

Innovative approach to the formation of assortment policy of small and medium-sized businesses in the service sector

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Abstract

The article considers the formation of the assortment policy of small and medium-sized businesses in the service sector, including an innovative approach on the example of an enterprise that conducts licensed activities and product certification of LLC "ALCERT" (Kiev). Several innovative approaches were identified for small and medium-sized businesses. The main ways to expand the range of services are outlined.

Keywords: efficiency, service sector, assortment policy, business, formation, enterprise, innovation campaign, market

1 Introduction

In a competitive environment, the market independently determines the assortment leaders, which in turn forms one of the strategic objectives of the functioning of different types of enterprises.

The assortment policy is formed depending on the needs of the market, the financial condition of the enterprise and restrictions on various types of services used.

Achieving high performance indicators of the enterprise is possible on the basis of management decisions aimed at optimizing the existing assortment of the enterprise.

The development of an enterprise's policy begins with an assessment of the enterprise's competitiveness.

The formation this process will improve the quality of management decisions and ensure the growth of the effectiveness of innovation in General and each individual innovation in particular.

2 Main part

Forming the optimal range of services in the sphere of small and medium-sized businesses is a laborious and very time-consuming process, it requires constant monitoring of the provision of services, customer needs and new products.

Now in the age of modern technology, customer preferences are constantly changing, increasing requirements for quality, variety of services and level of service. In order for a small and medium-sized enterprise to function effectively in the market and "stay afloat", it is necessary to constantly take into account all external and internal factors, as well as to invest various resources in improving its activities [1].

Especially successful at present are those enterprises that introduce innovations by inventing something new or improving the old. To ensure long-term success, an enterprise must innovate continuously [4].

Currently, the service sector occupies an increasingly stable

position in the world market and is one of the most important sectors. Many countries focus their economy on the development of small and medium-sized businesses, because today the demand in this area is unusually high. Income from services in many countries leads to an increase in GDP, which has a positive impact on the economy of any country [2].

When choosing an innovative approach for LLC "ALCERT", first of all, it is necessary to take into account how the situation will change in the future and how this change will affect the company's position that provides the main groups of services: for a domestic manufacturer, for an importer, and for retail organizations. Development and registration of technical conditions, development of product labeling, registration of bar codes, certification of goods, sanitary and epidemiological assessment, declaration of conformity with Technical Regulations (analogues of European Directives), customs clearance of goods, independent voluntary examination of goods and many other types of services are today the subject company activities.

Considering the application of an innovative approach on the example of LLC "ALCERT" it is necessary to take into account the following factors:

1. Social;
2. Political;
3. Strengths and weaknesses of the organization and its competitive opportunities;
4. Personal ambition;
5. Values and cultures of the company. [2]

In the context of rapid changes in the world economy, almost every company feels the need to implement innovative as a factor of increasing competitiveness.

We can offer several innovative approaches for LLC "ALCERT":

- formation of a new type of service for the organization's entry into new markets and regions as the population's need for internationalization of the market increases;
- development of monitoring systems;

- the creation of an internal motivational system of personnel focused on the search, analysis and implementation of innovative ideas;
- creation of a company website that will perform not only advertising functions, but will also expand the customer base and increase the volume of services sold.

It can be noted that in the modern world, the service sector occupies a significant position and plays a significant role in the development of the economy [3].

3 Conclusions

Thus, summing up, we can conclude that at present new innovative approaches tend to develop.

Companies that decline adapting to innovation fail. However, those who actively introduce new technologies

are growing and developing. The old type of organization cannot exist in the new environment. It needs changes in all areas, including in the formation of the company's assortment policy.

The paper proposes innovative approaches to the formation of the assortment policy of small and medium-sized enterprises, namely, for the enterprise of LLC "ALCERT" considered above.

For optimizing the portfolio of services, but in order for the innovative activity of the enterprise to be effective, it must be synchronized with strategic management, both budgeting and business process management systems. This conclusion is relevant not only for this enterprise, but also for other enterprises in the industry that have similar conditions for basic and innovative activities.

References

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