

ABSTRACT

"Bachelor" educational qualification Graduate work on **"The development strategy of industrial enterprise in an unstable environment (for example, IC "UkrPtahoServis")"** contains 96 pages, 16 tables, 13 figures, 2 Formula 1 application. The list of references includes 33 sources.

The study aims to: study development strategy in an unstable environment.

The object of research is the process of developing and implementing the strategy of PJSC "UkrPtahoServis."

The subject of research is the development strategy of IC "UkrPtahoServis" in an unstable environment.

In the course of the graduate work "Bachelor" educational qualification there were applied a set of general and specific scientific methods, including analysis of the environment, which were identified as a result of environmental factors direct and indirect impact on the enterprise; analysis of existing policies which allowed to determine the degree of achievement of objectives; analysis of the potential of the company by which it was determined the strengths and weaknesses of the company.

The practical significance of the results. Suggestions and recommendations given to them in this work will allow domestic food industry to carry out strategic analysis of the environment, develop their own development strategies; to increase competitiveness; improve the strategic planning and management. Conclusions and recommendations of work can find a specific implementation in practical work IC "UkrPtahoServis"

The management of IC "UkrPtahoServis" used the proposed recommendations developed thesis on strategy development in an unstable environment that can increase profitability and maintain market position in an unstable environment (implementation act number 94 of 20.05.2016).

Keywords: enterprise development, capacity development, enterprise management development system, strategy, competitiveness, marketing research.