

## **ASSORTMENT POLICY MANAGEMENT: EVALUATION OF METHODS EFFICIENCY**

**Yevchenko Y.M.**  
Graduate Student,  
National Pedagogical Drahomanov University

Because of country's passing to the market relations and increase of the competition level in Ukraine's market, the realization processes of commodities and services become complicated. Therefore, the question of development, introduction of effective assortment management methods has a special place in the management of the company. On these methods depends would the organization consistently develop and occupy the leading market position or fall into a crisis.

Traditional methods often do not correspond to the real terms of a changing market. This underlines the necessity of changing the approach to the assortment management methods.

Research purpose – evaluate the assortment management methods.

Research objectives:

- 1) to describe the assortment management at the enterprise;
- 2) to define the assortment methods of the enterprise;

3) to analyse the assortment methods on the administrative efficiency criteria.

Not all methods fully correspond to management criteria: most of them are customized solely to the economic assessment. Modern portfolio theory works are the best in terms of management approach. Companies have a strategic advantage in a changing market by using their.

In addition, for management approach the choice of assortment management method based on the assessment of methods on an efficiency scale (economic, organizational and social), which is used in management. The chosen method will provide the best possible compliance of needs and demands of the market. Theoretical analysis determined that the most favourable and best practices are General Electric matrix by McKinsey, Competition Matrix by M. Porter, "Goods-markets" matrix by I. Ansoff in terms of management.