

## ABSTRACT

This thesis first (bachelor) level of higher education on "Ensuring the effectiveness of the company on the basis of crisis management" contains 92 pages, 9 tables, 8 figures, 23 formulas and 2 applications. The list of references includes 36 items.

The aim is to develop anti-crisis measures in enterprise management.

To make a comprehensive analysis of the object and the subject of research, providing practical recommendations used in the general scientific and special methods of scientific research, in particular: the method of abstraction, analysis and synthesis, analogy, grouping, graphical, comparative, expert surveys.

The paper has been used as a general scientific and special methods of scientific knowledge. Among them are worth mentioning: the method of abstraction, generalization, analysis and synthesis, analogy, ordering, grouping and justification scorecard evaluating profitability; graphical method, methods of financial statistics and analysis, expert surveys, comparison, economic analysis - to diagnose the financial and economic state of "Welding" evaluating the profitability of its activities; methods of financial analysis, synthesis, prediction, structural-functional and systemic approaches.

The practical significance of the results is to develop proposals and economic justification for managing anti-crisis measures in the company of "welding". Their essence is to reduce costs and improve the organizational component to increase the number of orders.

Keywords: crisis, anti-crisis program, crisis management, cost optimization, enterprise development management, sanitation.