

**THE INCREASING OPERATING PROFIT STRATEGY AND ITS COMPONENTS  
IN THE SYSTEM OF ENTERPRISE VALUE MANAGEMENT**

The article deals with the problem of determining the components of increasing operating profit strategy in the system of enterprise value. The methodological approaches in formation of technologies for implementing the strategy of increasing operating profit in the present market conditions are considered in the article. Technologies for implementing the strategy of increasing operating profit and content of these technologies are given.

Components and factors of influence on the forming of operating profit of an enterprise are shown in article. The content and internal components of the strategy of increasing enterprise operating profit in the system of enterprise value management will be formed according to the components and factors of operating profit accumulation.

The factor of increasing efficiency of interaction with clients includes technologies: marketing and advertising; selling; service and support of clients; fulfillment of orders and billing.

The factor of increasing efficiency of administrative and general services includes a set of technologies: information technologies, telecommunications and networks; real estate management; human resource management; supply; enterprise management; financial management.

The factor of increasing efficiency of development and production includes the following technologies: developing new goods and services; materials; production.

The factor of increasing efficiency of logistics and service provision includes the following technologies: logistics and distribution; sales of goods; provision of services.

The factor of increasing efficiency of assessment and payment of profit tax uses technology of profit tax management.

Development of the appropriate components is the main direction of this research which is topical and prospective.