

УДК:339.166.8:339.37

DOI: 10.31673/2415-8089.2024.010005

Згурська О.М., д.е.н., доцент,
Миколенко Р.О., аспірант
Балим Є., здобувач
Державний університет
інформаційно-комунікаційних технологій

ФОРМУВАННЯ АСОРТИМЕНТУ ТОВАРІВ ПІДПРИЄМСТВ РОЗДРІБНОЇ ТОРГІВЛІ

У статті розглянуто особливості формування товарного асортименту підприємств роздрібною торгівлі. Сформовано оптимальний товарний асортимент з метою підвищення лояльності споживачів до продукції підприємства. Застосування інтегрованого ABC/FMR-аналізу товарного асортименту дозволило здійснити класифікацію товарних запасів за такими критеріями як: «рентабельність реалізації товару» та «рівень попиту», що, тим самим, сприятиме формуванню оптимального товарного асортименту, забезпеченню високого рівня ефективності функціонування торговельного підприємства. Запропонований підхід до структурування товарного асортименту, який ґрунтується на результатах ABC/FMR-аналізу, дає можливість класифікувати усю сукупність товарних одиниць в обраній товарній лінії на дев'ять підгруп.

***Ключові слова:** товарний асортимент, лояльність споживачів, товарні запаси, товарна одиниця, підприємства роздрібною торгівлі.*

Formulation of the problem. In the conditions of growing competition in retail trade, it is becoming more and more difficult to form competitive advantages. In order to obtain the target amount of profit, trading enterprises solve the issue of increasing their attractiveness for target groups of consumers due to the adaptation of various parameters of activity (including the formation of the assortment structure of product stocks) in accordance with consumer requests.

A modern buyer is absolutely sure that the goods he needs are always available at enterprises. The consumer does not care at all how all these goods get to the company and what efforts the company must make so that the buyer is satisfied with the product itself and the process of its purchase. In the conditions of competition in saturated consumer markets, the modern consumer no longer wants and will not wait for the product he needs to be available at a certain enterprise. If the product is not available, the consumer will prefer a competitor company. Therefore, it is quite obvious that the system of product assortment formation, which is a marketing tool of a retail trade enterprise, and the system of supply of goods of this enterprise play an important role in satisfying consumers and managing their demand.

Analysis of recent research and publications. Theoretical aspects and methodological toolkit of forming the product range of a trading company were considered by domestic scientists Bliznyuk S.V., Yefimova E., Mykhaylov V., Glushkova T., Zinchenko O., Kubyshina N., Kasych O.Yu., Simonova A.P., Kashperska A.I., Lisitsy V.V., Misyukevich V.I., Mykhaylenko O.M.

A previously unsolved part of the overall problem. However, the existing developments are mostly descriptive in nature or relate to activities related to the modeling of the product range. The purpose of the article is to study the formation process the product range of trading enterprises, which will contribute to ensuring the rhythmic work of the enterprise and will act as the basis for achieving the target indicators of economic activity.

The main purpose of the article is to determine and justify the peculiarities of the formation of the retail enterprises' product range.

Presenting main material. Timely updating and correct formation of the assortment of goods is a complex, multi-level process, the management of which requires constant adaptation to the rapidly changing market environment.

To ensure consumer loyalty to the company, first of all, the optimal assortment should be formed and, accordingly, the formation of goods should be carried out.

Namely, the application of the integrated ABC/FMR analysis of the product range allows you to classify product stocks according to the criteria of "profitability of product sales" and "level of demand", and will contribute to the formation of an optimal product range, helps to ensure the rhythmic work of the trading company and serves as the basis for achieving the target indicators of economic activity.

As a result of the integration of the refined ABC analysis and FMR analysis, the retail enterprise has the opportunity to position all product positions in 9 groups according to the presented in fig. 1. matrix and accordingly choose the product range management policy for each item.

