

# METHODOLOGICAL ASPECTS OF PRODUCT RANGE MARKETING STRATEGY IN THE ACTIVITIES OF BUSINESS ENTITIES

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**Abstract.** *The article discusses the place of the assortment of goods in the activities of entrepreneurship. One of the priorities is to increase the effectiveness of the use of marketing principles in assortment management, effective management of product stocks and logistics, development of strategic tools for innovative management of assortment policy.*

**Index terms** - *textiles, light industry, marketing, assortment, prices, optimization.*

## **Introduction**

In the developed countries of the world, great importance is attached to the wider use of business opportunities to ensure sustainable and high economic growth. In particular, one of the important conditions for the full realization of the economic potential of the industry is the development of organizational and legal forms of management, the formation of forms that are suitable for each individual case of business, reflecting the economic interests of business entities. In particular, in countries such as the United States, France, Great Britain, Germany, Italy, the diversity of forms of management in ensuring the freedom of entrepreneurial activity is assessed as a factor in ensuring the economic efficiency of the sector.

Extensive research has been conducted in industrial enterprises around the world, in particular in the implementation of assortment policy in the organization of production and trade of light industry products. In particular, the peculiarities of the formation of the range of clothing products, the factors influencing it are studied. One of the priorities is to increase the effectiveness of the use of marketing principles in assortment management, effective management of product stocks and logistics, development of strategic tools for innovative management of assortment policy.

## **Literature review**

Problems of product range management were studied by foreign scientists D.Abell [1], I.Ansoff, F.Kotler, Hammond J.S. [2], M.Porter [3], J.Kornay, R.Bazzel, N.Kapustina, R.Kunts, B.Karlof, A.Owen and A.Thompson, Be Yang Son et al.

Scientists from the Commonwealth of Independent States G.L.Bagiev [4], V.M.Tarasevich, H.Ann, I.K.Belyaevsky, A.M.Godin, E.P.Golubkov, M. A. Nikolaeva [7] reflected in the scientific works of R. Kalka and others.

General aspects of improving the marketing system in Uzbekistan and the study of marketing management of the range of products of business entities from our local scientists A.Sh. Bekmurodov [5], Tursunov N.M. [6], M.R.Boltaboev, B.B.Berkinov, M.A.Ikramov, I.Ivatov, M.S.Kasimova, D.Muhitdinov, M.Nasriddinova, A.Soliev, M.Yusupov, A.A.Fattakhov, Sh.Dj.Ergashkhodjaeva and other scientists.

However, despite the scale of work done in this area, little attention has been paid to improving the marketing management of the product range of business entities and has not been sufficiently studied in theory.

In recent years, the country has done a lot to develop entrepreneurship, attract investment and create a favorable environment for doing business, strengthen the legal guarantees to protect the legitimate interests of entrepreneurs.

In particular, the tax system has been radically reformed, the procedure for obtaining permits has been significantly simplified, and scheduled inspections not related to the financial and economic activities of business entities have been abolished.

In the reporting period of 2019, loans worth 16.4 trillion soums were allocated for the implementation of projects, the volume of investment in the economy increased by 1.3 times, the number of newly established businesses increased by 2.3 times.

At the same time, the analysis shows that there are still a number of negative factors that hinder the wider and more active involvement of the population in entrepreneurial activities, primarily due to the lack of a practical and transparent system of government communication with entrepreneurs. In particular:

first, there is no single system of reception and consideration of appeals of entrepreneurs, which does not allow to fully cover and promptly address the issues that arise, there are cases of superficial attitude to the solution of problems and appeals of entrepreneurs;

secondly, the ineffectiveness of the work on the analysis of existing systemic problems does not allow to qualitatively address the issues of increasing entrepreneurial activity of the population and improving the business environment;

third, there is no effective mechanism for coordinating the activities of ministries, agencies, local executive bodies to identify and address important issues that hinder the development of entrepreneurship and the formation of a favorable investment climate;

fourth, insufficient attention is paid by the heads of state and economic bodies to direct communication with entrepreneurs, as well as to the identification and prompt resolution of their legal requirements and the elimination of problems;

Fifth, there are bureaucratic hurdles and obstacles in dealing with entrepreneurs, especially in the field, the timely implementation of the program "Every family is an entrepreneur" and the initiatives of entrepreneurs to develop small and medium businesses, the involvement of young people and women in this process creation of new jobs, increase of material well-being of various categories of the population are not sufficiently supported by khokimiyats at all levels and their leaders.

