

IMPROVEMENT OF THE MANAGEMENT SYSTEM OF SALES AND ASSORTMENT POLICY OF TRADE ENTERPRISES

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The article examines the correspondence of the goals of marketing and assortment policy management through the planning horizons for a trading company, assumptions about the possibility of achieving the objectives, provided that the principle of controllability of integrated logistics technologies is taken into account, taking into account the safety criterion. It is substantiated that implementation of this principle within the limits of the current trading enterprise allows to prevent possible risks, to create an effective mechanism of adaptation of the system to the market environment.

Focused attention is paid to the fact that the importance of forecasting and the range of its application in practice in a market economy play a significant role. In the framework of this issue, existing methods of forecasting sales are investigated and it is concluded that in a marketing-oriented enterprise, as a rule, there are several variants of sales forecasts using various methods. At the same time, it is proposed that the final sales forecast be based not only on traditional procedures based on quantitative estimates but also on the basis of the PERT method, which is a system of assessments, regular review and adjustment of plans using network models. Taking into account this method, the algorithm of forecasting sales in the activity of a trading enterprise is considered.

Also in the article the factors of influence on the assortment policy of a trading enterprise are investigated and their systematization is described. It is proved that the range may be influenced by favorable or unfavorable circumstances. In the case of favorable circumstances, the manufacturer of goods is more inclined to make risky decisions that can bring significant profits. In the event of unfavorable circumstances, a conservative, more cautious, but less profitable, policy of behavior is used.

It is noted that, in the presence of a large number of studies on the problem of creating an optimal product range, it remains insufficiently studied. To date, there is no perfect methodical tool for the formation and updating of the product range. Therefore, within the framework of the given article, an attempt was made to improve the existing methodological approach to the formation of a rational assortment policy of a trading enterprise.

Obviously, the biggest problem in the process of creating an optimal product range is the preparation of a forecast assessment of the «demand for new products» of the company, its competitiveness. The definition of «demand for new products» is given. In this context, the method of justification of updating the assortment of the trading company is proposed and an approach to the estimation of sales prospects is proposed. The essence of the proposed approach is to rank existing sales points depending on the sales dynamics based on the use of regression analysis results.

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