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Article



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FEATURES OF SEGMENTATION BY IMPORT SUBSTITUTION OF THE MARKET WITH DOMESTIC PRODUCTS

Abstract: In the article, the authors suggest that fashion designers turn to historical aspects, pay due attention to them in inclusive fashion, forming proposals for the production of a priceless assortment of all types of footwear in exchange for the far-fetched demand for sneakers, which have displaced our - originally Russian miracle, so necessary for the restoration of their production and demand among the Russian consumer in those regions of Russia where they will be expected and a priority, in favor of foreign manufacturers. We believe in this and will advocate with all the fibers of our souls for the implementation of our Russian beauties, if "Footwear" in the vocabulary of the Russian language on the material of ideographic dictionaries becomes that special one in the lexical-semantic classification of shoe names as one of the most popular.

Key words: ideographic dictionary, thematic group, shoe vocabulary, typical semantics, basic word, lexical-semantic and lexicographic classifications, footwear, priority, in demand.

Language: English

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Introduction

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In the traditional scheme for our case, the

assortment formation was based on differentiation, founded on classifications shoes by three signs, namely:

– appointment (household; special);

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– gender and age (based on GOST 3927-88. Shoe lasts - booties, for nursery age, few children's, preschool, for school girls, maiden, for school boys, boys, women, male);

– operating conditions (type of professional activity, seasonality, climatic zone).

Based on other sources, footwear can be divided according to its purpose into household (everyday, fashion, home) and special (industrial, sports, orthopedic, medical). However, such a division of the range has a number of significant drawbacks. It does not allow identifying population groups with different styles, standards of living and taste preferences. The division by gender and age implied different anthropometric characteristics of consumers depending on age and gender, but did not take into account age differences style life and priorities needs. Needs population V goods are being laid down historically. They are determined the level of development of social production, the welfare and culture of society and can change with current time. The assortment characteristics include in yourself such a concept as *mobility*. By marketing definition mobility - urgent implementation of decisions taken, implementation research in strictly established deadlines.

The use of the term "mobility" in relation to the footwear range is in the rapid change of product range models depending on market conditions and requirements consumers, presented to footwear. Each era is characterized by a commitment to certain tectonic forms, colors, scale, proportions, etc. This stable character of formal means of artistic expression are called the style of the era. In art, style is the historically established stable community of the figurative system of means and techniques of artistic expression, conditioned by the unity of ideological content art of the era. The main condition for the formation of style is the unity of worldview and means his expressions. To the factors, influencing on formation style, relate, namely:

- socio-economic relationship,
- prevailing philosophical ideas,
- worldview,
- aesthetic ideal eras,
- way of life life,
- natural and climatic conditions,
- customs and etc.

For a long time, there was a clear division into four main styles: romantic, classical, sporty, folklore. In recent years, these four styles added on one's own existing fifth style V shoes - ethno.

In marketing practice, there is another principle that takes into account the degree of extravagance or conservatism of consumers. According to their reaction to new phenomena of consumers divided into five categories:

- super innovators (2.5 %);
- innovators (13.5 %);

- ordinary (34 %);
- conservatives (34 %);
- super conservatives (16 %).

By opinion domestic and foreign researchers, such differentiation necessary also take into account when formation of structure assortment.

By degrees commitment to brands consumers can divide on next groups:

– unconditional adherents - this consumers, which constantly buy product one and the same companies;

– tolerant adherents - this consumers, which committed To two or three commodity brands;

– fickle adherents - this consumers, transferring their preferences with one brand on another;

– wanderers - this consumers, not manifesting commitment no to one company.

It is advisable to use such division of consumers when the product is purchased with short term periodicity, for example, once in week or a month.

The principle of economic differentiation of consumers is practically recommended be carried out according to the level of income and the presence of this or that property (car, real estate, etc.). One from most common ways such product differentiation, used in foreign markets, is the division of the product range by price points. For stable markets, economic differentiation involves a combination of economic and semantic properties of products, and in quantitative terms has established shares segments. Such tight combination properties not characteristically for our regions, where the income level does not imply a unified cultural basis and consumer psychology. Therefore, it is obvious that borrowing the western consumer structure impossible.

The method of dividing groups of people according to their belonging to a particular consumer type is known as the Values and Lifestyle Scale (VALStm). This version of the classification was originally developed in 1978 by Arnold Mitchell of the company SRI International (formerly Stanford research institute).

Within the VALStm system, resources are identified that include a full range of psychological, physical and demographic potential that the consumer relies on. The concept of resources includes education, income, self-confidence, health, aspiration buy, intelligence and energy.

Summarizing the information obtained as a result of the conducted research, a structural scheme of mentality formation was drawn up, presented in the figure. The proposed structuring can be used in planning the industrial assortment for the regions of the Southern and North Caucasian Federal Districts. And only in the interrelation of all the above-considered factors, it will be possible to assert the high stability of the financial results of the activities of shoe enterprises in the regions of the Southern and North

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Caucasian Federal Districts, united in an innovative center.

