

ABSTRACT

This thesis first (bachelor) level of higher education on "Ensuring the development of the strategic potential of the company (for example, of "Haberdashery Manufactory ")" contains 115 pages, 46 tables, 15 figures. The list of references includes 51 names.

The aim of the thesis is a synthesis of theoretical principles and justification of measures to ensure the principles of the strategic potential of the company.

In the course of the thesis were used the following methods:

- The method of expert estimations - forecasting and estimating future results of operations based on the forecasts of experts;
- Economic analysis - analysis of financial and economic activity;
- The method of comparison - to assess the position on the market;
- Analytical method - to summarize the information and efficiency of future studies;
- Graphical method - for visual presentation of research results.

Scientific research can be considered the result of the proposed areas of software development enterprise strategic potential of "Haberdashery and manufactory."

Results of the study can be used by domestic enterprises, including textile industry to consolidate market position.

The management of "Haberdashery Manufactory" was used thesis proposed recommendations on the strategy of development of strategic potential.

Keywords: strategic capacity development strategies, improving efficiency.