

ABSTRACT

This thesis first (bachelor) level of higher education on "Improving the competitiveness on the basis of diversification (by" Ukrainian linen company plus "contains 83 pages, 13 tables, 11 figures, 3 applications. The list of references includes 32 items.

The aim of the thesis is to develop practical methods for conducting diversification of the company.

The paper used methods: systematic approach, statistical analysis, information modeling, calculation, construction, graphic.

The results of the research performed in the first (bachelor) level of higher education, lead to the conclusion: the proposed decision on the diversification of the company will help improve the competitiveness of enterprises and increase profit.

The results of the thesis are important to the company. namely for successful competition in the Ukrainian market of flax. The use of the proposed solutions for a more diversification of the company with a minimum amount of investment.

The introduction of the study are:

- implementing a strategy of diversification;
- raising competitiveness;
- increasing profits;

Keywords: competitiveness, diversification, efficiency, enterprise improvement.