Main part

Forming a range of footwear taking into account its competitiveness is a complex task a process carried out taking into account the action of a number of factors, the study of which should be based on an analysis of the existing footwear market, as well as on forecasting trends V social, economic and production areas.

The formation of the assortment is preceded by the development of an assortment by the enterprise concept. It is a targeted construction of an optimal structure of high-quality footwear products, taking as a basis, on the one hand, the need to ensure the most efficient use of raw materials by the enterprise, technological, financial and other resources in order to produce products with low costs, and on the other hand, the satisfaction of the demands of certain groups of consumers with taking into account their features and capabilities.

To create competitive, high-quality products, shoe companies need to expand and update their product range and ensure high turnover dynamics. models, increase volumes and raise efficiency model-design studies, quality and satisfaction population shoes.

When developing or updating the range of products, a footwear company is obliged to take into account not only its capabilities, but also the presence of competing footwear of similar purpose on the market firms, A also preferences buyers in in separate segments market .

It is impossible to talk about the quality or competitiveness of footwear in general without taking into account the needs of buyers of a certain group in the markets of the corresponding type. Markets shoe goods represent a heterogeneous set of buyers who have various tastes and preferences.

The activity of identifying potential groups of consumers for specific types of goods is called *market segmentation* . Segmentation focuses on differences in behavior different types buyers (consumers) on relevant markets. For shoe enterprises segmentation buyers is basis for adjustments existing structures assortment shoes or for developments new models.

Thus, segmentation of footwear markets is an important component and the beginning work to ensure the competitiveness of modern footwear. Its practical significance lies in the fact that the specification of consumer types creates the prerequisites for adjusting and updating the structure and range of footwear, improving technology and organizations production.

The footwear market is an integral part of economic relations, the main ones the participants of which are, on the one hand, shoe manufacturers, and on the other hand, consumers. The product in this

market is footwear, which is one of the the most complex groups of non-food products with a very diverse assortment.

Footwear is one of the most important products produced by the light industry. RF and imported from abroad. From the correct determination of the quantity and quality of models produced by shoe companies, from the competitiveness of the assortment the degree of satisfaction of consumer demand, profitability and cost effectiveness of organizations depend. The result of the interaction of the components of the market (demand, supply, prices for footwear) is the ability to offer to maximally satisfy the demand for products by specific price.

Thus, the importance of the footwear market is to satisfy the needs of the population. Accordingly, the development of the market leads to an increase in the level of provision of an individual member of society. Markets consist of buyers, and buyers differ from each other. each other by a variety of parameters: according to their needs, financial and other capabilities, location, purchasing views and purchasing habits. In this sense, the Southern and North Caucasian Federal Districts represent the largest interest for market segmentation due to the homogeneity of the total consumer, who reacts to the product in the same way and methods of its evaluation for purchase. The characteristics of the regions with market segmentation are presented in Tables 1 and 2, and their geographical location is shown in Figure 1. Taking into account the climatic features of the two districts, namely, a relatively mild and humid climate in winter, elevated temperatures in summer period and comfortable conditions in the autumn-spring periods, it is necessary to take into account these features to form assortment manufacturing policy such assortment range of footwear to ensure its demand and relevance not only through pricing policy, but also by providing consumers, especially children, with comfort and protection the occurrence of pathological deviations of the feet. Unfortunately, today the filling the market for imported products does not ensure the elimination of these problems, which provokes import substitution shoes, to satisfy demand consumers these subjects exactly in such shoes, which satisfied would their by to all aspects, A enterprises- for manufacturers – obtaining sustainable technical and economic indicators with a guarantee of social protection of the population of these regions.

In market segmentation, companies subdivide large, heterogeneous markets into smaller (and more homogeneous) segments that can be served more efficiently, according to the specific needs of those segments. For footwear companies, successful implementation of the manufactured products, it is first necessary to produce segmentation consumer market and define target segment this market.

All in all meaning under segmentation market the process of market division is understood into

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consumer groups based on pre-defined criteria, which allows for the concentration of resources on the most effective market segment. Market segment - homogeneous population of consumers, reacting the same way for the goods and ways of its presentation.

Target segment (market) – a segment selected as a result of market research of a particular product or service, characterized by minimal expenses on means of promoting the product and providing the enterprise

with the main share of the results of its activities (profits or others criteria exit goals enterprises on this market).

Segmentation of the footwear market in the Southern and North Caucasian Federal Districts can be carried out either on the basis of one or with the consistent application of several indicators, clearly presented on in the drawing 1.

