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INTEGRATED ASSESSMENT OF THE COMPANY'S PRODUCT RANGE IN THE LOCAL ELECTRICAL ENGINEERING MARKET

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ABC-XYZ-
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The purpose of the study is to determine approaches to the implementation of an integrated assessment of the company's product range in the local electrical engineering market. With all the variety of widely used methods of assortment analysis, their fragmentation is noted. There is an objective need for the development, application and improvement of integrated methods.

The analysis of the range of electrical products of one of the largest trading enterprises of the Republic of Crimea, Novacenter K LLC, which carries out trading activities in five large hypermarkets, was carried out. Electrical products are presented in 11 product groups. Private consumer characteristics were studied for such indicators as completeness, breadth, novelty and stability of the assortment. The analysis showed the insufficiency of the data obtained, which was supplemented by a study using the method of expert assessments.

The calculated generalizing coefficient of consumer efficiency indicates that the range of Novacenter K LLC in the local market of electrical products as a whole has a level of opportunities to meet consumer demand below average, which creates prerequisites for the development of measures to improve it.

The dynamics of trade turnover was analyzed, which allowed us to identify differences in the seasonality of sales for some groups of electrical products. In addition to seasonal fluctuations, other factors affecting sales of this group of products were identified.

For a comprehensive assessment of the range of electrical products of Novacenter K LLC, a cascade ABC-XYZ analysis was performed, which allows taking into account the existing uneven demand and sales, as well as the volume and, accordingly, the profitability of sales. The analysis made it possible to formulate recommendations for the reorganization of the range of electrical products of Novacenter K LLC.

Keywords: local market, electrical products, needs, sales, assortment, integrated assessment.

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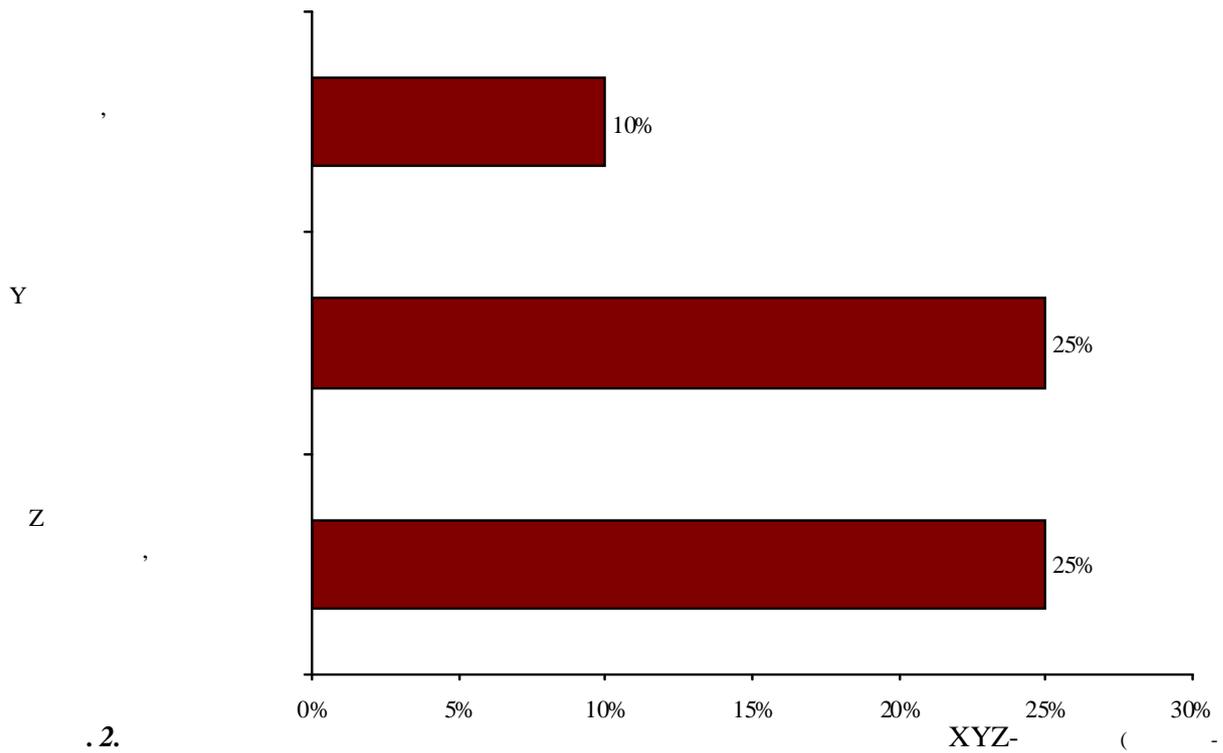
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ABZ, BAZ	95-98 %
ACY, BBY	95 %
CAY, CAZ	92-95 %
ACZ, BBZ, BCY	93 %
BCZ, CBY	10%
CCY, CBZ	15%
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