### **Analysis and results**

In our opinion, improving the quality and speed of the organization of work with entrepreneurs, including foreign investors, ensuring open and direct communication with them, practical and effective implementation of their legal requirements and solving problematic issues, socio-economic development of regions it is necessary to take concrete measures to increase the real contribution, increase employment and increase the material well-being of the population.

Today, the globalization of the world economy is leading to the emergence of many types of consumers, increasing their demand for products and services, marketing and management methods.

In the context of rapid growth of demand and needs of the population, as well as growing global competition in the world market, support the real sector of the economy, primarily through modernization of production, expansion of cooperation, improving the type and quality of domestic and foreign products. issues of ensuring competitiveness in the markets are becoming increasingly important.

Therefore, one of the main priorities of the ongoing economic reforms is to pursue a long-term strategic goal of economic development of the country and to accelerate the policy of structural changes and accelerated development of modern high-tech industries and industries aimed at ensuring Uzbekistan's competitiveness and position in the world market. required.

It is well known that demand must conform to supply, which is a fundamental law of a market economy. Although the problems of assortment management in business entities are of practical interest, they are not adequately reflected in the literature. In a market economy, there is no need to prove that demand corresponds to supply.

A resounding name, beautiful packaging, and advertising can motivate you to buy any product once again. However, if its perceived quality (along with a fair price) does not meet consumer demand, there will be no repurchases. The same applies to the range of products of business entities.

Our research shows that the most diverse, both manufacturing and trade, form their own range policy in one way or another. Due to the lack of common standards for assortment management, each business entity can determine the content of its activities.

In many scientific literatures, the authors associate the range with sales and production (purchase) planning that maximizes enterprise profits. Both economic methods (for example, security analysis) and mathematical methods (linear programming, mathematical analysis) are used.

The study of this issue in the activities of business entities "What should be in the assortment and in what proportions?" answers the question, but does not aim to determine how much of this or that type of product should be produced (sold) in a given period of time. In other words, if the demand for a good is high and the market capacity satisfies the business entity, its market position and the usefulness of the product, or the product successfully completes the main range, then the product must be part of the range and form an assortment matrix.

Assortment policy should identify the groups of goods that ensure the successful operation of business entities in the market and economic efficiency in general.

The relationship between new products in the market and the goods in the stages of growth, peak and decline, the optimal ratio between the basic models and their various modifications is determined. Assortment policy addresses the origin of the product and who produced it.

Our research shows that the implementation of assortment plan development is one of the most important stages of the strategy of any business entity. Because the primary task of any business entity is to ensure the process of selling existing goods. For a trading activity to be successful, you need to make the right decisions about what and how much to buy in order to put it up for sale later.

In the dissertation, it was determined how optimal the length of commodity flows in business entities, as well as how appropriate the range is.

According to the author, the indicators of the range of goods in business entities determine their management strategies. They (strategies) are related to the development of new products (new or really new goods for the entrepreneur) in practice:

- Deepening the range (adding new types of goods);
- Modification of goods (change of some indicators of existing products);
- prolonging the flow of goods "up" and "down" (adding goods or their types in a more expensive or cheaper segment, respectively);
- adding new product flows.

According to the author, in terms of the contribution of goods to the overall benefit of the enterprise in the practice of business entities, the following interactions can be distinguished in the composition of the range:

- the main range of goods or the leading goods - the sum of the goods providing the main part of the profit. As a rule, the demand for leading goods is high and promotes the sale of other goods;
- additional range of goods or support goods or tactical goods includes products that complement the main range so that the consumer does not have to turn to another seller. Among the additional assortment of goods there is an in-depth assortment of goods, which includes goods that meet the specific needs of consumers. For example, a power tool manufacturer can fill its range with fans and pumps (it is not necessary to produce them yourself).
- In terms of cross-impact on sales, it is possible to distinguish between "caravan goods" and "satellite goods". The sale of the former affects the sale of the latter, for example, the camera and the photographic film. At the time, Xerox was making more money from repairs than from selling its equipment.

