

ABSTRACT

Bachelor's thesis includes 104 pages, 26 tables, 22 drawings, 3 attachments. The bibliography list consists of 35 items.

The aim is to study and develop conceptual provisions, scientific and methodical bases aimed at forming an effective competition policy enterprises.

The study used a set of general and special methods, including systematic approach, analysis, synthesis, induction and deduction methods, SWOT-analysis, PEST analysis and ABC analysis.

Results of the study will allow domestic industrial companies, including «Dana-moda» Ltd., to use in practice, the proposed program of measures to improve competition policy of the company. Grounded in the measures to overcome the crisis and reduce the cost of production based on cost minimization strategies offer new opportunities for companies on the verge of elimination.

The results of the study published in the following collections:

1. Taras Kotsko, Oksana Zharuk. Formation of competition policy in terms of enterprise resource constraints //: Proceedings of the International Scientific and Practical Internet Conference "Eleventh economic and legal debate", April 26, 2016 - L. : The scientific community, 2016. - P. 29-31.

2. Oksana Zharuk. Features of the implementation of competition policy enterprises of light industry //: Proceedings of the International Scientific Conference "Social Responsibility: Challenges", April 21-22, 2016 - Kramatorsk: DSMA, 2016. - P. 113-114.

3. Oksana Zharuk. The impact of competitive advantages in competition policy and the development of business enterprise strategy //: Proceedings of the International scientific and practical Internet conference "Twelfth economic and legal debate," May 24, 2016 - L.: The scientific community, 2016.

The management of «Dana-moda» was used proposed recommendations for the formation of competition policy in the enterprise implementation of strategies to minimize costs (implementation act №137 of 20.05.16).

Keywords: competition policy, competitor strategy worsening market conditions, competition, cost minimization.