

## IMPROVEMENT PRODUCT RANGE OF GARMENT ENTERPRISES

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In this paper, the tasks of improving the production assortment of school clothes are not only based on traditional studies of the system “child – clothing – the external environment”, but also studies consumer preferences of schoolchildren and their parents from the position of solvent demand.

In our opinion, this approach makes it possible to clearly set the task of improving the production assortment of schoolwear in the most probable, in terms of the reliability of the next implementation, and the formation of new modern collections of schoolwear.

The development of a business enterprise project that involves the creation of a new or improved existing company for the production of school forms begins with the definition of its place in the system of market relations that have developed through the development of a strategy for development purposes.

The process of creating a rational set of schoolwear contains the resources and benefits of consumers and includes:

- information about the sex-age group of schoolchildren;
- data on the weather conditions in which the projected set will be operated;

– data of solvent demand and consumer preferences, taking into account regional features of the nature of consumption.

Thus, the current structure of the production assortment of schoolwear according to the principle of completeness, in our opinion, will ensure the development of product line policy of the enterprise, taking into account the correspondence between the supply of products and demand for it.

In order to improve the range of schoolwear by forming a new collection of school clothes, depending on the weather conditions, possible variants of sets of school clothes are offered.

Based on the results of the study, the solvent demand and benefits of consumers in the formation of a set of schoolwear was studied. It has been established that in most cases, the coefficients of demand for various types of clothing in the desired set, which is actually bought, school uniforms do not coincide. Based on this fact and assortment of schoolwear items obtained from the study, a four-dimensional demand matrix was developed to describe the quantitative characteristics of the benefits and the real purchasing power of consumers.