

ABC-XYZ-ANALYSIS AS A METHOD OF ASSORTMENT MANAGEMENT OF MACHINE BUILDING COMPANY

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The article reveals the essence of how to optimize assortment policy of machine building company based on ABC-XYZ-analysis. It describes an assortment concept of enterprise policy and a number of factors that affect it, including economic, social, technological, demographic specific are depicted here. The article contains methods of AVS- and XYZ-analysis, conducted to analyze sales, structuring, establishing clear leaders and outsiders among all product groups to adjust their product policy. An order of ABC-analysis is introduced here too. XYZ-analysis is a mathematical-statistical method of analyzing and predicting the stability of sales of certain products and fluctuations in consumption of certain products. The purpose of XYZ-analysis is to divide products into groups, depending on the uniformity and accuracy of

demand forecasting. The method of analysis is based on the calculation for each heading coefficient of variation. This ratio shows the deviation from the average consumption and is expressed as a percentage. The article contains mechanism for the application of methods at Metalobudservis. Therefore, this analysis helps to improve the efficiency of the applied assortment policy and also to see the efficiency of the machine-building company, to see its profit from the sales of competitive products. It was determined that the use of ABC and XYZ- analysis in combination allows you to fully evaluate the entire range of the company and understand how to manage various groups and categories of goods that should be out of the range, and for which goods on the contrary is necessary to increase safety stock.