

SUMMARY

The Subject Matter of the Graduation Thesis: The improvement in the system on the formation of the product assortment of the trade organization (on example of the «Zhemchuzhina» supermarket).

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The Information about the Contracting Authority: «Artmarket» ltd.

The Topicality of the Research: One of the key problems of the economy is the analysis of the interdependence between the product assortment and the efficiency of the performance of the trade organization operating on a certain market segment. The trade organization in order to effectively operate in the market and constantly make a profit develops and realizes its own individual strategy. For domestic retailers at present of great significance is the development of the assortment and service policy given the specificity of their activity in the market. This is determined by the growing dynamics of the economic conjuncture and the need for the prognostication of the risks and algorithms of the behavior of trade organizations in the transforming market conditions.

Objectives of the Research: is a comprehensive analysis of the system of the formation of the product assortment of the trade organization and the development of recommendations for its improvement.

The Tasks of the Research:

- to reveal the notion, characteristic and structure of product assortment;
- to describe the process of the formation of the product assortment in trade organization;
- to give the general description of the net of «Zhemchuzhina» supermarket.

The Theoretical Significance of the Research is the systematization of the terminological corpus of the system of the formation of product assortment, specification of the strategies and development of recommendations for the

improvement in the system of the formation of product assortment. **The practical significance** is that the elaborated recommendations for the improvement in the system of the formation of the product assortment may be used in the practical work of the net of «Zhemchuzhina» supermarkets and other trade organizations of the RF.

The Findings of the Research: The success of any trade organization depends on the rationality, comprehensiveness of the reach and stability of the product assortment offered by this organization, and the absence of necessary goods, their lack of compliance with the needs of consumers generate unsatisfied demand, which, in its turn, affects the efficiency of the trade organization.

Recommendations:

- as the first recommendation we suggest that concrete measures to form optimal assortment of seasonal and theme goods, i.e goods of «tough» seasonal prevalence, be introduced;

- as the secondary recommendation we suggest that unique goods should be included in the assortment of «Zhemchuzhina» supermarkets;

- as the third recommendation we can propose the introduction of the system of discounts in the «Zhemchuzhina» supermarket;

- as the fourth recommendation we suggest the setting up of the internet «Zhemchuzhina» shop, whose availability will increase customers interest in the shop, and, consequently, in its assortment.