Subject segmentation	Object segmentation	Segmentation by numbers	Segmentation by level profitability	Segmentation by size average salary boards
All enterprises, producing either gathering produce shoes on territories South and the North Caucasus federal districts	South and North-Caucasian federal districts RF	The more quantity population segment, themes more profitable for enterprises	The higher profitability every inhabitant, themes more chance for purchase products enterprises	The higher wages resident, themes more chances, what he will spend her on shoes

Figure 1 – Criteria segmentation market shoes For subjects Southern Federal District And North Caucasus Federal District

Results of segmentation of the analyzed basic footwear market South and North- Caucasian Federal districts one can imagine in the form of a rating table ratings. The segment that ultimately scored the minimum number of places is the most attractive.

As a result of the analysis of tables 1 and 2, one republic, a federal city, two territories and three regions were identified in the Southern Federal District, where The greatest segmentation of the consumer market is observed in two districts: the Republic of Crimea – 2.25, the city of Sevastopol – 2.4, Rostov Region – 2.5%, Krasnodar Region –

2.65%, Astrakhan region – 2.7%, Volgograd region – 3.25%, Stavropol edge – 5.4 %. However, when conducting segmentation, it is necessary to take into account the objectives of segmentation.

At creation new enterprises in the regions Southern Federal District and The North Caucasus Federal District for the production of footwear products must proceed from the demand for the entire range of footwear in order to provide consumers these regions in demand and competitive about products.

Table 1. Results segmentation consumer market Southern Federal District by method amounts places with taking into account coefficients weightiness

Name territorial units	Population thousand people	Area , km²	Rating positions			
			profitability, score×0.45	salary, score×0.30	number, score×0.25	Sum points, %
South federal district, V. volume number:						
Republic Adygea	451.5	7792	3.6	2.1	2.75	8.45
Astrakhan region	1018.6	49024	0.9	0.3	1.5	2.7
Volgograd region	2545.9	112877	1.35	0.9	1.0	3.25
Republic Kalmykia	278.8	74731	4.95	2.4	3.25	10.6
Krasnodar edge	5513.8	75485	1.8	0.6	0.25	2.65
Republic Crimea	1907,1	26100	1.3	0.5	0.45	2.25
Rostov region	4236,0	100967	0.65	1.25	0.6	2.5
City federal meanings Sevastopol	416.3	864	1.65	0.55	0.2	2.4
Total	16368.0	447821				

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Table 2. Results segmentation consumer market North Caucasus Federal District by method amounts places with taking into account coefficients weightiness

Name territorial units	Population thousand people	Area, km ²	Rating positions			
			profitability, score×0.45	salary, score×0.30	number , score×0.25	Sum points, %
North Caucasian Federal District, incl.						
Republic Dagestan	3015.7	50270	4.5	3.9	1.25	9.65
Republic Ingushetia	0.473	3628	5.4	1.8	2.5	9.7
Kabardino-Balkarian Republic	0.862	12470	2.7	3.6	1.75	8.05
Karachay-Cherkessia Republic	0.468	14277	4.05	3.3	3	10.35
Republic Northern Ossetia - Alania	0.704	7987	2.25	3.0	2.0	7.25
Stavropol edge	2,802	66160	3.15	1.5	0.75	5.4
Chechen Republic	1,394	15647	5.85	2.7	2.25	10.8
Total	9718	170439				

