

## ABSTRACT

This thesis first (bachelor) level of higher education on the topic: "Developing the business plan of new products in the company (for example, « Ukr-Agro-Product »)" contains 111 pages, 24 tables, 7 figures. The list of references includes 71 items.

The aim is to study the theoretical foundations, analysis of practices and developing organizational and economic components of the business plan of new products ..

The study used a set of general and specific scientific methods using a systematic approach to justify the proposed solutions.

The results of the research performed in the first (bachelor) level of higher education, lead to the conclusion that the proposed actions will develop a business plan with new products.

The results of the thesis are important in shaping the product policy and can be used by pharmaceutical industry. During the execution of the thesis were identified recommendations that can increase profit through the issuance of new types of products - biscuits. Proposed and justified in the recommendations will improve the financial situation of the company, which in turn will provide a stable competitive position of the company in a competitive environment.

The introduction of the study are:

1. The business plan of the withdrawal of the new product on the market;
2. Meeting the needs of customers;
3. The increase in profits;

**Keywords:** business plan, market research, organizational aspects of competitiveness.