

## ABSTRACT

Bachelor's thesis named "Development of diversification project based on Confectionery Corporation "Roshen" and includes 86 pages, 16 tables, 8 drawings, 3 attachments. The bibliography list consists of 39 items.

The purpose of the work is justification system of measures directed on diversification of production with a new field of business.

During working on Bachelor's thesis was used a set of general and specific scientific methods.

During the research of modern views on development management of industrial enterprises used: systematic approach, methods of economic and statistical analysis, grouping, graphical modeling of organizational structures, method of peer review. In order to receive analytical information being used statistical reporting, internal and accountancy reporting.

The theoretical basis of research is the work of leading foreign and national scientists devoted to the development of modern enterprise management.

Results of the research will allow national industrial enterprises effectively develop the area of environmental protection, pay attention to the recycling and disposal of waste.

Research results can be used by Confectionery Corporation "Roshen" to justify the directions of company's diversification that will allow to take up a new field of activity for the company.

**Keywords:** diversification, waste disposal, recycling of production waste, environmental protection, rational usage of water and energy.