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Paper Authors
G.T. Shamshimetova, G.G. Bazarbayeva, N.R. Sherkulova

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FORMATION AND MANAGEMENT OF THE ASSORTMENT OF SEWING ENTERPRISES

G.T. Shamshimetova Master's student, Tashkent Institute of Textile and Light Industry,
G.G. Bazarbayeva, scientific director, candidate of technical sciences, docent,
Tashkent Institute of Textile and Light Industry,
N.R. Sherkulova Ph.D., docent Gulistan State University

ABSTRACT: This article analyzes the essence of planning, formation and management of the assortment at sewing enterprises. The essence of the problem of assortment formation consists in planning virtually all types of activities aimed at selecting goods for future production and sale on the market and bringing the characteristics of these goods in line with the requirements of consumers.

Keywords: assortment of sewing products, planning, assortment formation, rational assortment, assortment stability, assortment structure.

INTRODUCTION

The range of garments manufactured by industrial enterprises depends largely on the order of trading organizations. The main ways to expand the range of sewing products is the use of new modern types of materials of improved quality and appearance, new fashionable solutions for the design of products. It provides an increase in the aesthetic and technical level of products, a variety of finishes.

The correct formation of the assortment contributes to a more complete satisfaction of the needs of the population. Updating the assortment should overtake demand, forming it, and in no case keep up with it, then the market through the supply of new products will be able to actively influence the tastes of buyers. The basis of updating the range of products is their physical and moral wear and tear.

The essence of the planning, formation and management of the assortment is that the commodity producer timely offers a certain set of goods that would correspond to the overall profile of its production activity, most fully meet the requirements of certain categories of buyers. A set of goods offered by the manufacturer on the market is called an assortment.

RESEARCH METHODS

A set of products of various values designed to meet the needs of the population in certain operating conditions is called an assortment. Industrial and commercial assortment are distinguished by location.[1,2].

A rational assortment is a set of goods that most fully satisfies the really justified needs that ensure the maximum quality of life at a certain level of development of science, technology and technology.

The optimal assortment is a set of goods that meets the real needs with the most beneficial effect for the consumer with minimal costs for their design, production development and delivery to consumers. The products of the optimal assortment are characterized by increased competitiveness.

Depending on the nature of the needs, the assortment can be real, predictable and educational. The real assortment is a valid set of goods available in a specific manufacturer's or seller's organization. The predicted assortment is a set of goods that will have to meet the expected needs. Educational assortment is a list of goods systematized according to certain scientifically based criteria for achieving educational goals.

The assortment of an enterprise is understood as the composition and ratio of individual types of products in the volume of output of the enterprise, i.e. a set of varieties of products of a certain type and name

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that differ in quantity or size, exterior finish or other characteristics. So, the assortment of the enterprise can be made up of men's outerwear products — coats of various models and for different seasons, half-coats, raincoats, suits, trousers for men and children, etc., produced in a certain ratio. [3,4].

RESULTS

The range of garments covers all types of clothing for women, men and children, as well as non-clothing garments (household items, technical products and equipment).

The nomenclature, or product range, is the whole set of products manufactured by the enterprise. It includes various types of goods. The type of product is divided into assortment groups (types) in accordance with functional features, quality, price. Each group consists of assortment items (varieties or brands) that form the lowest level of classification.

The product range is characterized by breadth (the number of product groups), depth (the number of positions in each product group), completeness, novelty, stability, comparability and structure.

The depth of the assortment is the number of varieties of a particular type of product, the number of positions in each product group. For example, a wholesale company of light industry products currently has 5 types of women's outerwear for sale, and each type of these products is represented by 3 varieties. Hence the depth of the assortment is 15.

