

ABSTRACT

Bachelor's thesis includes 94 pages, 18 tables, 14 drawings, no attachments. The bibliography list consists of 46 items.

Objective: reasoning of company's development based on crisis management foundations.

There are few methods were used during research, especially horizontal analysis (comparison of each position reporting with the previous period), structural analysis, trend analysis and factor analysis.

After analyzing the economic and financial activity, were able to identify key areas for further development of "SK Solomians'ky" which are based on crisis management grounds. There are short-term crisis management tips, process optimization hints and future strategic directions included.

An implementation of following recommendations is recommended to improve the economic health of the company. Expected growth of earnings in 4 months by 24%.

Strategic steps will support development of business-model. Implementation of strategic bases depends on improvements of operational activity of the company.

The usage of research results by domestic companies will help them to maintain economic progress.

Keywords: development, crisis management, financial health, improvement, optimization.