- As a rule, it is necessary to specify the "inviting" goods, which can be cheap, but also prestigious. Their presence is a "motivation" that leads to the sale of an assortment of other goods.

The definitions of the concept of "Marketing management by product range" developed in the framework of research in this area are given in Table 1.1.

Table 1  
The essence and content of the concept "Marketing management of the range of goods" in the activities of business entities

Meaning group	Definitions
As a set of features management	A set of processes for planning, organizing and monitoring the range of goods, based on the principle of cyclicity and the presence of feedback.
Management as a process	The internal resources of a business entity, taking into account its principles, is the process of transforming market data into an assortment of goods that are cost-effective and meet market requirements for the business entity.
Management as an entity activity	The sum of inter-functional relations of the business entity in the process of managing the range of goods, the role of which unites and coordinates belongs to the marketing department.

Source: author's development.

It can be seen that in the activities of business entities can be distinguished three criteria that distinguish marketing management in the range of goods:

- cyclicity of the process, the presence of feedback;
- emphasis on meeting the needs of consumers while achieving economic efficiency for the business entity;
- The integrating and coordinating function of the marketing department in the subject of product range management.

The study found that product range management is functionally part of the product management process, as well as the process of managing brands and innovations in the marketing activities of a business entity.

It is also important to note the interrelationships between the elements of marketing activities of the business entity in the process of managing the range of goods.

Both in the management of the existing range of goods and in the management of innovation processes, employees in the management of the business entity resort to trademark analysis. In turn, the management of the range of goods can not be carried out separately without interrelationship with the processes of pricing, distribution and marketing of the product.

Therefore, in the opinion of the author, a balance and consistency between the processes in the marketing activities of the business entity is important.

In the dissertation, as a set of elements, processes and objectives, a marketing management system for the range of goods in the activities of business entities was developed (Figure 1.1).

As a result of the research, a comprehensive system of marketing management for the range of goods in business activities has been proposed as a whole set of principles, resources, controls and processes. and coordinate all elements of the system.

The proposed system theoretically allows to adopt a holistic approach to marketing management in the range of goods in the activities of the business entity. From a practical point of view, this system allows analyzing and

coordinating all elements of the marketing management system, including management principles, leverage and management processes, to meet customer demand and increase the economic efficiency of the business entity.

According to the author, the proposed elements of this system include:

- The structure of the range of goods;
- control levers;
- resources required for the organization of marketing management processes for the range of goods;
- The principles underlying the organization of the process of managing the range of goods.

The following principles are the basis for the organization of these processes in the activities of business entities:

1. Balance. On the one hand, the business entity must be differentiated in the range of goods, that is, it must rely on the diversity of goods. Differentiation needs to be done at two levels: between competitors for the same type of goods and between goods from the same manufacturer targeting different market segments.

2. Flexibility. Assortment management of goods involves the ability of the subject to adapt to changes in the external environment in a timely and rapid manner by adapting the range of goods to market conditions.

3. Complexity. Provides interrelationships between all the following reins of marketing management in the range of goods:

- goods, prices, distribution and movement;
- Interrelationship between all strategic and tactical goals of marketing management on the range of goods;
- Complex work performed by the organizational services of the business entity operating at the vertical and horizontal levels of management.

4. Innovation. In today's market conditions, in the process of marketing management of the range of goods, the business entity should act as a "horse whip", thinking not about adaptation, but about innovation.

5. Competitiveness. The business entity should strive to have an assortment of goods that provide maximum competitive advantage in the market.

The results of the research show that the implementation of the development of the assortment plan is one of the most important stages of the strategy of any business entity. Because the primary task of any business entity is to ensure the process of selling existing goods. For a trading activity to be successful, you need to make the right decisions about what and how much to buy in order to put it up for sale later.

