

ABSTRACT

Bachelor's thesis on «Development Strategy (example of «Dana-Moda»» includes 125 pages, 36 tables, 17 drawings, attachment. The bibliography list consists of 32 items.

The aim is to generalize the theoretical knowledge and develop practical recommendations on development strategy of the company.

The object of study - the process of development strategy of the company «Dana-Moda». The subject of the study is to develop methods and tools development strategy.

Research methods. In the course of the Bachelor's thesis methods of economic and statistical analysis expertise. For analytical information, data from statistical reports, financial statements. The results of the work. During the execution of the thesis was the basic approaches to strategy development enterprises assessed their effectiveness, the directions of the company.

Recommendations for the use of the results. Results of the study provide the opportunity businesses effectively rozroblyuvaty strategy. Light industry enterprises, in particular of «Dana-Moda» could be asked to develop a new line of clothing and introducing certain services to enhance company image.

Results of the audit capabilities of practical use of the results. The audit analytic capabilities through practical application of the proposed measures, it was determined their potential effectiveness and the absence of any obstacles to their implementation.

Keywords: strategy development, strategy development, strategic management, competitiveness.