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WAYS OF SUSTAINABLE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

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Sustainable development of individual enterprises is an element of economics of certain region and forms objective prerequisites for sustainable economic development of the region and the country.

At the moment, the main goal for the future development of the industry should be striving to improve the competitiveness of enterprises and the technical level of production, ensuring output of innovative products to the domestic and foreign market. Therefore, the main task of enterprises should not only be systematic of the process of industrial production, but also creation conditions for sustainable development through the introduction of management technologies aimed at better utilization of natural resources.

Efficiency of industrial and commercial activity characterizes the rational uses of resources, and estimated profitability, capital efficiency, capital turnover, resource intensity of production, productivity, environmental clean and safe.

Allocate such basic directions for achieving sustainable development of the enterprise:

1. Restructuring;

Restructuring of the company carries out a complex of organizational, financial and economic, industrial activities aimed at reorganization enterprise change management, organizational forms for financial recovery of enterprises increased competitive of the products, improve production efficiency. Restructuring often has a positive impact on the effectiveness of management, the manufacturer, quality and competitiveness of production, sales volume, the level of remuneration, work organization and technology without the psychological climate in the team, the impact on workers control, the investment attractiveness of the enterprise, the relationship with public authorities, profitability and financial position of the enterprise.

2. Diversification;

Currently, the scientific literature has not yet formed a clear definition as “diversification”. Domestic and foreign scholars interpret this concept in different ways, which is associated with a different understanding of the processes of diversification in different industries and in different countries. Despite the absence of a specific definition of diversification, opinions of the authors agree that diversification is a process of reducing the risk by extending the name and product mix. The main advantages of diversification strategy is the achievement of optimum synergies between different business units and insurance against risks (from the loss of profits to the complete bankruptcy of the enterprise), associated with the cyclical development of certain industries - growth and stagnation of some others. Companies that successfully diversify and reached the synergistic effect in the interaction diversification field units are entitled to reduced costs per product, so on economies of scale.

3. Innovation.

Innovative activity is the process of strategic marketing, organizational and technological preparation of production, manufacturing and design innovations, their implementation (or conversion to innovation) and spread to other areas.

Today, the company is an economic organization in which swarm combined processes of creating new value and innovation reproduction of capital , as well as for adapting the interests and the establishment of norms of interaction of various economic subjects (producers and consumers, owners and employees). Close intertwining interests of all participants creates the specifics of modern enterprises and sets new benchmarks in its activities.

Based on the overall sustainable development strategy and the role of enterprise in the economic system, companies should strive to ensure to become a high- functioning stable, environmentally friendly organization, way to provide people with the necessary benefits and create material conditions for increasing the quality of their future life. What listed above and contribute towards sustainable development of the enterprise.

ПРИНЯТИЕ УПРАВЛЕНЧЕСКИХ РЕШЕНИЙ НА ОСНОВЕ СИСТЕМЫ БЮДЖЕТИРОВАНИЯ

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Конкурентная экономическая среда оказывает существенное влияние на принятие информационно обоснованных бизнес-решений. В современных условиях невозможно принимать эффективные решения, основываясь только на интуиции и субъективном опыте руководителя. Чтобы удержать достигнутые позиции, предприятия вынуждены использовать новые технологии управления.