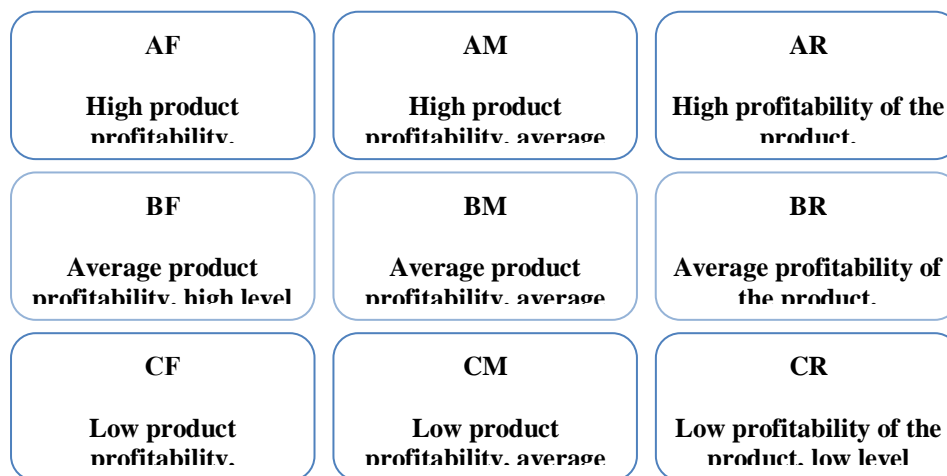


Fig. 1. Matrix of ABC/FMR-analysis of product range structuring.

Thus, as the conducted studies have shown, retail trade enterprises, which form goods taking into account the optimality of the product assortment, ensure the rhythm of the trade process and receive certain competitive advantages compared to competing enterprises.

To test the proposed approach to the structuring of the product assortment, data on the quarterly sales of products in the "Chocolate" product line of well-known manufacturers: "Korona" and "Svitoch" were selected.

The results of the analysis of commodity units by profitability for the first group are presented in Table 1.

Table 1

Analysis of the "chocolate" product line by product units' profitability

The name of the product unit	Profitability of implementation, %	Number commodity unit	Hee	ouch	Whoa
1	2	3	4	5	6
Black chocolate "Korona" with chopped nuts	25.6	1	1.23	25.60	2.57
Svitoch dark chocolate with raisins and nuts	20.66	2	11,11	206.36	20.74
Chocolate "Korona" extra black 72%	19.65	3	13.58	246.52	24.77
"Korona" porous white chocolate	18.94	4	16.05	285.72	28.71
"Korona" porous milk chocolate	15.99	5	25.93	434.20	43.63
Svitoch dark chocolate with nuts	14.88	6	28,40	469.08	47,14
Svitoch black chocolate with raisins	11.83	7	40.74	616.13	61.92

Svitoch milk chocolate with nuts and raisins	9.66	8	45,68	668.52	67,18
Milk chocolate "Korona" with whole nuts	6.3	9	53.09	739.51	74.32
Milk chocolate "Korona" with chopped nuts	5.99	10	55,56	761.22	76.50
Svitoch milk chocolate with whole almonds	4.82	11	67.90	859.05	86.33
Chocolate "Korona" with whole nuts is black	4.67	12	72.84	893.47	89.79
Svitoch black chocolate	4.6	13	75.31	909.82	91.43
"Korona" porous black chocolate	2.13	14	95.06	989.44	99.43
"Korona" milk chocolate	1.04	15	97.53	993.91	99.88

Source: calculated by the author

The results of the analysis of commodity units according to the frequency of appeals for the first group are presented in the table. 2.

Table 2

Analysis of the product line "chocolate" according to the frequency of appeals by product units

The name of the product unit	Coefficient of frequency of appeals per product unit, coef	Serial number of the product unit	Hee	ouch	Whoa
1	2	3	4	5	6
"Korona" porous black chocolate	91.3	1	1.23	91.30	2.32
Milk chocolate "Korona" with whole nuts	83.2	2	8.64	613.30	15.60
Chocolate "Korona" extra black 72%	77.6	3	12.35	849.90	21.62
Milk chocolate "Korona" with chopped nuts	71.4	4	20.99	1375.20	34.98
Svitoch black chocolate with raisins	70.3	5	24.69	1587.20	40.37
Svitoch dark chocolate with raisins and nuts	60.9	6	33,33	2049.30	52.12
"Korona" porous white chocolate	59.3	7	37.04	2229.30	56.70
Svitoch black chocolate	49.1	8	48.15	2710.28	68.93
"Korona" milk chocolate	39.66	9	60.49	3155.13	80.24
Svitoch dark chocolate with nuts	38.6	10	62.96	3233.13	82,23
Chocolate "Korona" with whole nuts is black	30.6	11	74.07	3542.18	90.09
Svitoch milk chocolate with nuts and raisins	30,44	12	75.31	3572.62	90.86
Svitoch milk chocolate with whole almonds	22	13	83.95	3762.54	95.69
"Korona" porous milk chocolate	15.6	14	87.65	3816.14	97.05
Black chocolate "Korona" with chopped nuts	15.2	15	88,89	3831.34	97.44

Source: calculated by the author

Thus, based on the calculations, we get the ABC/FMR matrix of the analysis of commodity units of the selected commodity group (table. 3).

