

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

MODERN TECHNOLOGIES IN FORMATION OF ASSORTMENT

Reviewers:

Prokhorov Yury Nikolaevich, Deputy Director of the Department for the Development of Human Resources of JSC “Corporation for the Development of the Far East and the Arctic”

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

Authors:

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

Modern technologies in formation of assortment /
L.A. Bragin, O.S. Karashchuk, E.A. Mayorova, A.F. Nikishin,
T.V. Pankina – Praha : Premier Publishing – 2025. – 42 c.

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

ISBN 978-80-88612-47-6

The purpose of the textbook “Modern technologies in formation of assortment” is to provide students with knowledge in the field of forming a trade assortment in modern conditions, in particular, the use of digital technologies in forming an assortment. The textbook is used within the discipline “Sales management in trade”, “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 05/14/2025. 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, 2025.

© Premier Publishing Praha, 2025.

Contents

Introduction.....	4
1. Fundamentals of forming an assortment in the context of digitalization of trade.....	6
2. Modern approaches to the formation of the assortment matrix of trade.....	20
3. Using digital technologies in the formation of trade assortment	34
References.....	42

Introduction

In modern trade, the role of correct formation of the product range is high. The article is devoted to the problem of forming the product range policy of trade organizations, in particular, determining the degree of constancy of the product range.

Modern trade is characterized by a high degree of competition. In this regard, one of the means of competitive struggle is the formation of the product range. In this regard, trade organizations need to determine how constant the product range offered for sale should be. The formed product range has a great influence on the image of the trade organization, which, in turn, is an important intangible resource.

A stable product range implies ensuring the constant availability of all product groups and subgroups, types and varieties of goods in the store's sales area. Important parameters characterizing the effectiveness of the product range are its mobility and relevance. They reflect the ability of the product range to change to best meet the needs of buyers, taking into account their demand for key product range items. Recently, healthy eating has become increasingly popular among buyers, so stores are expanding the range of fermented milk products, vegetables and fruits. Sometimes stability is associated with the period during which goods of certain types, varieties and names are sold. In this case, the stability of the assortment may depend, firstly, on the presence of stable demand and constant replenishment of stocks for these goods; secondly, on the absence or insufficiency of demand for goods that are lying around in warehouses and on

shelves; thirdly, on the discrepancy between stocks and sales opportunities. Therefore, the terms of sale of goods as indicators of the stability of the assortment cannot be used to determine the rationality of the assortment.

Identification of goods that are in stable demand requires marketing research using observation methods and analysis of documentary data on the receipt and sale of various goods.

Consumers of goods of a stable assortment can be characterized as “conservatives in tastes and habits.” Having assessed a certain name of a product, they do not change their preferences for a long time.

Manufacturers and sellers most often strive to expand the number of goods that are in stable demand. However, it should be borne in mind that tastes and habits change over time, so the stability of the assortment should be rational. In any case, the assortment of a grocery store should be stable, i.e. it should always contain products that are in demand.