Modern trends in the development of marketing in the activities of business entities, on the one hand, the objective conditions for the improvement of commercial activity, on the other hand, the definition of areas that need to be managed.

Modern directions of marketing development include: informatization of business and marketing activities, development of service entrepreneurs; expansion of marketing functions; detailed study of consumer needs; development and improvement of market infrastructure; expansion of cooperation between market participants, development of inter-enterprise coordination process; organization of markets; shaping the marketing of partnerships.

Based on the results of the study of the content of the basic concepts of marketing, the author mentions the main factors, in which marketing is defined as follows: the concept of management at the level of marketing services, not the organization; functional infrastructure that meets the interests of production and sales, rather than the needs of the target market; a management concept that has systemic tools that affect consumers and increase their purchasing power.

In the research work, the connection between the basic and managerial concepts of marketing, the evolution of its theoretical description was developed (Figure 1).

According to the author, the expansion of the content of entrepreneurial activity creates an objective environment for the use of marketing management.

Marketing management in business entities is interpreted by the author as a specific type of management based on a synthesis of marketing ideology and its management concepts, aimed at improving trade in market relations and increasing its efficiency, to meet the needs of the target market segment.

In this research paper, the difference between marketing management and management marketing is clearly expressed.

The marketing approach to management activities is presented as a general theoretical basis that defines the boundaries of management activities based on marketing ideology.

Marketing management aims to identify the needs of the target market segment in which an enterprise operates that meets the needs of the target customers, has more efficient methods and tools than competitors.

Unlike marketing management, marketing management aims to develop and implement an alternative set of marketing strategies of the organization, using the resources and potential of all departments and specialists of the business entity. The fact that the marketing department performs its functions confirms the full formal association of the organization.

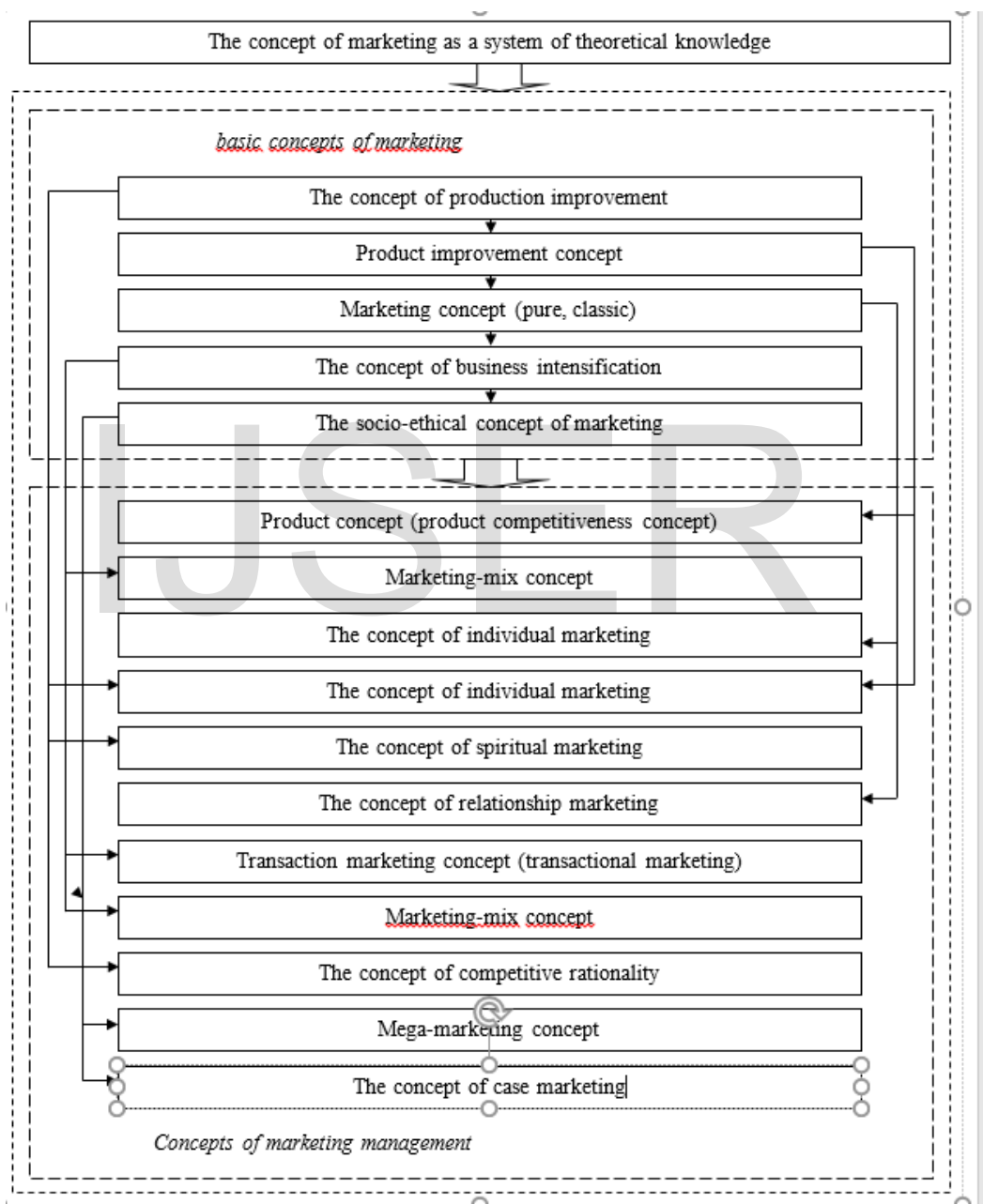
The main feature of marketing management in business activity is explained by the fact that the subject of management activities does not have clearly defined boundaries, as well as a predetermined structure of marketing processes with elements that make up the strategic management system.

