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PROMISING THE RANGE OF PRODUCTS AS PART OF THE ECONOMIC STRATEGY ENGINEERING ENTERPRISE COMPANY TO INCREASE THE LEVEL PROFITABILIT

Market economy mechanisms requires constant improvement of the full economic mechanism, and, above all, the system management in an unstable market environment.

Company was unable to meet the needs of all segments of the population at the same time. Based on the market, it chooses the segment management and thus chooses contingent of consumers, which is different.

Significantly changing place and role of product policy in the general system of management of enterprises. This is because most businesses are quite difficult phase due to the transition from planning to develop a product range of assortment policy.

After studying companies demand it, the following types: negative, no demand, hidden, falling, irregular, full, excessive, irrational.

Marketing is an economic process therefore offers the best contact the manufacturer and the consumer has a large arsenal of programs assortment of enterprise policy.

Analysis of changes within the system product policy indicates that assortment policies as an independent complete system requires management decisions. They refer to individual product items, product groups, nomenclature, packaging, brand and service.

To make informed management decisions on product policy to minimize the associated risk which is to develop a strategy for enterprise development.

Strategy development is a complex process of considering a number of alternatives to enterprise development, constant reassessment and periodic inspection carried strategy depending on the state of the environment.

The main result of the developed product policy business is to create competitive range of products at the required level; with the finding of the optimal product for them than (segments); implementing the strategy developed and labeling service catalog.

Determination of the dynamics and nature of consumer demand for products also plays an important role. The result can be a identify products with a growing, stable or demand falling. The level of demand of customers for products, which takes place in the market, is the state of demand, due to the duration and terms of the product life cycle.

The economic strategy of the enterprise makes the rules and techniques of cost-effective achievement of the same type, on the scale of the impact on the competitive status of the business and strategic objectives. Mutual combination of time and resources of local strategic actions will achieve the goal of global economic strategy - creating and maintaining competitive advantage.

Customer satisfaction - a variable. It depends on a set of factors that influence it. This social status and level of income, expectations, and even tastes that are different in each person. Approach to developing the range and the range of products or services to be complex and comprehensive, taking into account all the above factors. In an uncertain market environment management product policy has a decisive influence on the activities of the enterprise that helps determine the optimal set of products and their varieties which are most relevant at this stage of the needs of the market and at the same time allowing the most efficient use of available scientific and technical capabilities production.

Developing the perspective product lines the company is part of the economic strategy. From the structure of the product range dependent process raw materials distribution company. Only their rational and sustainable use will help prevent excessive material and get maximum results from its use.

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