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INFORMATION SUPPORT OF THE MODERN SUPERMARKET

The vast majority of supermarkets in Ukraine use a model developed in the 70-ies, which can be called «a shop of the long way». «The meaning of it is that in order to carry out the whole complex of shopping the buyer needs to pass the maximum path and spend the maximum time on this way, thus encountering a full range of the shop's assortment and a large number of new products and special promotions which should encourage his/her spontaneous purchases.

Today this model is outdated. Its key shortcomings are:

- too strong load on the operation (one purchase), the buyer spends much effort on the search of one product, that leads to the increasing level of discomfort that quickly blocks desire to stay at the store and do spontaneous purchases;
- the customer gets tired quickly and this deprives him from the energy to response on the special offers taking place in the store;
- there appears the information overload that hinders the attention being paid to new goods in the assortment;
- low level of shopping comfort as people lack usual reference points.

The main objective of the new integrated model is to satisfy as quickly as possible the basic needs of customer target segments. Then this time and effort of the client saved by this approach will be directed to active participation in sales promotions that stimulate sales and to spontaneous purchases.

Organization of this model will require new categorical policies and new marketing mix. Category management is a system of portfolio (assortment) management. This is an effective mecha-

nism to ensure the fast and reliable response to changing requirements and demands of consumers.

«Managing categories and category management — a strategic cooperation of retailer and supplier, where the party controls the category as a strategic unit, and achieve growth category (increase in sales and profits) by a set of actions aimed at the buyer» [1, p. 2]. The category management maturity curve includes five stages: embryonic, adopting, advancing, excelling, aspiring [2, p. 6].

Strategic objectives of category management: to increase the turnover of goods, to reduce inventory, to increase the average amount of the check. Operational objectives are: optimization of the range; optimizing of shelf space; the development and management of planograms, price formation, manage inventory and orders, management of promotional activities. Marketing measures aimed at improving the quality of customer service. Operational objectives:

- 1) improving comfort of shopping;
- 2) attracting the attention of the buyer;
- 3) organization of the space for the purchases of the buyer.

Under the new organization the constant series of change actions is required: calculations, information markers, range, promotions etc., which will lead to increased customer loyalty.

There are new, non-standard practices developed and introduced to attract customers.

In the future, the application of this model will allow attracting and retaining the most financially solvent segment of buyers.

In accordance with the basic principles of marketing the supermarket within this concept offers several marketing mixes according to the number of main customer segments.

Each mix includes four main elements:

the product that is the set of goods and related services of a certain quality that the store offers to this segment;

price is a specific price range for each product or group of products included in this mix, and used store promotion price (discounts, bonuses, etc.). Price promotions are used in close conjunction with the third element (Marketing Communication — CMC);

CMC is a complex of means of communication with the buyer at the store, including all types of advertising, sales promotions, public relations, feedback (information obtained from customers through all channels, including specially conducted surveys);

Distribution channels is a layout and a location of goods in sales area, size of stocks, refresh rate of goods on shelves, etc.

The peculiarity of the offered approach consists in the fact that all three of the marketing complexes (according to the number of segments) are available in the same sales area at the same time. Therefore, it is necessary to make special «signals» to the target segments to ensure the allocation of appropriate systems and marketing products in the total weight of the goods sold and the recognition of the targeted at them marketing and products by the customers.

The essential link between the concepts above and the practical day-to-day work in category management is a tactogram. This document includes: assortment management; pricing; promotion planning; merchandizing [3, p. 5].

References

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