The peculiarities of marketing management required the distribution of advantages arising from their manifestation in various aspects of business development (Figure 2).

In our opinion, the main directions of marketing management in the development of entrepreneurial activity are:

- Accelerated development of marketing management concepts;
- Development of its theoretical basis through the widespread use of marketing management in business;
- evolutionary tools that predetermine the structural features of marketing management.

Assortment formation in business entities is the problem of distinguishing a particular product from separate product lines (series). These include determining the relationship between "old" and "new", single and serial production, "scientific" and "ordinary", products, licenses and "know-how". In the formation of the range there are problems with pricing, determining the requirements for product quality.



**Figure 1. The relationship between the basic and managerial concepts of marketing and the evolution of its theoretical description**

Source: author's development.

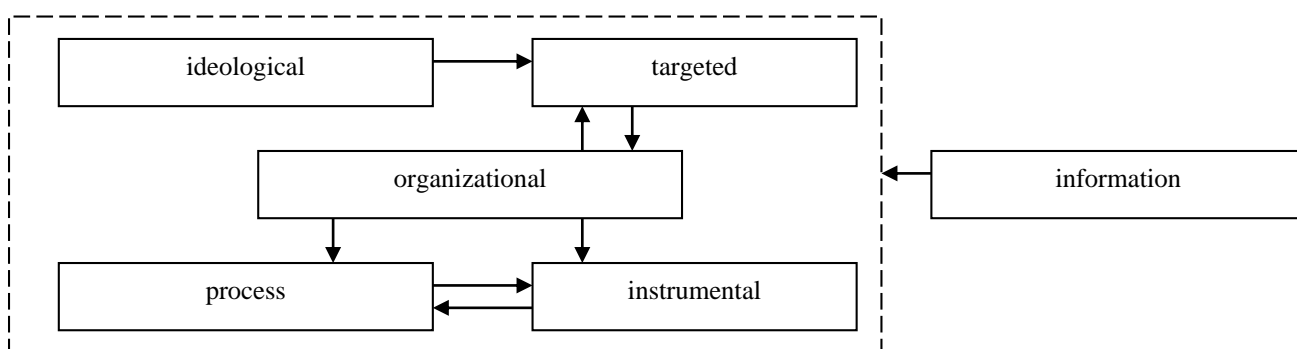
Before forming an assortment, a business entity must develop its concept. At the same time, the composition of the range is formed at an acceptable level, based on the requirements of customers. Assortment formation and planning involves identifying specific customer requirements for the product, transferring it to the software



(constructors) department, and then inspecting the sampled product, further complicating it if necessary, and controlling its delivery to the level of demand. In other words, the final decision on the formation of the assortment will depend on the heads of marketing departments, who in turn must approve spending more money to change the product, instead there will be a need to incur additional costs or reduce its cost to promote and sell obsolete products. Only the head of the marketing department of the business entity should decide whether it is time to add to the range of existing products or new products along with them.

