

ABSTRACT

Bachelor's thesis includes 95 pages, 22 tables, 15 drawings, 8 attachments. The bibliography list consists of 35 items.

The aim is to study the theoretical aspects of product policy formation and identify ways for improvement assortment policy formation in an industrial plant.

The study used a set of general and specific scientific methods using a systematic approach to justify the proposed solutions.

The results of the research performed in the first (bachelor) level of higher education, lead to the conclusion that the proposed measures to improve product policy formation in the company will increase the effectiveness of this structure and increase profit.

The results of the thesis are important in shaping the product policy and can be used by pharmaceutical industry. The use of the proposed solutions to improve the system enables the formation of product policy thus increase profit.

The introduction of the study are:

1. Improving product policy of the company;
2. Meeting the needs of customers;
3. The increase in profits;

Keywords: assortment, assortment policy, product range.