

SUMMARIES

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METHODIC APPROACH TO STEADY ECONOMIC DEVELOPMENT ENSURING OF TRADE ENTERPRISE

As a defensive competitive advantage of trade enterprises should be ability to identify an opportune moment for the development processes implementation corresponding vector and trajectory. It will allow using the current state advantages and implementing effective management of development based on sustainability according to operative, tactic, strategic management platforms. It requires the formation of steady economic development ensuring methodic.

Methodic approach to steady economic development ensuring, proposed in the article, reveals through the few steps, which are harmonized in space and time. Firstly we need to percept the need of development and formulate development goals. Next step reduced to the study of the current situation of the enterprise. It includes analysis of internal and external factors. Forming of hierarchical diagnosis of potential conditions model (third step) includes consistent implementation of survival potential, steady potential and steady economic development potential diagnostic. Fourth step involves the definition of attribute development characteristics – development vector, development trajectory, steady space borders. At last we need to substantiate steady economic development strategy and form tactic and operative management platforms.

Using the proposed Methodic approach to steady economic development ensuring of trade enterprise in triad «outbound development basis – existing and potential opportunities – qualitative state changing» enables management of individual subsystems of the enterprise, which make integrated system. It allows effectively implement steady economic development strategy of enterprise, conduct permanent monitoring compliance with the chosen development trajectory and prevent «exit» the enterprise beyond steady space.