

FUNCTIONS OF GOODS ASSORTMENT MANAGEMENT IN RETAIL TRADE NETWORK

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Abstract

The degree of meeting the demand of material goods buyers depends on their possibility to choose and purchase the favorite goods. This possibility depends on the degree of diversity and structure of goods offer in retail trade network that shall meet the structure of consumers' needs and the solvent demand of buyers. This conformity can be achieved only by ensuring the management of commercial goods assortment.

Like any other, the commercial goods assortment management is accomplished by performing a number of functions, which are currently not determined yet in the specialized literature.

In this paper we present the nomination and version of nomenclature functions of goods assortment management, the performance of which would ensure the efficient management of goods assortment in retail trade network. There are also presented the definitions of the notions of optimal goods assortment, goods assortment management, and the nomenclature functions of goods assortment management made up of three groups of functions: general functions, special functions and specific functions. The components of functions content are also specified.

Keywords: *assortment of goods, goods assortment management, retail trade network, optimal assortment, function of goods assortment management, offer of goods, demand for goods.*

1. Introduction

The goods retail trade network is in permanent contact with the buyer, the ultimate consumer. It assures the connection between the field of production and field of goods consumption, and the interconnection between the supply and demand of goods. The level of meeting the consumers' demand for goods depends both on the volume and the diversity of goods offer, i. e. on the goods assortment in offer.

The scientific-technical progress, increasing the level of civilization of society and the continued quantitative and qualitative development of consumers' needs causes the intensive quantitative and qualitative development of consumer goods assortment, the nomenclature of which has already exceeded in the '70-80s of the last century, according to the scientists' estimates, one million of varieties and every 15 years it doubles [4, p. 77; 10, p. 5]. At the same time, the goods assortment in the retail trade enterprise offer shall meet the particular needs of consumers, the buyers' demand [3, p. 17; 10, p. 5, p. 9]. In those circumstances, it is clearly highlighted the acute objective necessity to ensure continuous correlation between the offer of goods assortment and demand of buyers, the need for consumer goods assortment management.

2. Degree of investigation of the problem at present, research purposes

The problems of forming the assortment of goods have always been in the focus of specialists and researchers in the field of trade, but were more intensely investigated since '70 -80s of the 20th century [2, 3, 9, 10], when the assortment of goods became extremely large and complicated in structure. However, at present the researches in the field and their results [1, 5, 12] are focused more on processes and methods of forming the assortment and do not include the aggregate factors which determine and contribute to the formation and continuous maintenance of optimal goods assortment in the retail trade network.

The ultimate purpose of the investigation is to create and propose a complex system of goods assortment management, and the purpose of this paper is to identify and nominate the functions of this management system.

3. Methods and materials applied

The research is performed using the methods: comparative analysis, correlative analysis, analogy, induction and deduction, expertise, practical experience, etc. The proposed functions were nominated by orienting ourselves to the standard of production quality management in the field of turnover [11].

4. Complex nomenclature functions of goods assortment management

The management of consumer goods assortment [6, p. 8] is the activity of developing and implementing in complex the interrelated organizational, technical, economic, social and ideological set of measures (actions), governed by the laws and normative-technical documentation in force, using the related methods and means, directed towards the formation and permanent correction in the field of turnover of the assortment structure of consumer goods, which would correspond to the structure of the consumers' needs and society on the one hand, and to the possibilities and interests of producers and society, on the other hand.

The assortment of goods, which, on one hand, is consistent with the possibilities and interests of the production field, and, on the other hand, - with the demands and interests of consumption field, is called the optimal assortment. The task of management of commercial goods assortment is the creation and continuous maintenance in the field of turnover of the optimal structure of the consumer goods offer, the optimal consumer goods assortment, taking into account the interests of the turnover field, and the purpose is to meet at maximum the various needs of consumers of varieties of goods, while taking into account the possibilities and interests of producers.

Like other types of management, the management of commercial goods assortment is done by implementing a complex nomenclature of functions that includes: general functions, special functions and specific functions. Obviously, the management of commercial goods assortment is influenced by subjects both of the field of production and the field of consumption, a reality that shall be taken into account in the development and formulation of functions of management of commercial goods assortment.

General functions are common to all types of management and provide for the carrying out and performance of the general management. These are: planning, organizing, coordinating, recording, monitoring, analyzing, correction and stimulation.

