

ABSTRACT

This thesis first (bachelor) level of higher education on the topic "Development strategy of the company (for example LLC «E-synergo») contains 109 pages, 17 tables, 13 figures, 10 formulas, applications. The list of references includes 44 names.

The aim is to develop practical recommendations on the directions of development strategy Ltd. «E-synergo».

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

Results of the study will allow domestic industrial companies in practice use the proposed tools development strategy. In particular, in the reasonable recommendations for optimizing the functional elements of the strategy.

Results of the study can be used by enterprises, including LLC «E-synergo» to justify development in the areas of unstable competitive environment that will ensure higher profits and coverage of a broad range of consumers.

Formed in the supply lines of development strategy as an important precondition of competitive development of the company, can be used to improve strategies of LLC «E-synergo».

Keywords: enterprise development strategy, strategic development, functional strategies, activities of the company.