

ABSTRACT

Thesis for the first (bachelor) level of higher education on "Justification of activity's vectors of enterprises in a competitive environment" contains 86 pages, 15 tables, 9 figures, 4 applications. The list of references includes 53 items.

The aim of diploma is to develop practical recommendations on the directions of the "Zavod STALKON" activity in a competitive environment.

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

Results of the study will allow domestic industrial enterprises to use the proposed instruments in practice improving the system of company's development management in a competitive environment. In particular, in the reasonable recommendations for optimizing the production process, new opportunities for "Zavod STALKON."

Results of the study can be used by enterprises, in particular of "Plant STALKON" to study areas of development in a competitive environment that will ensure higher profits and a wider range of consumers' coverage.

Formed vectors of current business model improvement as an important precondition of competitive development of the company, can be used to improve the strategy of "Zavod STALKON."

Key words: enterprise development, competitive environment, development, development of enterprise's management system, vectors of company's activities.