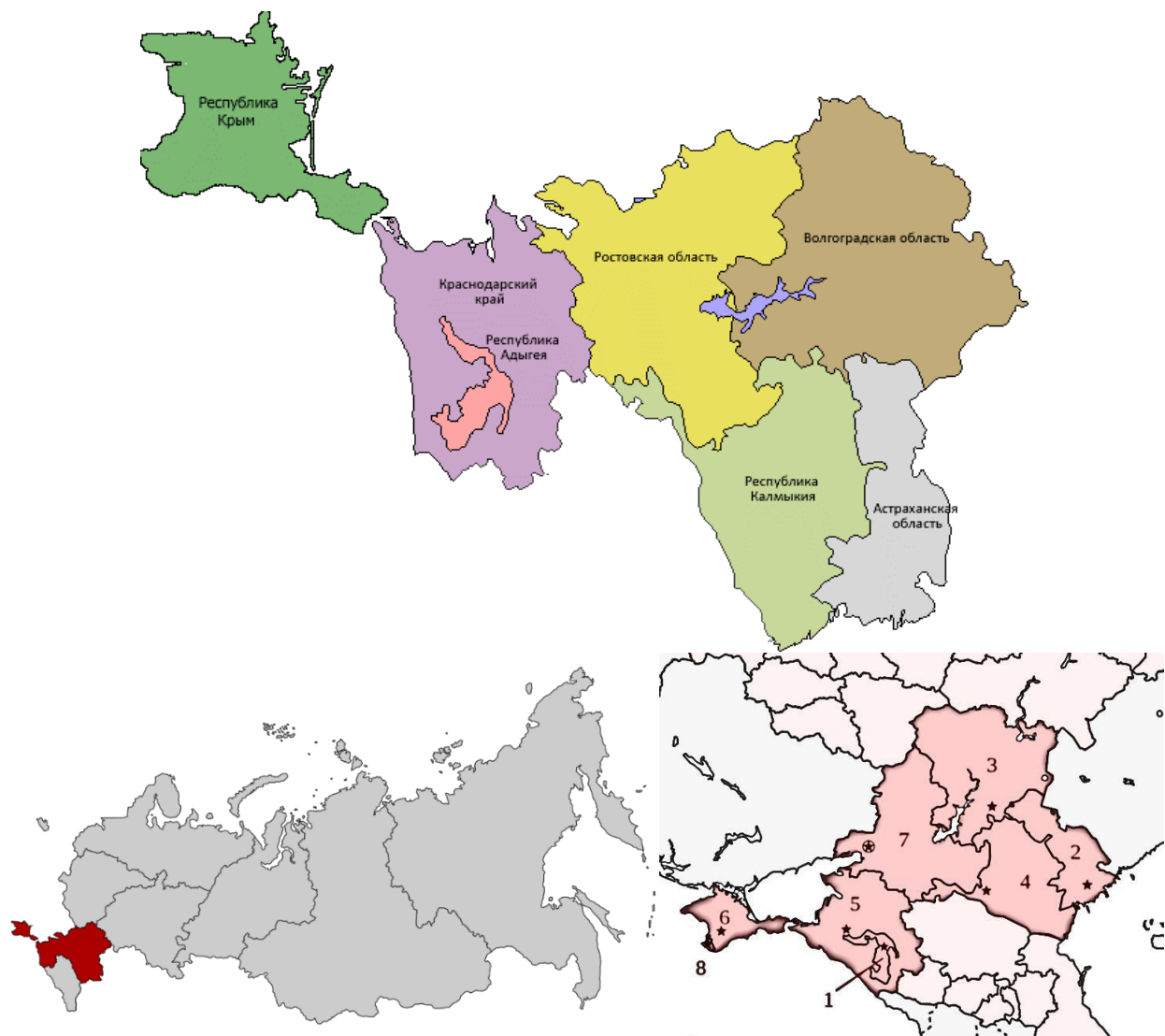


Figure 2 – South federal district (Southern Federal District)

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As a result of segmentation, it was determined that the population of the two districts is distributed according to unevenly distributed across the territory. The population's income is much lower than the Russian average. When forming the range of footwear, one should also take into account the fact that a large proportion of the population are rural residents. In addition, it is necessary to take into account the national characteristics of the residents these subjects, their traditions.

For the efficient operation of domestic enterprises in the production of competitive children's shoes it is advisable provide for usage innovative flexible technology processes, the use of universal and

multifunctional equipment, various methods of fastening the bottom of shoes, unfold the shoe last production, production of technical equipment, fittings, production of auxiliary materials, which will significantly reduce the costs of its production and increase competitiveness not only on markets South and North Caucasian federal districts (Figures 2–6), but also on internal markets others regions of Russia, guaranteeing its stable demand and sales, thereby ensuring less painful and more efficient replacement of one shoe model for another, ensuring formation of new workers places V within the framework small and medium enterprises, that there is their social protection.

Table 3. Structural characteristic Southern Federal District

No.	Flag	Subject Federations	Square(km ²)	Population (people)	Administrative center
1		Republic Adygea	7 792	451 480	Maykop
2		Astrakhan region	49 024	1 018 626	Astrakhan
3		Volgograd region	112 877	2 545 937	Volgograd
4		Republic Kalmykia	74 731	278 733	Elista
5		Krasnodar edge	75 485	5 513 804	Krasnodar
6		Republic Crimea	26 100	1 907 106	Simferopol
7		Rostov region	100 967	4 236 000	Rostov-on-Don
8		city Sevastopol	864	416 263	
		Southern Federal District	447 840	16 367 949	Rostov-on-Don

Number of people children V cities Southern Federal District with number population more 100

thousands Human(on (01.01.2024) given V tables 4 and 5.

Table 4. Number of people children V cities Southern Federal District

City	Population	Children	Girls	Boys
Rostov-on-Don	1 119 875	223 975	134 385	89 590
Volgograd	1 016 137	203 227	121 936	81 291
Krasnodar	853 848	170 770	102 462	68 308
Astrakhan	531 719	106 344	63 806	42 538
Sevastopol	416 263	83 253	49 952	33 301
Sochi	401 291	80 258	48 155	32 103
Simferopol	336 460	67 292	40 375	26 917
Volzhsky	325 895	65 179	39 107	26 072
Novorossiysk	266 977	53 395	32 037	21 358
Taganrog	251 050	50 210	30 126	20 084
Mines	236 749	47 350	28 410	18 940
Armavir	191 007	38 201	22 921	15 280
Volgodonsk	170 558	34 112	20 467	13 645

