

L.A. Bragin
O.S. Karashchuk
E.A. Mayorova
A.F. Nikishin
T.V. Pankina

CREATING A PRODUCT RANGE MATRIX IN E-COMMERCE



 **PREMIER**
Publishing

L.A. Bragin, O.S. Karashchuk,
E.A. Mayorova, A.F. Nikishin, T.V. Pankina

CREATING A PRODUCT RANGE MATRIX IN E-COMMERCE

DOI: 10.29013/CPRMEC.BraginL.KarashchukO.MayorovaE.NikishinA.PankinaT.58.2026

Reviewers:

Prokhorov Yury Nikolaevich, Associate Professor of Moscow Metropolitan Governance Yury Luzhkov University

Kravchenko Elena Sergeevna, Associate Professor of Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovsky

Authors:

L.A. Bragin¹, O.S. Karashchuk¹, E.A. Mayorova¹, A.F. Nikishin¹, T.V. Pankina¹

Creating a Product Range Matrix in E-Commerce / L.A. Bragin, O.S. Karashchuk, E.A. Mayorova, A.F. Nikishin, T.V. Pankina – Praha : Premier Publishing – 2026. – 58 c.

¹ *Plekhanov Russian University of Economics*
[*study manual* / учебное пособие/ Lernhandbuch]

ISBN 978-80-88612-50-6

The purpose of the textbook “Formation of an assortment matrix in e-commerce” is to help students acquire skills in the field of forming an assortment of e-commerce. The study manual is used within the discipline “sales management”, “digital forms and methods of sales” and others. The textbook is prepared in accordance with the program of the discipline of the same name and is intended for students majoring in 38.03.06 “Trade business”.

Subscribe to print 25/03/2026. Format 60x84/16.
Offset Paper. Garinitura Arno Pro. Pec. liter. 12. Quantity: 300 copies.
Typeset in Premier Publishing Praha, Czech Republic.
Printed by Premier Publishing
Praha 8 – Karlín, Lyčkovo nám. 508/7, PSČ 18600, Czech Republic
pub@ppublishing.org, ppublishing.org

© L.A. Bragin, O.S. Karashchuk, E.A. Mayorova, A.F. Nikishin, T.V. Pankina, 2026.
© Premier Publishing Praha, 2026.

Contents

Introduction.....	4
1. Modern approaches to the formation of the assortment matrix of trade.....	6
2. Fundamentals of forming an assortment in the context of digitalization of trade.....	20
3. Trademarks and private labels.....	39
References.....	58

Introduction

Modern retail is characterized by a high degree of competition. Therefore, one means of competitive struggle is the development of a product assortment.

A stable product assortment requires the constant availability of all product groups and subgroups, types, and varieties. Key parameters characterizing the effectiveness of an assortment are its flexibility and relevance. These reflect the ability of the assortment to change to best meet customer needs, taking into account their demand for key product items. Recently, the popularity of healthy eating among consumers has grown, leading stores to expand their selection of fermented milk products, vegetables, and fruits. Sometimes, stability is associated with the length of time that certain types, varieties, and SKUs are available for sale. In this case, assortment stability may depend, firstly, on the presence of stable demand and the constant replenishment of inventory for these products; secondly, on the absence or insufficient demand for products that are languishing in warehouses and on shelves; and thirdly, on the discrepancy between inventory and sales capacity. Therefore, product shelf life as indicators of assortment stability cannot be used to determine the rationality of an assortment. It's worth noting that the principles of product assortment in e-commerce are currently borrowed from traditional retailers, although the depth and breadth of product assortment is greater.

Identifying the factors that shape customer choice among online stores is crucial to improving the competitiveness of