

What are the consequences of ignorance? Why so much commotion about ecology? Maybe it will be better not to reflect on it at all, creating and consuming products without recycling the wastes, not economizing on natural resources, not caring about the next generation. What will be the outcome?

“Ecosophy” isn’t a science, but a way of life...

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MARKET RESEARCH OF SPICES IN UKRAINE

Spices and seasonings have recently changed from the products being sold at ransom price to the mass-consumption ones. Integration with Europe and culture of spices consumption growing every year have contributed to it. Ethnical cuisine is on the rise and Ukrainians are ready more than ever before to experiment with the spices unknown earlier.

Ukrainian consumers showed interest to healthy lifestyle and, consequently, to consuming health food. At the same time, it requires stronger fragrance and product taste properties. Spices and seasonings are necessary to unite all these factors.

Therewith, consumers pay attention to product quality more than ever before and they demand from suppliers to provide the certificate of quality.

Ukrainian market segmentation of spices

Spices have a wide range of application in food manufacturing, cosmetic and pharmaceuticals industries.

In general, market of spices can be divided into 3 segments:

- The industrial sector. In this sector spices are used as ingredients for the further processing in food, drinks, cosmetics etc.;
- The retail sale sector is where an ultimate customer has direct access to the spices in their pure forms;
- The catering sector is where spices are used to cook for an ultimate customer.

Table 1

The sector segment of food and market share	Subsegments
The industrial sector (55-60%)	<ul style="list-style-type: none"> • Processing of meat, fish, canned food, sauces, bakery products, and semi-finished goods; • Manufacture of drinks; • Manufacture of food flavors
The retail sale sector (35-40%)	<ul style="list-style-type: none"> • Supermarkets; • Retail outlets; • Specialized shops; • Organic products shop
The catering sector (10-15%)	<ul style="list-style-type: none"> • Restaurants; • Hotels; • Other institutions

There is a changeover tendency in Ukrainian market from using spices in household use to industrial application.

In particular, spices are used in processing of meat, fish, canned products, sauces, soups, bakery products and semi-finished goods. Nowadays meat industry is one of the largest consumer of a wide range of spices. Other Ukrainian industries, for example, like the industry, where drinks are manufactured, use anise, badiane and juniper in alcoholic drinks, and liquors. Ginger can be used for manufacturing non-alcoholic ones and also in baking biscuits. Pepper and mustard are used in most salty goods and sauces, and mint is used in confectionery.

Based on the above, it may be concluded that Ukrainian market of spices is actively developing annually and gives a wide range of possibilities for entrepreneurs and potential buyers.

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FORMATION ASSORTMENT OF CHILDREN'S CLOTHES

Features of formation assortment baby clothes due to event-trigger factors. During the calendar year manufacturers traditionally produced 5 event collections (school, new year, summer vacation, autumn, winter). Assortment matrix, built on 5 event collections, allows a very flexible to work with the buyer's request during the entire calendar year.

Particular attention should be paid to the number of assortment positions, which are "tied" to the age of positioning point. So, if in store for women's clothing is usually sold five sizes (44, 46, 48, 50 and 52), then in store for children under 14 years of these dimensions must be at least fourteen! Accordingly, in the "adult" product can be placed in several different models of clothes more than children's store of the same plaza.

Shop «Top Kids» works in the market baby clothes Dnepropetrovsk.

The assortment of the enterprise is a children's clothing for children from 1 year to 16 years, as well as various accessories. Formed assortment «Top Kids» under the influence of factors including demand, profitability and production base.

Formation of assortment policy should be based on product strategy. The structure of the development process of commodity strategy of the enterprise and the understanding that under the policy of the enterprise with the product can be offered different strategic directions for the various positions of the nomenclature assortment list allows you to define the following stages in the formation and implementation of commodity policy of the enterprise:

Stage 1 - analytical work, including the assessment of the needs of the enterprise product, analysis of the competitive position of the enterprise and economic analysis of the enterprise, or, in other words, the assessment of the potential sale of a commodity strategy;