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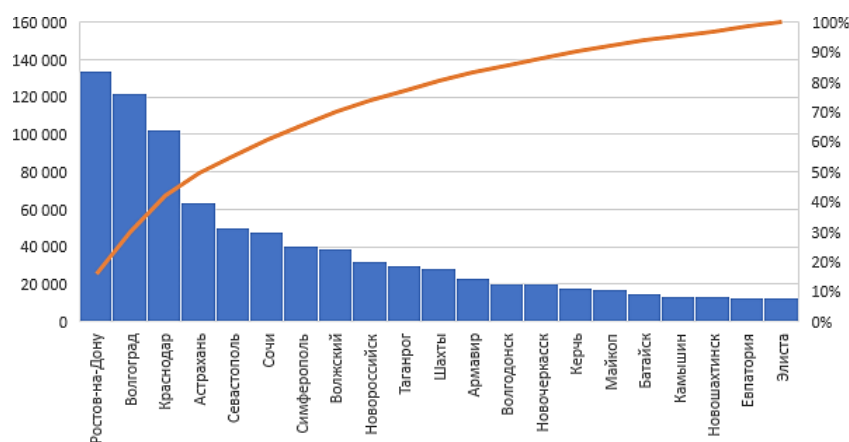
Novocherkassk	170 233	34 047	20 428	13 619
Kerch	148 932	29 786	17 872	11 914
Maykop	144 055	28 811	17 287	11 524
Bataysk	122 247	24 449	14 669	9 780
Kamyshin	112 501	22,500	13,500	9,000
Novoshakhtinsk	109 020	21 804	13 082	8 722
Evpatoria	106 202	21 240	12 744	8 496
Elista	104 005	20 801	12 481	8 320
Total	7 135 024	1,427 004	856 202	570 802

Table 5. Number of people children V regions Southern Federal District (on 01.01.2024 G.)

Subject federations	Population	Children	Girls	Boys
Krasnodar edge	5 513 804	1 102 761	661 657	441 104
Rostov region	4 236 000	847 200	508 320	338 880
Volgograd region	2 545 937	509 187	305 512	203 675
Republic Crimea	1 907 106	381 421	228 853	152 568
Astrakhan region	1 018 626	203 725	122 235	81 490
Republic Adygea	451 480	90 296	54 178	36 118
City Sevastopol	416 263	83 253	49 952	33 301
Republic Kalmykia	278 733	55 747	33 448	22 299
Southern Federal District	16 367 949	3 273 590	1 964 154	1 309 436



Drawing 3 – Ratio numbers children by average, large and the largest cities Southern Federal District



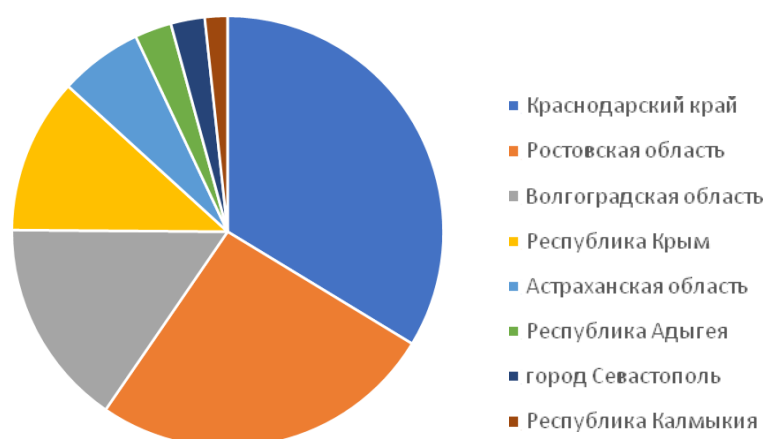
Drawing 4 - Accumulated percentage of number children by average, large and the largest cities Southern Federal District

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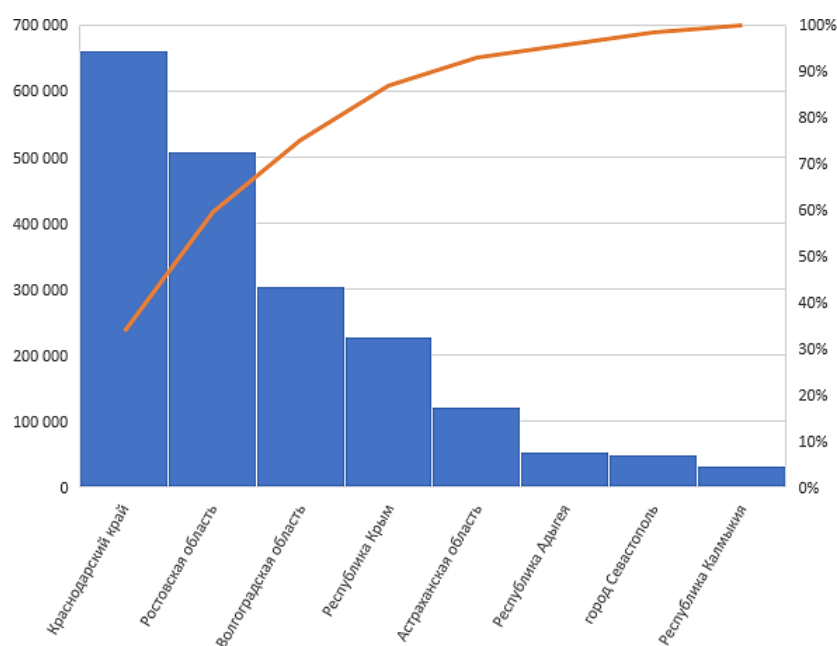
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Drawing 5 - Ratio numbers children by regions Southern Federal District