Table 3

Matrix ABC/FM R - analysis of commodity units of the "Chocolate" commodity group

AF Svitoch dark chocolate with raisins and nuts Chocolate "Korona" extra black 72% "Korona" porous white chocolate Svitoch black chocolate with raisins	VF Milk chocolate "Korona" with whole nuts Milk chocolate "Korona" with chopped nuts	CF "Korona" porous black chocolate
A.M Svitoch dark chocolate with nuts Svitoch milk chocolate with nuts and raisins	BM Chocolate "Korona" with whole nuts is black Svitoch black chocolate	CM "Korona" milk chocolate
AR Black chocolate "Korona" with chopped nuts "Korona" porous milk chocolate	BR Svitoch milk chocolate with whole almonds	CR _

Source: formed by the author

Conclusions. Thus, the proposed approach to structuring the product range, which is based on the results of ABC/FMR analysis, allows to classify the entire set of product units in the selected product line into nine subgroups. In sales management, the "degree of demand" of a product or the frequency of requests for certain groups of products serves as an important criterion for positioning product groups in the marketing strategy of management (the slogan "we have them all"). In goods management, FMR analysis is used to determine the location of goods storage, so the most frequently requested ("fast" - fast) positions are located closer to the assembly areas.

Список використаних джерел

1. Гармідер Л. Д., Самаї І. О. Дослідження формування товарного асортименту підприємства. *Академічний огляд*. 2016. № 1. С. 111–118.
2. Герасимова Л.М., Асмарян А.С. Асортимент товарів: сучасні проблеми управління URL: http://www.rusnauka.com/23_WP_2011/Economics/10_91123.doc.htm
3. Гончар Л.А., Холодова О.Ю. Управління асортиментом і якістю товарів як підсистема торговельного URL: <http://www.ukr.vipreshebnik.ru/torgovl....va.html>
4. Діденко Є.О., Савельєв Д.С. Управління асортиментною політикою підприємства. *Ефективна економіка*. 2015. № 3. URL: <http://www.economy.nauka.com.ua/?op=1&z=3910>
5. Красовська Т. В. Методичні засади формування механізму товарного асортименту на виробничих підприємствах. *Економіка та держава*. 2016. №2. С. 67-71.
6. Кузнєцов П. В., Парфентенко І. А., Балагула Д. П. Маркетингове управління асортиментом продукції підприємства в умовах інформаційної економіки. *Вісник економіки транспорту і промисловості*. 2015. Вип. 49. С. 198-204.
7. Смольянинов А. Методи аналізу асортиментного портфеля підприємства URL: http://www.iteam.ru/publications/marketing/section_28/article_2963
8. Степанюк Н.С., Петриченко З.С. До питання формування асортиментної політики торговельного підприємства. *Вісник Хмельницького національного університету*. 2011. №1. Т.1. С. 202-204.
9. Троян А. В. Особливості асортиментної політики підприємства в сучасних умовах господарювання. *Ефективна економіка*. 2014. №1. URL: <http://www.economy.nauka.com.ua/?op=1&z=2708> .
10. Хоптюк, А., Кравчук Є. Теоретичні аспекти управління обсягом та асортиментною структурою товарообороту торговельного підприємства. *Формування ринкових відносин в Україні*. 2014. № 10. С. 84-90.
11. Шира Т. Б. Функціональний аспект управління асортиментом у комерційній діяльності. *Наукові записки [Української академії друкарства]. Серія : Економічні науки*. 2016. № 1. С. 63-73. URL: http://nbuv.gov.ua/UJRN/Nzec_2015_1_11 .
12. Шумкова О. В. Глубока І. М. Окремі аспекти управління товарним асортиментом підприємства. *Вісник ШНАУ*. 2010. № 5/1. С. 64-69.

