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FEATURES OF THE DEVELOPMENT OF STRATEGY OF ENTERPRISES IN LIGHT INDUSTRY NOWADAYS

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Strategy – a long-termed course of the enterprise in market conditions, the way to achieve the objectives for the future, which it defines for itself, guided by their own considerations within its policies and market restrictions.

To develop a strategy each company of light industry should determine such important elements of the activity: mission; key success factors for achieving competitive advantage; features of business organization; markets; products; resource; operational and organizational structure; production program; corporate culture.

Successful development of strategies for the development of light industry contributes to the support of the state. The most important strategic directions of economic and social development of this type of industrial activity are:

- protect the domestic market from illegal circulation of goods;
- develop the effective mechanisms of encouraging investment and innovation activity, attracting innovative development funds and foreign investments;
- stimulate technological upgrading of enterprises, implement new technologies, develop staff training;
- provide the access of the enterprises to the raw material resources.

We offer options for the development of light industry nowadays:

- Organization of the production company on the basis of service-oriented formation of profit through innovation in the provision of execution of orders (operating under the concept of «business to business»);
- doing business on the principle of self-design and marketing complex, enterprise focused on developing a lineup of products and responsible for their sales, with the active involvement of a technical performer third-party production operators;
- doing business on the basis of a single conglomerate design and production and marketing structures, the latter activity is focused on servicing the needs of their company;
- organization of business through creating its own trading house with its own brand of politics focused on providing independent selection of designer brands and making profit by creating added value by selling their own brands through the network.

The main tasks of the development of light industry should be:

1. The development of raw materials due to the deep processing of flax, hides.
2. Reconstruction and technical re-equipment of enterprises with foreign investment and technology.
3. Optimization of large and small businesses in order to enhance the competitiveness and flexibility; creating a system to protect the domestic market.

The process of strategy development is one of the key elements of strategic management industry, which determines their future state. In modern light industry environment should consider all factors affecting their activities to ensure the survival of the company and its development. They must be flexible and responsive to changes that occur in the environment to maintain its profitability and viability in dealing with competitors.

In view of the above, it can be stated that the development of strategy of industrial enterprise provides sustainable growth and it is characterized by such economic situation, which makes it possible to maintain stability threats to internal and external environments and is the guarantor of a stable functioning and dynamic development.