

UDC 67(075)

*Published by the decision of the Editorial Review Board  
of the Kazan National Research Technological University*

*Reviewers:*

*Candidate of Sciences in Technology N. Degtyarev  
Candidate of Sciences in Technology Associate Professor V. Abdullina*

**Pankova E.**

Formation of an Assortment of Light Industry Goods : a study guide /  
E. Pankova, G. Rakhmatullina, V. Tikhonova; The Ministry of Education  
and Science of the Russian Federation, Kazan National Research  
Technological University. – Kazan : KNRTU Press, 2023. – 84 p.

ISBN 978-5-7882-3327-7

A study guide contains general information about the product, presents the classification and life cycle of goods, describes in detail the competitiveness of goods. The basics of assortment formation and management are given, as well as an assortment of fur and fur goods and genuine leather are presented.

It is intended Master's degree students majoring in the field of training 29.04.01 "Technology of light industry products".

Prepared at the Department of plasma technology and nanotechnology of high molecular weight materials.

**UDC 67(075)**

ISBN 978-5-7882-3327-7

© E. Pankova, G. Rakhmatullina,  
V. Tikhonova, 2023

© Kazan National Research Technological  
University, 2023

## Contents

INTRODUCTION .....	4
1. THE DEFINITION OF GOODS .....	6
1.1. The classification of goods .....	8
1.2. The classification of furs .....	12
1.3. The classification of leather goods (products) .....	14
1.4. Life cycle of a good (product) .....	15
1.5. The competitiveness of goods .....	20
1.6. The competitiveness and valuation of goods (products) .....	24
1.7. Methods of assessing the competitiveness of goods.....	27
<i>Questions to check</i> .....	32
2. THE MARKET SEGMENTATION AND TYPES OF CONSUMERS.....	33
<i>Questions to check</i> .....	42
3. PRODUCT DEVELOPMENT AND MANAGEMENT.....	44
3.1. Methods of formation of the assortment.....	50
3.2.The assortment (range) of furs.....	57
3.3. The range (assortment) of natural leather .....	62
<i>Questions to check</i> .....	75
CONCLUSION.....	77
LITERATURE.....	79