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MANAGEMENT POINT-OF-SALE ASSORTMENT

Motion of point-of-sale assortment is a stream and, at the same time, by a central process, forming the basic indexes of point-of-sale organization, determining its survival and success. Indexes can be improved as a result of integration and optimization of efforts on a management all links on a way motion of the attended assortment stream. It makes pre-conditions and stipulates the necessity of application of the logistic going near a management a point-of-sale assortment, as approach, providing optimization and integration of stream processes.

Research of concepts, related to the actions in regard to a point-of-sale assortment, rotined that concepts «Planning of assortment», «forming of point-of-sale assortment», «assortment policy», are more frequent than all used, thus all these concepts reflect part of actions, influencing on motion of the attended assortment stream from a number possible and being in capacity of point-of-sale organization only. A concept «Management a point-of-sale assortment» in the special literature either in general is not used or implies the direct adjusting of point-of-sale assortment on the stage of realization of the planned decisions. All of it reflects circumstance that today in a retail business questions of providing of quickness of reaction on the signals of market within the limits of cycle a «order is delivery in a trading floor» and questions, related to organization of sale and sale of commodities examined separately, out of their integration within the framework of the single system.

Research of going near structuring of processes of motion of financial streams in point-of-sale logistic, to the general theory of logistic and in a retail business, presented in the special literature, allowed to us to develop the model of logistic control system by a point-of-sale assortment for the sphere of retail business clothes.

		MANAGEMENT FUNCTIONS						
ement a point-	1. Planning of point-of-sale assortment on the basis of	Plan ning		nizat		vatio		and

	analysis of market possibilities						
	2.Organization of purchase, purchase, management deliveries and supplies						
	3.Ware-house operations with an assortment stream in a shop						
	4.Organization of sale and sale						

Fig. 1. Model of logistic control system by a point-of-sale assortment for independent retail organization of unnetwork type, by functioning in the field of retail business clothes

Dignities of this model of the logistic system are the followings:

- tying up of elements of logistic chain with concrete functions managements which are presented as through processes in relation to all elements of the logistic system selected in a model. Such approach in a greater degree, to our opinion, allows to see the ways of integration between the links of logistic chain within the framework of realization each of functions of management;

- plugging in it such untraditional for logistic, market orienting elements as «Planning of point-of-sale assortment on the basis of analysis of market possibilities» and «Organization of sale and sale». It allows to reflect links, in which made decision and actions, influencing on the indexes of motion of the attended assortment stream and competitive edges of organization, are carried out, fully.