Research** lies in the enlargement of the scientific notions about the formation of the product range policy at modern enterprises of the retail trade, its content and specific features. **The practical significance** is in the fact that the recommendations worked out in the graduation thesis to improve the product range policy in the retail trade, will contribute to its increased competitiveness. The application of the proposed algorithms for improving the assortment policy of a modern commercial enterprise in practical activities and the system of the evaluation indicators of the product range policy will let the management of «Leader KMV» ltd. carry out the analysis of the product range policy efficiency as well as make informed management decisions in the given sphere.

**The Findings of the Research:** The product range policy represents a systematic formation of the optimal product range structure of the product proposal, in this case one assumes as a basis: on the one hand – the consumer demands of certain groups (market segments), on the other hand – the need to ensure by the enterprise the most efficient use of material and technical, financial and other resources of the organization in order to market the goods with the lowest possible handling costs.

**Recommendations:** in order to improve the business activity of «Leader KMV» ltd. we propose to implement the optimization model of the product range policy, worked out in this graduation thesis, at the strategic, tactical and

operational levels, which will become an effective tool to achieve the social and economic goals of the commercial enterprise.