

Stage 2 - the choice of strategic economic zones;

Stage 3 - formation model products and commodity assortment planning structure;

Stage 4 - the optimization of commodity policy of the enterprise.

The ultimate goal of the research needs in the product - development strategy of behavior on a target market segments.

To solving problems of commodity policy at any hardware level requires a strategic approach. This means that any of said solution in the area must be taken not only from the point of view of the current interest, but also taking into account how it "works" the ultimate objective. This approach requires a focus on critical areas.

Commodity policy - the development of the optimal composition of the products according to the nomenclature of products involves determining the composition of the product name and the share of each item in the release. The best is the nomenclature structure of production that maximizes profits.

Trade policy involves solving the problem of choosing the mix of products and its optimization. The main objective of the assortment policy - definition of the structure of production in the production division, namely:

- * The relationship (shares) between the new product development, production, requiring improvements and modifications, and traditional products do not require improvement, outdated products;

- * Establishment of the range of products and planned indicators - both qualitative and quantitative;

- * The definition of models and versions of the same product;

- * Determining the structure of the life cycle of the entire range of products and perspectives updates assortment;

- * Determination of the degree of product differentiation and the degree of technological community of new and existing products;

- * Market conditions and price movements.

Practice shows that the development and implementation of the assortment policy of the company is constantly engaged. The concept of the product life cycle is fairly widespread and used for analysis of products on the market, assess the prospects for its sales, marketing strategy selection.

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ASSESSMENT OF THE OPPORTUNITIES AND THREATS IN THE FITNESS MARKET

According to the Agency of marketing and "Partners Business" sociological researches, capacity of Ukrainian market of fitness services is estimated at \$400 million that representing less than 1% of the global market. This figure is much

smaller in the regions, is about \$5-20 million. Today fitness activities in Ukraine are doing little more than 960 thousand people or 2% of the population. This suggests that market has a huge potential for development.

Analysis of the market saturation of fitness services showed that in large and developing cities these indicators vary considerably. This is largely due to the financial security of the citizens. The recent trends are the development of regional markets, significant reduction in price of services, as well as the emergence and development of fitness chains.

The potential market size of fitness services in Dnepropetrovsk is near 2 billion dollars. In the structure of the Dnipropetrovsk regional market of sports and recreational institutions, fitness clubs, studios and centers make up 37%; about half of this market are the gyms and sports clubs. Regional market of fitness services can be divided into 2 segments: premium and lower classes and it shows that middle segment is missing. This niche is still very promising.

The lower segment are represented by local shaping studios, dancing studios, gyms etc.; the hour lessons costs about 35-40 UAH (\$3). Accordingly, the saturation of the market for premium-segment in the region is 20-25%, and for the lower segment is 50-65%.

Due to the increasing trends of sport lifestyle in Dnepropetrovsk is actively find new fitness centers, dance schools and studios. Consumers can choose among them the Studio which will meet their needs, will be will be conveniently located and comply with economic opportunities. That is why in this market competition are increasing. This increases competition, forcing the companies to develop their advantages and exclusive services.

Rakassa Dance Studio is working on Dnepropetrovsk market of fitness services for the 10 years. However, the market has more than 50 fitness studios that offer similar services, and are not inferior in repute, professional coaching staff and the cost of services, which are not very different.

Thus, on the one hand, to the Dance Studio Rakassa there are good opportunities for development: the lack of saturation of the market, promotion of healthy lifestyles. On the other hand, there are threats: the active emergence of new studios and increased competition.