Research conducted in the dissertation shows that the formation of the range is carried out in different ways, depending on the scale of sales, the specific characteristics of the product, the goals and objectives of the manufacturer.

In some cases, it is recommended to establish a permanent competent body headed by the General Director (his deputy), which will include heads of leading services and departments of the business entity. The main task of this association is to make principled decisions related to the range, that is: to remove useless products, their individual types from sale; identify the need for research and production to create new products and modify existing products; approval of plans and programs for the production of new or improved products; allocation of funds to approved programs and plans.



**Figure 2. Advantages of marketing research in business development**

Source: author's development.

A topical issue for a manufacturer's company is whether to produce a standard product that is suitable for all selected markets or to adapt it to the specific requirements and characteristics of each market segment, which requires calculating the number of key products. In one case or another, there are advantages and disadvantages.

Although the creation of a common, standard product for all markets is very necessary, but it is often an impossible task. At the same time, the policy of differentiation does not justify itself economically in these conditions, but market conditions allow for partial or complete standardization (universalization) of the product.

The advantages of this type of standardization are: reduction of production, distribution, sales and service costs; combining elements of a marketing mix; accelerating the recovery of capital investments, etc. The fact that the markets do not fully distribute the potential market opportunities, the flexible marketing reaction to the variability of market conditions limits the innovations in this case.

Distinguishing or modifying products allows the market to take full advantage of its "absorption" potential, thereby filling in the gaps in a non-competitive or sluggish market.

However, defining such a direction of the assortment strategy is an expensive task and in turn requires modernization (renewal) and expansion of production, diversification and restructuring of the marketing network, expansion of the marketing association. As a result, standardization, stratification, or the application of both, depends on the specific conditions of the manufacturing organization, and it is determined by the final result, namely - the cost-effectiveness of sales and the level of sales achieved by these methods.

Along with the correct formation of the assortment, it is an important task to ensure its stability. The stability index (U) allows to meet the demand for the same products.

One of the indicators that characterizes the stability of product types in the outlet is the stability coefficient, which is expressed as follows:

the ratio of product types (Same), varieties and product names that have a stable demand among consumers to the total number of types, varieties and products of the same category (Sd):

$$Ku = U/Sd * 100 \quad (1.2)$$

here, U – constant demand for a particular product,

Sd – base width,

Ku – stability coefficient.

During the quarter, the optimal value of the coefficient of stability of product types in the outlet should not be less than the following indicators:

- for supermarkets - 0.90
- for minimarkets - 0.80

- for clothing and footwear outlets - 0.75
- for outlets selling culturally related products, sports, home appliances - 0.85

The wide and stable range of products in the outlet is realized through a series of activities aimed at purchasing products.

In our opinion, the study of the composition of the range, its width and partial depth in determining the business entity - a retail organization and determining the profit margin of assortment policy allows to express only the main content of the product range, because employees do not know the required product range; consists only of product registration.

The higher the quality of the range of products of the business entity, the higher the profit. Assortment policy of a business entity is a specific activity aimed at meeting the needs of consumers, based on long-term planning and regulation, the market in the field of product supply, optimizing the range of products and ensuring the profitability of all activities.