The breadth of the assortment is the number of types, varieties and names of homogeneous and heterogeneous goods. This property is characterized by two absolute indicators - the actual Sd (the actual number of types of goods available) and the basic Sb (the latitude taken as the basis for comparison, regulated by regulations or technical documents, or the maximum possible) latitude, as well as the latitude coefficient. The latitude coefficient Ksh is determined by the formula

$$K_{sh} = S_d / S_b \times 100.$$

The completeness of the assortment is the ability of a set of goods of a homogeneous group to satisfy the same needs. Completeness is characterized by the number of types, varieties and names of goods of a homogeneous group and can be a valid Pd (the actual number of types, varieties and names of goods of a homogeneous group) and a basic Pb (regulated or planned quantity of goods. For example, the specification provides for 6 varieties of women's skirts, and in fact 4 were on sale, which means that the completeness of the assortment is 0.66). The completeness coefficient of goods is determined by the formula:

$$K_p = P_d / P_b \times 100.$$

The stability of the assortment (Y) is the ability of a set of goods to meet the demand for the same goods. The stability coefficient is determined by the formula:

$$C_u = Y / S_b \times 100.$$

The novelty of the assortment is the ability of a set of goods to meet changed needs at the expense of new goods.

Novelty is characterized by a real renewal - the number of new products in the general list (H) and the degree of renewal (Kn), which is expressed in terms of the ratio of the number of new products to the total number of product names (or actual latitude). For example, a small wholesale store sells 25 types of women's suits, of which 7 are new, not previously sold. Hence, the specific weight of new products is 0, 28. The novelty coefficient is determined by the formula:

$$K_n = N / S_{hdh} \times 100.$$

The structure of the assortment (C) is characterized by the specific share of each type or product name in the total set. The indicators of the assortment structure can have a natural and monetary expression and are relative. They are calculated as the ratio of the number of individual goods (A) to the total number of all goods included in the assortment (S).

$$C = A / S.$$

The formation of the assortment is aimed at building an optimal assortment structure, product offer, while on the one hand, the consumer requirements of certain groups are taken as a basis, and on the other hand, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise in order to produce goods with low costs. The essence of the problem of assortment

formation consists in planning virtually all types of activities aimed at selecting goods for future production and sale on the market and bringing the characteristics of these goods in line with the requirements of consumers. The formation of an assortment of goods based on planning is a continuous process that continues throughout the entire life cycle of the product, starting from the moment of conception and its creation and ending with withdrawal from the product program. [5,6].

Assortment formation system	1.	Determination of current and prospective customer needs, analysis of the ways of using these products and features of consumer behavior in the relevant markets.
	2.	Evaluation of existing competitors' analogues in the same areas.
	3.	Critical evaluation of the products manufactured by the company in the same assortment as in paragraphs 1 and 2, but from the buyer's position.
	4.	The solution of questions: which products should be added to the assortment and which should be excluded from it due to changes in the level of competitiveness; whether products should be diversified at the expense of other areas of the enterprise's production that go beyond its established profile.
	5.	Consideration of proposals for the creation of new products, improvement of existing ones, as well as new methods and areas of application of goods.
	6.	Development of specifications of new or improved products in accordance with the requirements of customers.
	7.	Study of the possibility of producing new or improving products, including issues of prices, cost and profitability.
	8.	Conducting tests (testing) of products taking into account potential consumers in order to find out their acceptability according to the main indicators.
	9.	Development of special recommendations for the production units of the enterprise regarding quality, style, price, name, packaging, service, etc. in accordance with the results of the tests carried out, confirming the acceptability of the product characteristics or determining the need to change them.
	10.	Evaluation and revision of the entire range. Assortment planning and management is an integral part of marketing. Even well-thought-out sales and advertising plans will not be able to neutralize the consequences of mistakes made earlier when planning the assortment.

CONCLUSIONS

Assortment management involves the coordination of interrelated activities — scientific, technical and design, comprehensive market research, sales organization, service, advertising, and demand stimulation. The difficulty of solving this problem lies in the complexity of combining all these elements to achieve the ultimate goal — optimizing the assortment, taking into account the strategic market goals set by the enterprise. If this cannot be achieved, it may turn out that the range will include products designed more for the convenience of the production units of the enterprise than for the consumer. From the point of view of the marketing concept, this directly contradicts what really needs to be done. The tasks of planning and forming the assortment consist primarily in preparing a "consumer" specification for the product, transferring it to the design (design) department, and then making sure that the prototype is tested, modified, if necessary, and brought to the level of consumer requirements.

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