REFERENCES

1. Garmider, L. D. and Samaj, I. O. (2016). Formation of product lines the company”, *Akademichnij oglyad*, vol.1. pp. 111–118.
2. Asmaryan A.S., and Gerasimova L.M.,(2016), “Asortiment tovariv: suchasni problemi upravlinnya”, Retrieved from: http://www.rusnauka.com/23_WP_2011/Economics/10_91123.doc.htm (Accessed 15 November 2023).
3. Gonchar, L.A.and Holodova, O.Yu.” Upravlinnya asortimentom i yakistyu tovariv yak pidsistema torgovelnogo pidpriemstva” Retrieved from: <http://www.ukr.vipreshebnik.ru/torgovlva.html> (Accessed 16 November 2016).

4. Didenko, Є.O.and Savel'ev, D.S. (2016) “Managing enterprise product policy” ,*Efektivna ekonomika*,vol.3. Retrieved from: [http:// www.economy.nayka.com.ua/?op=1&z=3910](http://www.economy.nayka.com.ua/?op=1&z=3910) (Accessed 16 November 2023).
5. Krasovs'ka T. V. (2016). Methodical bases of formation mechanism of product lines in manufacturing plants, *Ekonomika ta derzhava*, vol.2. pp. 67-71.
6. Kuznecov, P. V. , Parfentenko, I. A. and Balagula, D. P., (2016) Marketing of enterprise inventory management in information economics, *Visnik ekonomiki transportu i promislovosti*, vol.49., pp. 198-204.
7. Smol'yaninov A. (2016). Methods of analysis assortment portfolio company” Retrieved from: [http://www.iteam.ru/publications/marketing/section_28/ article_2963](http://www.iteam.ru/publications/marketing/section_28/article_2963) (Accessed 16 November 2023).
8. Stepanyuk, N.S.and Petrichenko, Z.S. (2011). Prior to the formation of assortment politics commercial enterprise,*Visnik Hmel'nic'kogo nacional'nogo universitetu*,vol.1, pp. 202-204.
9. Troyan, A. V.(2014). Assortment of enterprise policy in the contemporary economy, *Efektivna ekonomika*, vol.1 Retrieved from: <http://www.economy.nayka.com.ua/?op=1&z=2708>. (Accessed 16 November 2023).
10. Hoptyuk, A. (2014). Theoretical aspects of volume and assortment structure of trade turnover of enterprises, *Formuvannya rinkovih vidnosin v Ukraïni* ,vol. 10. pp. 84-90.
11. Shira, T. B. (2016). Functional aspect of inventory management in commercial activities, *Naukovi zapiski [Ukrain's'koï akademii drukarstva]*. Seriya : *Ekonomichni nauki* ,vol. 1. Pp. 63-73. Retrieved from: http://nbuv.gov.ua/UJRN/Nzec_2015_1_11. (Accessed 16 November 2023).
12. Shumkova, O. V. and Gluboka I. (2010). Some aspects of product range enterprise, *Visnik SNAU*, vol. 5/1, pp. 64-69.

OXSANA ZGHURSKA, EVGENIA BALYM, RADOMIR MYKOLENKO. FORMATION OF PRODUCT ASSORTMENT OF RETAIL ENTERPRISES. *The article examines the peculiarities of the formation of the product range of retail trade. An optimal product range was formed in order to increase consumer loyalty to the company's products. In the article have been defined that in the direction to ensure consumer loyalty to the company, first of all, the optimal assortment should be formed and, accordingly, the formation of goods should be carried out. Namely, the application of the integrated ABC/FMR analysis of the product range allows you to classify product stocks according to the criteria of "profitability of product sales" and "level of demand», and will contribute to the formation of an optimal product range which helps to ensure the rhythmic work of the trading company and serves as the basis for achieving the target indicators of economic activity. The application of the integrated ABC/FMR analysis of the product range made it possible to classify the product stocks according to such criteria as: "profitability of product sales" and "level of demand", which, thereby, will contribute to the formation of the optimal product range, ensuring a high level of efficiency of the trading enterprise. The proposed approach to structuring the product range, which is based on the results of the ABC/FMR analysis, makes it possible to classify the entire set of product units in the selected product line into nine subgroups. It also has been identified that in sales management, the "degree of demand" of a product or the requests frequency for certain groups of products serves as an important criterion for positioning product groups in the marketing strategy of management (the slogan "we have them all"). In goods management, FMR analysis is used to determine the location of goods storage, so the most frequently requested ("fast" - fast) positions are located closer to the assembly areas.*

Key words: product assortment, consumer loyalty, product range, product unit, retail enterprise, efficiency of enterprise functioning.