The objectives of the assortment policy are:

- customer satisfaction;
- effective use of technological knowledge and experience of the business entity;
- optimization of the financial results of the business entity, the range is formed on the basis of the expected profitability and income;
- gaining the trust of new consumers by expanding the existing production program (using the product life cycle);
- adherence to the principle of flexibility through the diversification of business entities and the involvement of non-traditional industries in the portfolio of strategic business sectors of the industry;
- adherence to the principle of synergy, which includes the expansion of production and services of the business entity, which depends on the presence of employees with unique qualifications and integrated through a particular technology

A number of economic, social, demographic and other factors influence the implementation of assortment policy in retail businesses. Economic factors include: monetary income of the population and their distribution among certain groups; the level of retail prices and the ratio between individual types and product groups; the level of security of long-term property of the population is included.

Social factors: social and professional structure of the population served; level of education and cultural development, leisure, fashion, etc.

Demographic factors include: population change; change in sex, age, age of residence, family size.

Natural factors are climatic conditions, duration of seasons, physiological characteristics of the human body depending on gender, age and so on. Specific factors related to the type and size of the outlet, its specialization, technical equipment, terms of delivery (availability of a stable source of income, how long the service, type, and supplier), the number and composition of the population served, transport conditions is of particular importance in the assortment policy of a sales outlet.

In the formation of a range of non-food products in the retail sector, it is necessary to take into account the interchangeability factor.

If the required product is not on sale or is available, but the quality is not satisfactory, the buyer will look for the product in another outlet. Demand for many products is affected by changes in people's needs for clothing, footwear, sports goods with the change of seasonality and season of the year. Assortment policy in the retail sector is an important part of the commercial strategy in retail.

Pursuing an assortment policy requires not only the introduction of new products, but also the decision to remove products from sale. Manufacturers and suppliers are constantly updating the range of products they produce and want to make new profits. The range is part and parcel of the retail strategy in the competitive struggle, and this implies its constant and dynamic change. In some cases, it is clear that a particular product should be removed from the range.

The assortment policy of a sales outlet implies knowledge of the life cycle cycles of production and sales of products, in which case the sales assortment cannot be properly managed. It is necessary to pay attention to the life cycle of the product:

- In the first stage of implementation, the most basic and primary models that meet the needs of customers will be developed;
- any assortment is produced during maturity;
- In the declining phase, the production of the best and most popular products remains absolute.

Assortment policy distinguishes a number of products in different life cycle processes in the market at the same time. The range of products, which are in a period of decline in life, but above in terms of novelty, guarantees stable sales volumes relative to the business entity, which covers the level of costs and profits.

Product groups to be noted:

- main products - which are the main benefit to the business entity and are in the growth stage;
- supportive - products that stabilize sales revenue and are in maturity;
- strategic - products designed to ensure the future income of the business entity;

- Tactical - Products designed to encourage sales of key product groups and are typically in the growth and maturity stages.

In our opinion, two principles should be chosen in determining the range policy in the activities of business entities:

the principle of synergy - products and services are internally interconnected and complementary. The scope of a business entity's activity determines the broad economy;

the principle of strategic flexibility - the creation of strategic economic areas and product nomenclature related to different technologies, eliminates the challenges of different economic, cultural and political conditions affecting the activities of the business entity, requiring balance and sustainable product groups. This principle requires financial costs and only large business entities are able to do so.

The principles of product range selection should harmonize all assortment groups.

The principles of forming the range of trade organizations engaged in entrepreneurship are as follows:

In specialized outlets, the focus is on one assortment. A stable range of products in the outlet reduces the time spent by customers to search for products, allows standardization of the most important sales and technological processes and practices, and ensures that these processes are performed with minimal labor, material and financial resources (footwear, clothing, leather products).

Orientation of the product to the place of production (less common) is suitable for trade organizations focused on production in a particular geographical region (Germany, Belarusian knitwear, etc.). This ensures that the range meets the consumer demand selected for the service.

One-level price-oriented production means that the range of a sales organization is chosen in a way that suits the ability of buyers to pay.

Self-service direction - can be combined with other principles of assortment formation, but it does not require additional advice or information from the seller to the buyer about the property. This principle of assortment formation allows to create great convenience for consumers, simplifies the process of getting acquainted with the products offered for sale, reduces the time spent on shopping, facilitates rough shopping.

