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STRATEGIC PRIORITIES OF DEVELOPMENT OF URBAN ELECTRIC TRANSPORT ENTERPRISES IN UKRAINE

It has been proved that the current state of urban electric transport is critical. These sector enterprises operate at a loss, harmony of basic production foundations has reached maximum level, money is constantly not enough for updates and rolling stock capital repair, the technical innovation and technological upgrading issues are being solved unsatisfactorily. That all does not allow satisfying fully the transportation needs of the urban population and causes to reduce the passenger safety level.

The priority urban electric transport enterprises development directions has been shown, namely: the organization of effective enterprises management and appropriate use of the property complex; the ensuring cost recovery operation; the technical upgrading and strengthening of material and technical base.

A matrix of electric enterprises competitive advantages and disadvantages has been constructed in Ukraine. According to the matrix, the main competitive advantages in the development of urban electric transport are: high environmental friendliness, efficiency, solving problems with the passenger capacity as well as providing a safe and comfortable passengers movement. However, the industry decline, the production potential loss, the attractiveness of private transportations that can bring faster profits, reduce the competitive attractiveness of urban electric transport, and increase the threat to its disappearance.

It has been concluded that for stabilizing urban electric transport enterprises is necessary to implement a set of measures that will create conditions for their break-even activity, attracting additional investments and priority development. It, in turn, leads to the quality improving and thus the security services, which are being provided to the general population by the urban electric transport enterprises.