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STRATEGIC DIRECTIONS OF INCREASE IN EFFICIENCY OF ALC ZhL

Under conditions of market relations development, when the resources provision of each market subject depends on the efficiency of economy, the increase of economic effectiveness becomes a primary task. Thus, it is necessary to develop various strategic directions aimed at increasing the efficiency of an enterprise.

Concerning the production aspect we suggest implementing the following:

- product quality improvement – under present-day conditions the product quality becomes the main factor of successful sales. Its increase is a very complicated process that requires additional costs, but nonproductive costs economy will contribute to the successful implementation of this measure, it will result in an increase of the sales volume and as a consequence the profitability of enterprises;

- expansion of the product range – it will open new trade areas, both native and foreign;

- purchase of new equipment – it will increase productivity and reduce labor costs;

- increase of the environmental friendliness degree of products – it will increase the products credibility of an enterprise under present-day conditions;

- increase of production volumes – it will enhance the profitability of a company.

The efficient marketing policy should include the expansion of foreign markets, thus enabling to sell additional products. Secondly, it's necessary to improve the advertising policy of a company (commercials on radio, television and in social networks). Rebranding or redesign may be implemented to attract new customers. The increase of the company's stores number will help to keep the product price on a hand level.

Effective management measures may include staff training: improvement of the organizational management structure: introduction of the system of operational accounting costs, thus providing an opportunity to adjust all the costs and efficient resource use and consequently directly manipulate company's profit; use of modern automated tools to analyze both profit and profitability.

As regards the financial sector it's advisable to take the following measures as the economical use of available financial resources, the reduction of all types of stocks to achieve the most rapid promotion of products from a producer to a consumer; investor involvement, domestic as well as foreign, to increase production volumes and thus to improve the profit; bringing, if necessary, of additional financial resources.

The above mentioned strategic directions are graphically presented in table 1.

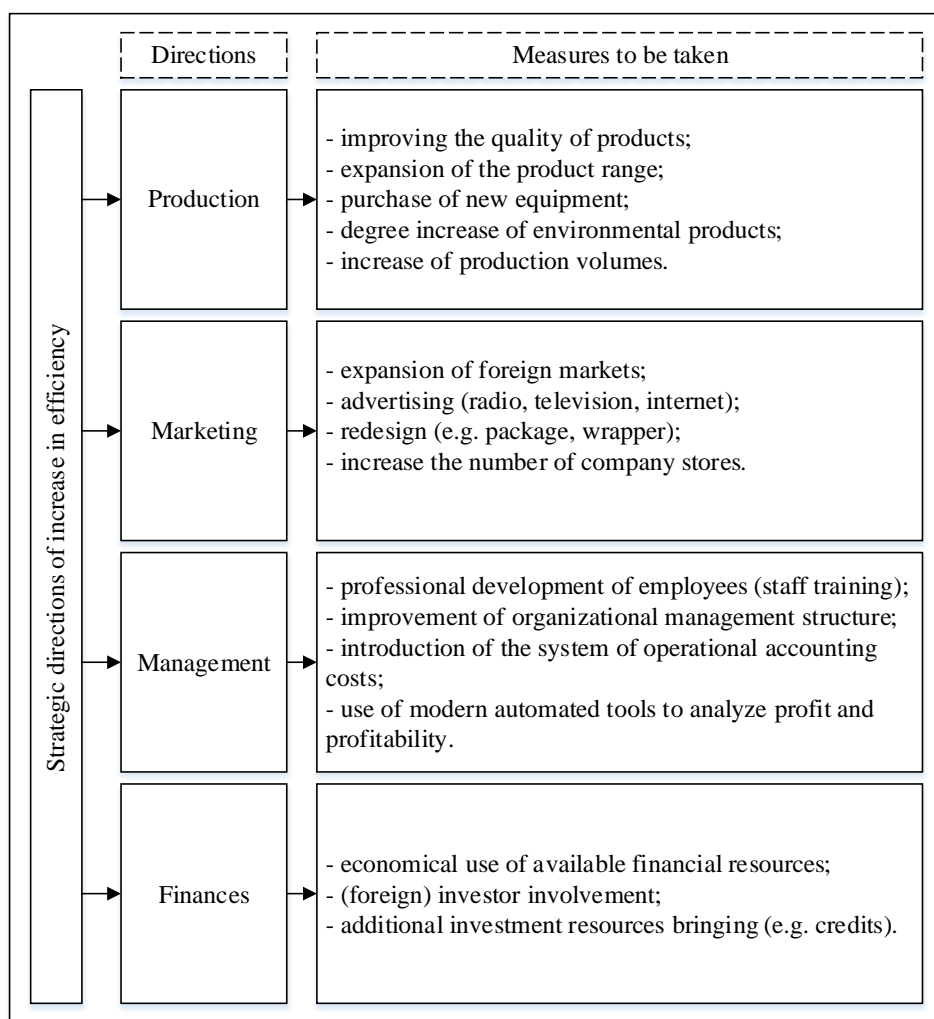


Table 1. Strategic direction of increase in efficiency of ALC ZhL

The implementation of the proposed measures is sure to enable the increase of efficiency of an enterprise under present-day conditions.

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