Thus, about half of the children from twenty large cities in the Southern Federal District (drawing

5) lives V four from them - Rostov -on-Don, Volgograd, Krasnodar and Astrakhan.



Drawing 6 - Accumulated percent numbers children by regions Southern Federal District

Thus, Figure 6 shows that the majority of children (76%) are concentrated in three regions of the Southern Federal District out of eight – Krasnodar

Krai, Rostov and Volgograd regions, which also explains leadership these regions on market children's clothing V Southern Federal District.

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Drawing 7 - North Caucasian federal district

Table 6. Number of people children V cities North Caucasus Federal District with number population more 100 thousands Human (on 01.01.2024 G.)

City	Population	Children	Girls	Boys
Makhachkala	587 876	70 545	47 030	587 876
Stavropol	429 571	51 548	34 366	429 571
Vladikavkaz	307 478	36 898	24 598	307 478
Grozny	287 410	34 489	22 993	287 410
Nalchik	239 040	28 685	19 123	239 040
Pyatigorsk	145 448	17 454	11 636	145 448
Khasavyurt	138 420	16 610	11 074	138 420
Kislovodsk	129 993	15 599	10 400	129 993
Cherkessk	123 128	14 776	9 850	123 128
Derbent	122 354	14 683	9 788	122 354
Nevinnomyssk	117 891	14 147	9 431	117 891
Kaspiysk	110 080	13 210	8 806	110 080
Nazran	113 288	13 595	9 063	113 288

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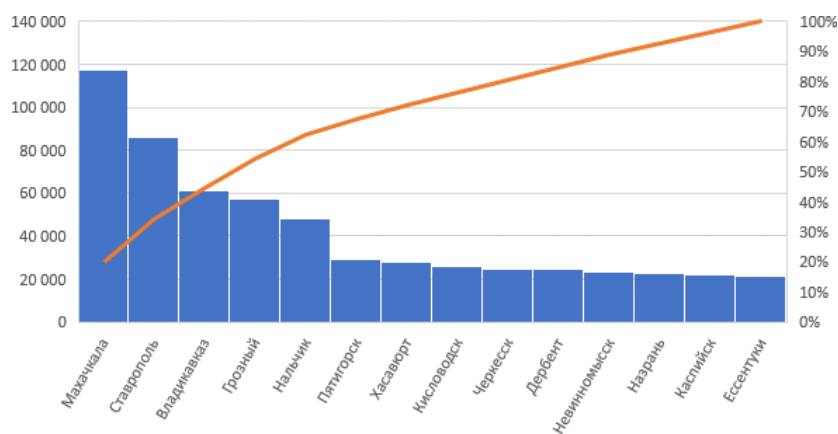
Essentuki	105 881	12 706	8 470	105 881
Total	591 573	354 945	236 628	2 957 858

Table 7. Number of people children V regions North Caucasus Federal District (on 01.01.2024 G.)

Subject federations	Population	Children	Girls	Boys
Republic Dagestan	3 015 660	603 132	361 879	241 253
Stavropol edge	2 801 597	560 319	336 191	224 128
Chechen Republic	1 394 172	278 834	167 300	111 534
Kabardino-Balkarian Republic	862 254	172 451	103 471	68 980
Republic Northern Ossetia - Alania	703 745	140 749	84 449	56 300
Republic Ingushetia	472 776	94 555	56 733	37 822
Karachay-Cherkessia Republic	467 797	93 559	56 135	37 424
North Caucasus Federal District	9 718 001	1 943 599	1 166 158	777 441



Drawing 8 - Ratio numbers children by average, large and the largest cities North Caucasus Federal District



Drawing 9 - Accumulated percentage of number children by average, large and the largest cities Southern Federal District

Like this in this way, near halves children from fourteen large cities regions North Caucasus Federal