Special functions are determined by the specifics and peculiarities of the type of management. The management of commercial goods assortment has specifics of the object and particularities of organizing and implementation. Based on the study of specialized literary sources [1, 2, 11], relying on management theory and analysis of existing management practice of commercial goods assortment, we propose the following nomenclature of special functions of commercial goods assortment management in the retail trade network:

1. Forecasting consumers' needs and requirements for commercial goods assortment;
2. Standardization of requirements for commercial goods assortment;
3. Determining the necessity and directions of change (improvement) characteristics [7-8] of commercial goods assortment;
4. Planning the change of characteristics of commercial goods assortment;
5. Periodic certification of commercial goods assortment;
6. Special training and continuous training of staff;
7. Providing methodological formation and systematic improvement of commercial goods assortment;
8. Material-technical provision of systematic improvement of commercial goods assortment;
9. Technological provision of formation and systematic improvement of commercial goods assortment;
10. Legal provision of formation and improvement of commercial goods assortment;
11. Permanent internal and systematic external control of optimality of commercial goods assortment;
12. Stimulating the formation and maintenance of optimal commercial goods assortment in retail trade network;
13. Providing information for formation and improvement of commercial goods assortment;
14. Periodic certification of the management system of commercial goods assortment.

The specific functions of management of commercial goods assortment are determined by the specifics of object and its management process. Based on the analysis of specifics of object and practice of management of commercial goods assortment we highlight the following specific functions of management of commercial goods assortment:

1. Development and approval of nomenclature of features and indicators of commercial goods assortment [7-8];
2. Forecast of optimal structure of commercial goods assortment;
3. Selection and standardization of requirements for the indicators (characteristics) of optimal commercial goods assortment;
4. Development of optimal structure of commercial goods assortment;
5. Purchase and retail sale of optimal commercial goods assortment;
6. Ensuring reasonable placement of optimal commercial goods assortment in retail trade network;
7. Dissemination and implementation of the optimal goods assortment and rational goods consumption (use, exploitation).

The set (nomenclature) of special and specific functions shown above covers the multiple fields and directions of activity of the retail trade enterprise for the management of commercial goods assortment. Each of these functions both special and specific ones have their specific content which includes the definition, purpose, tasks and elements specific to the concrete function. The development of functions' contents of management of commercial goods assortment requires an additional comprehensive study which will be carried out following the investigation.

5. Conclusions

Forming and continuous maintenance in the retail trade network of optimal assortment of goods is only possible by applying the complex system of management in the field and its creation is an objective necessity. However, successful performance management of goods assortment requires the implementation both of general management functions and a range of special and specific functions, which nomenclature is first presented. Each of these functions presented in the nomenclature both special and specific ones have their specific content, which includes the definition, purpose, tasks and specific elements of the concrete function. The development of functions' contents of management of commercial goods assortment requires an additional comprehensive study which will be carried out following the investigation.

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Rezumat

Gradul satisfacerii cererii cumpărătorilor de bunuri materiale depinde de posibilitatea acestora de a alege și procura bunurile preferate. Această posibilitate depinde de gradul diversității și de structura ofertei de mărfuri în rețeaua comercială en-detail, care trebuie să corespundă structurii necesităților consumatorilor și cererii solvabile a cumpărătorilor. Această corespundere poate fi atinsă doar prin asigurarea managementului sortimentului comercial de mărfuri.

Ca și oricare altul, managementul sortimentului comercial de mărfuri este efectuat prin realizarea unui șir de funcții, care în prezent în literatura de specialitate încă nu-i determinat.

În această lucrare prezentăm nominalizarea și varianta nomenclatorului funcțiilor managementului sortimentului de mărfuri, realizarea căroră ar asigura managementul eficient al sortimentului de mărfuri în rețeaua comercială en-detail. Sunt prezentate și definițiile perfectate ale noțiunilor de sortiment optimal de mărfuri, de management al sortimentului de mărfuri, iar nomenclatorul funcțiilor managementului sortimentului de mărfuri este creat din trei grupe de funcții: funcțiile generale, funcțiile speciale și funcțiile specifice. Sunt indicate și componentele conținutului funcțiilor.

Cuvinte-cheie: *sortimentul de mărfuri, managementul sortimentului de mărfuri, rețeaua comercială en-detail, sortiment optimal, funcție a managementului sortimentului de mărfuri, oferta mărfurilor, cererea de mărfuri.*

Аннотация

Степень удовлетворения спроса покупателей на материальные ценности зависит от возможности выбора и приобретения желаемых товаров. Эта возможность обусловлена уровнем разнообразия и структурой предложения товаров в розничной торговой сети, которая должна соответствовать потребностям потребителей и платежеспособному спросу покупателей. Данное соответствие возможно достичь только путем обеспечения управления коммерческим ассортиментом товаров.

Подобно другим, управление ассортиментом товаров осуществляется посредством ряда функций, которые в настоящее время в специализированной литературе точно не определены.

В данной статье автором предлагается вариант номенклатуры функций управления ассортиментом товаров, исполнение которых позволит обеспечить эффективное управление ассортиментом товаров в розничной торговой сети. Также представлены и определения оптимального ассортимента товаров, управления ассортиментом товаров, а номенклатура функций управления ассортиментом товаров представлена тремя группами функций: общие функции, специальные функции и специфические функции. В статье также рассмотрены элементы содержания функций.

Ключевые слова: *ассортимент товаров, управление товарным ассортиментом, коммерческая розничная сеть, оптимальный ассортимент, функция управления ассортиментом товаров, предложение товаров, спрос на товары.*

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