

Assortment policy of restaurant industry establishments of Ukraine

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The article is devoted to revealing features, trends, principles and patterns of product policy of restaurant industry establishments. It is found that perfect strategy for the development of the production program is the introduction of a new menu and specials and homemade drinks combined with classic dishes and drinks and ethnic cuisine elements.

For effective assortment management it is needed to be guided by certain principles of its construction.

The principle of systemacy (complexity, synergy) – all measures of assortment management should be considered in conjunction.

The principle of flexibility – promptness in responding to changing market conditions.

The principle of science – management decisions on an assortment should be based on objective, complete and reliable information about the state and prospects of need development on the one side, and ability to satisfy it on the other.

The principle of assortment building effectiveness is based on the expected profitability and profit margin.

Formation of the range of goods sold by trading company envisages the following stages:

I stage. Identifying a list of the main groups and sub-groups of goods sold, based on the selected company and product specialization of needs of its potential customers.

Stage II. Distribution of individual groups and subgroups of goods between permanent and seasonal consumer complexes. In carrying out this work it is necessary to take into account the size of enterprises' floorspace and specialization of enterprises-competitors located in the area of the enterprise, especially highly specialized.

Stage III. Determination of the number of species and varieties of goods within the individual consumer systems, i.e. the depth of product assortment. The basis for this is the size of floorspace and state of the supply of goods in the regional consumer market.

Stage IV. Development of specific assortment list of goods offered for implementation of contingent of buyers.

It is possible to streamline the assortment of restaurant industry establishments by analyzing the contribution of specific products or groups in the final result. It can be revenue position or value of sales. The revenue position is more indicative as the criterion.