

SUMMARY

Subject matter: The Product Range Policy Management at a Modern Trading Company: Theory and Practice (by the Example of the Limited Liability Company «Kardan Fish»).

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Information about customer organization: «Kardan Fish» LTD.

Topicality of the research: Under present conditions in the making of civilized market relations domestic enterprises have to work out an optimum product range policy which would respond to the current economic situation, its development trends and customer demand in the country on the one hand, and to the peculiarities of a specific enterprise on the other hand.

The objective of the research: is to carry out a comprehensive analysis and assessment of the product range policy of a modern trading company and to work out some practical recommendations to improve it.

The tasks of the research:

- to examine the nature of the product range policy and its role in the competitiveness improvement of a modern trading company;
- to reveal the management process of the product range at a modern enterprise;
- to reveal and analyse the evaluation procedure of the product range policy of a modern enterprise;
- to give a concept description of «Kardan Fish» ltd.;
- to carry out an analysis and assessment of the product range at «Kardan Fish» ltd.;
- and the content of the hotel management system;
- to work out recommendations to improve the product range policy of «Kardan Fish» ltd.

The theoretical significance of the research is to enlarge scientific concepts about the nature and principles of product range policy management at modern enterprises and about the ways to improve it.

The practical significance is as follows: the recommendations elaborated in the research and aimed at improving the product range policy can be applied in the practical activities of «Karden Fish» ltd. and at other enterprises of various patterns of ownership.

The results of the research: The product range policy is a single package of interrelated management decisions aimed at carrying out marketing and business transactions and operations to identify commodity items for trading companies taking into account the multiformat nature of trading ventures, specific features of the customer demand and the possibility of forming the product offering using intrasystem sources.

Recommendations:

- in the first recommendation we propose carrying out the research of the limited liability company «Karden Fish»' environment in order to identify the unmet customer needs in fish products and seafood, to analyse its competitors' activities, to look for new manufacturers and suppliers;
- in the second recommendation we propose the company's management to use the product range matrix compiling.