Production focused on the breadth and depth of the product range - the breadth and depth of the range at the point of sale depends on a number of factors, the most important of which are the form of product specialization, the size of sales areas and the state of supply in the consumer market.

One of the principles of the correct formation of the types of products in the outlet is to provide the conditions for its economic efficiency. The main factor in the operation of business entities is profitability. The organization of the range should take into account the economic requirements of certain product groups, the accelerated implementation of taxes, sales revenues and other economic factors.

A distinctive feature of the assortment policy is pricing, which means that the buyer feels the price psychologically, not economically. The following key aspects are identified:

price line - where the sum of the prices of the same products differs from the level of quality;

"Preferred price" - is characterized by a low price for basic and additional products;

"Large booty" price - the price of the main product corresponds to the mass buyer and the price of additional products increases;

prices for additional products;

package price (cost of products);

residual product prices;

psychological prices (for example, prices ending in 9 or 99 soums);

Different products come in different relationships within the range: interchangeability; interdependence.

The opposite elasticity property is used in order to change the interdependence. You can do this by switching the demand from one product to another.

## Conclusions

1. It shows that there are a number of negative factors that hinder the wider and more active involvement in entrepreneurial activity, primarily due to the lack of a practical and transparent system of communication between government agencies and entrepreneurs. In particular:

first, there is no single system of reception and consideration of appeals of entrepreneurs, which does not allow to fully cover and promptly address the issues that arise, there are cases of superficial attitude to the solution of problems and appeals of entrepreneurs;

secondly, the ineffectiveness of the work on the analysis of existing systemic problems does not allow to qualitatively address the issues of increasing entrepreneurial activity of the population and improving the business environment;

third, there is no effective mechanism for coordinating the activities of ministries, agencies, local executive bodies to identify and address important issues that hinder the development of entrepreneurship and the formation of a favorable investment climate;

fourth, insufficient attention is paid by the heads of state and economic bodies to direct communication with entrepreneurs, as well as to the identification and prompt resolution of their legal requirements and the elimination of problems;



Fifth, there are bureaucratic hurdles and obstacles in dealing with entrepreneurs, especially in the field, the timely implementation of the program "Every family is an entrepreneur" and the initiatives of entrepreneurs to develop small and medium businesses, the involvement of young people and women in this process creation of new jobs, increase of material well-being of various categories of the population are not sufficiently supported by khokimiyats at all levels and their leaders.

In our opinion, improving the quality and speed of the organization of work with entrepreneurs, including foreign investors, ensuring open and direct communication with them, practical and effective implementation of their legal requirements and solving problematic issues, socio-economic development of regions it is necessary to take concrete measures to increase the real contribution, increase employment and increase the material well-being of the population.

2. Assortment policy should define the groups of goods that ensure the successful operation of business entities in the market and, in general, economic efficiency.

The relationship between new products in the market and the goods in the stages of growth, peak and decline, the optimal ratio between the basic models and their various modifications is determined. Assortment policy addresses the origin of the product and who produced it.

3. In our opinion, the indicators of the range of goods in business entities determine their management strategies. They (strategies) are related to the development of new products (new or really new goods for the entrepreneur) in practice:

- Deepening the range (adding new types of goods);
- Modification of goods (change of some indicators of existing products);
- prolonging the flow of goods "up" and "down" (adding goods or their types in a more expensive or cheaper segment, respectively);
- adding new product flows.

4. Indicators of the range of products in the activities of business entities: their breadth (range), the place of the product in each assortment group and the ratio between the proposed assortment groups in terms of the generality of consumers.

5. The objectives of the assortment policy are:

- customer satisfaction;
- effective use of technological knowledge and experience of the business entity;
- optimization of the financial results of the business entity, the range is formed on the basis of the expected profitability and income;
- gaining the trust of new consumers by expanding the existing production program (using the product life cycle);
- adherence to the principle of flexibility through the diversification of business entities and the involvement of non-traditional industries in the portfolio of strategic business sectors of the industry;
- adherence to the principle of synergy, which includes the expansion of production and services of the business entity, which depends on the presence of employees with unique qualifications and organically connected through a particular technology.

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