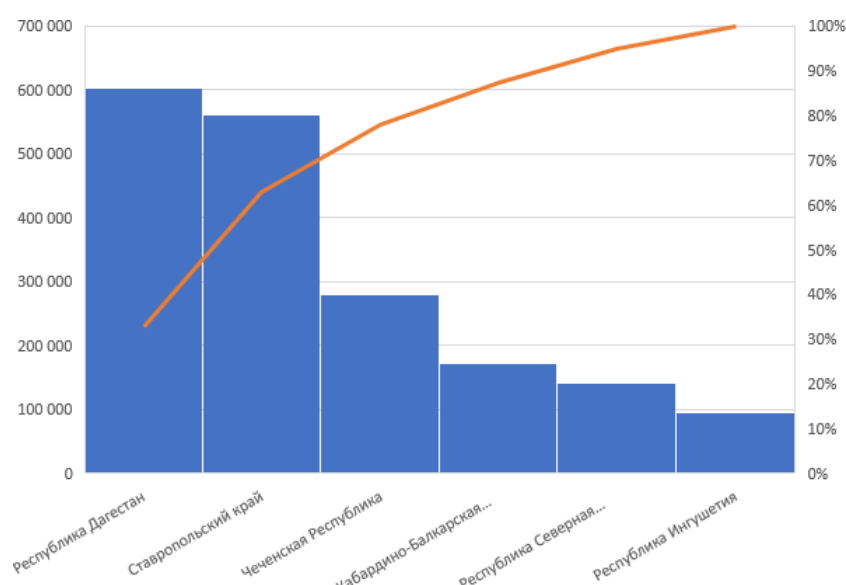
District lives V four from them - Makhachkala, Stavropol, Vladikavkaz And Grozny (Figures 8–11).

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ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350



Drawing 10– Ratio numbers children by regions North Caucasus Federal District



Drawing 11 - Accumulated percent numbers children by regions

Like this in this way, big Part children (74 %) focused V three regions North Caucasus Federal District from seven - Republics Dagestan and

Chechen and V Stavropol edge.

In table 8 presented criteria ratings profitability production shoes.

Table 8. Criteria ratings profitability production shoes

View shoes	Issue covering cost on production, % pairs	Profit from sales, thousand rubles	Lesion from sales, thousand rubles
Male shoes			
Winter boots(model A)	100	15752	2825,44
	80	12601	2260.23
	60	9451	1695.22
Spring low shoes(model B)	100	15426	2730.7
	80	12340.8	1727,51
	60	9255,6	724.44
Summer shoes(model C)	100	15512	1713.77
	80	12409	943.54
	60	9307	123.47

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Autumn low shoes(model G)	100	13433	2068.81	-
	80	10746.4	1161,72	-
	60	8059.8	254.64	-
Children's shoes				
Winter shoes(model A)	100	31020	2962.09	-
	80	24816	800,84	-
Autumn shoes(model B)	100	34844	2068	-
	80	27875,2	104.54	-
Spring shoes (model C)	100	30810	1422	-
	80	24648	-	340.72
Summer shoes(model G)	100	26488	1537,63	-
	80	21190	-	1324.72
Women's shoes				
Summer shoes(model A)	100	12656	1648,68	-
	80	10125	739.69	-
	60	7594	-	169.31
Autumn boots(model B)	100	11925	2490,13	-
	80	9540	1329.09	-
	60	7155	168.05	-
View shoes	Issue covering cost on production, %/ steam		Profit from sales, thousand rubles	Lesion from sales, thousand rubles.
Winter boots (C)	100	10362	4508.29	-
	80	8290	2913.36	-
	60	6217	1317.64	-
Spring shoes(model G)	100	14235	14235	-
	80	11388	11388	-
	60	8541	8541	268.84

When developing a strategy for the production of competitive leather goods, it will be footwear production has been organized using not only mechanized innovative technological processes using nanotechnology, but, which is especially in demand for the regions of the Southern and North Caucasian Federal Districts, the use of manual labor, which is due to the desire of manufacturers to satisfy the demand for exclusive products not only for elite, But and for mass consumer. System formations assortment includes next main moments, namely:

- definition current and promising needs buyers, analysis ways from use shoes and features buyer's behavior on corresponding market;
- grade existing analogues competitors;
- critical assessment of the products manufactured by the enterprise in the same range, but already with buyer positions;
- deciding which products should be added to the product range and which should be excluded from it due to changes in the level of competitiveness; whether it is necessary to diversify products at the expense of other areas of the enterprise's production that go beyond the scope of his established profile;
- consideration of proposals for the creation of new shoe models, improvement existing;
- development of specifications for new or improved models in accordance with requirements

buyers;

- studying opportunities production new or improved models, including questions of prices, cost price and profitability;

- conducting tests (testing) of footwear taking into account potential consumers in purposes clarifications their acceptability on the main indicators;

- development of special recommendations for the production units of the enterprise regarding quality, style, price, name, packaging, service, etc. in accordance with the results of tests conducted, confirming the acceptability of the characteristics products or predetermined the need for them changes.

