

THE ANALYSIS OF COSMETIC ASSORTMENTS IN VORONEZH REGION DRUGSTORE ORGANIZATIONS

V. V. Gatsan, E. V. Boldyreva

In Voronezh region drugstore organizations has been analyzed the cosmetic assortments to define the optimal cosmetic nomenclature. It was defined the amplitude of assortment correlation of native and foreign cosmetics, correlation of countries, producers, percentage proportion of cosmetic group and their limits of worth. It was obvious by worker's interview what trades of cosmetics are used with a big demand. These results will be used for the subsequent studies of consumer preferences and preferences of dermatologists and cosmetologists, when, choosing the data commodity, expert evaluation of rating competition of cosmetics, to define the preferred assortment compose.