

## ABSTRACT

Graduation work first (bachelor) level of higher education on the topic **"Development of enterprise development strategy based on the Balanced Scorecard (an example of LLC "TH "Rosinka")"**. Bachelor's thesis includes 120 pages, 31 tables, 11 drawings, 7 attachments. The bibliography list consists of 47 items.

*The aim* of this work is to validate the effectiveness of the development strategy of enterprise development based on balanced scorecard.

*The object of research* is the process of management of enterprise development.

*Object of research* is process development of the development strategy of the enterprise LLC "TH "Rosinka" on the basis of the analysis of the balanced scorecard.

*Research methods:* system approach, economic methods and statistical analysis.

*Research results* will allow for production companies to use in practice the proposed measures to develop enterprise development strategies based on analysis of the components of the Balanced Scorecard to develop its own development plan. In particular, the methods presented in the selection of functional strategies based on an analysis of the components of the Balanced Scorecard, enable enterprises to more effectively use financial resources to obtain the desired results.

*Recommendations for the use of the results.* Results of the study can be used to develop new or improve existing development strategy that can increase profitability, reduce operating costs and occupy high positions in the market at highly competitive.

*Results of the audit capabilities of practical use of the results.* The management of LLC "TH "Rosinka" proposed recommendations used in the thesis of the choice of development strategy based on the Balanced Scorecard (act implementing number 187 of 21.05.16 y.).

*Keywords:* strategy development, balanced scorecard, competitiveness of enterprise, costs.