Assortment planning and management is an integral part of marketing. Even well-thought-out marketing and advertising plans will not be able to neutralize the consequences mistakes made earlier when planning the product range. The optimal structure of the product range should ensure maximum profitability on the one hand and sufficient stability of economic and marketing indicators (in particular, sales volume), on the other hand. For strategic management of the production of the in-demand products it is necessary: to study the demand for manufactured footwear and together with specialists sales, production and supply to develop decisions on removing models from production and updating the

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range; exploring sales markets in different regions, and various forms of sales organization, study potential buyers; study buyers' reactions to trial lots of shoes in specialized stores; develop regulations on own pricing policy together with the planning and economic department, study the impact of the price on sales for different regions, develop a policy of motivating wholesale buyers for order volumes, long-term contracts, etc.; forecast possible changes in the situation and develop solutions for behavior strategies in new situations conditions; coordinate contradictory requirements production and sales; organize and study the effectiveness of advertising activities. Achieving the highest possible profitability is ensured by constant monitoring of economic indicators and timely decision-making on adjusting the product range. Stability marketing indicators are ensured, first of all, through constant monitoring of situation on the market and timely response to changes, and even better - taking preemptive action. In addition, it is important that there are not too many product names many. For most Russian enterprises, the main reserve for optimizing the range of products is these the port is blocked V significant reduction assortment row. Too much a large assortment has a negative impact on economic indicators – a lot appears positions that cannot even reach the break-even level in terms of sales volumes. As a result, overall profitability falls sharply. Only the exclusion of unprofitable and low-profit items from the assortment can give the company an increase in overall profitability on 30–50%.

In addition, a large assortment disperses the efforts of enterprises and makes it difficult to make a competent decision. offering goods to customers (even sales staff are not always able to explain the difference between a particular item or name), distracts the attention of the end users consumers.

It would be appropriate here to recall the psychology of human perception of information. The reality is that the average person is capable of simultaneously perceiving not more 5–7 (less common) to 9 semantic designs. Like this in this way, Human, doing choice, at first chooses these the most 5–7 options on basis such same quantities criteria. If the seller offers a larger number of selection criteria, the buyer begins to feel discomfort and independently filters out criteria that are insignificant from his point of view. The same happens when choosing the product itself. If a person has hundreds of practically indistinguishable (for him) products in front of him, but he needs to buy one, he either refuses to buy it, or as he is unable to compare such a number of options, or prefers what is already took (or what seems familiar). Eat and more one categories people (near 7%), lovers new products, which, vice versa, will choose something, what more not tried.

Thus, from the buyer's point of view to ensure a calm choice from (perceivable options) the assortment should consist of no more than 5-7 groups of 5-7

items, i.e. the entire range is optimal from the point of view of perception should consist of 25-50 names. If there are objectively more names, then the output consists only of additional classification. It is generally accepted that the buyer needs a wide range. This widest range is often designated even as a competitive advantage. But in reality it turns out that for a manufacturer a wide the range is hundreds of product names, and for the consumer there are already 7 names more than enough. Thus, the consumer does not need a wide range of products, but the variety it requires. If the enterprise is aimed at a wide range of products, then it is enough to conduct a sales analysis to make sure that the sales leaders are 5- 10%. All other positions sell very little, the demand for them is small, although the costs differ little from the costs of sales leaders. The situation is that several names "feeds" the entire wide range of the enterprise. And this is far from always justified from the point of view of ensuring the completeness of the assortment (the favorite argument of sellers), i.e. the presentation of various names to cover the maximum possible options for customer needs. In practice, it turns out that completeness is fully ensured, even if the existing assortment is reduced by half or even three times. The main thing in this case is to correctly classify all the goods and ensure that the assortment products from each possible group of this classification were presented. Moreover, the more grounds for classification a company can identify, the more balanced the decision will be. Thus, classification of goods can be based on the needs they satisfy clients, by functional appointment goods, by profit from sales.

Conclusion

Of particular importance in such a situation is the role played by certain positions. assortment. For this products can classify by next groups, namely:

A – the main group of goods (which bring the main profit and are in the growth stage);

B – supporting group of goods (goods that stabilize sales revenue and are located in stages of maturity);

C – strategic group of goods (goods designed to ensure future profits companies);

G – tactical group of goods (goods designed to stimulate sales of the main commodity groups and those in stages of growth and maturity);

D – a group of goods under development (goods that are not present on the market, but are ready to the exit on market);

E – goods leaving the market (which do not bring profit and need to be removed) with production, output from market.

After this, it is necessary to determine the share of each group in the total volume of production. For a stable position of the enterprise in the structure of the product range, product groups A and B should make up not less 70 %.

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Thus, it makes it possible to evaluate the existing assortment set enterprise and, by correlating it with the profit received, to evaluate the correctness of planning assortment, his balance.

The implementation of the measures proposed by the authors will lead to the elimination of the deficit

of domestic children's footwear, making it not only and not so much competitive and in demand, but most importantly - safe and comfortable for the child's foot, guaranteeing him protection from formation of pathological deviations.

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