

## Summary

**Subject matter:** Development of car service enterprise based on performance motivation system (evidence from LLC "Avto-Mart").

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**Information about customer organization:** Rostov-on-Don, Klubnaya St., 19, LLC "Avto-Mart".

**The topicality of the research:** topicality of performance motivation among employees at the car service enterprise is caused by the increased competition on the service market providing maintenance and car repairs that in turn characterizes the growing competition on the labor market for the car service enterprises.

**Target of the research** to develop methodical recommendations for development of the car service enterprise based on performance motivation system.

Achieving this goal involves a number of **tasks:**

to analyze approaches to development of the car service enterprise with use of methods of performance motivation and stimulation;

to determine the directions of development of the modern car service enterprise based on performance motivation system;

to discover features and methods of personnel development at LLC "Avto-Mart";

to investigate possibilities of performance motivation system creation at LLC "Avto-Mart";

to offer methodical recommendations about targets and employees' performance motives in the program of LLC "Avto-Mart" development;

to develop a matrix of the enterprise purposes and a matrix of employee motives at LLC "Avto-Mart".

**Theoretical and practical significance** is determined by topicality of the solved tasks and results demand. The importance of the project is to develop methodical recommendations and instruments of LLC "Avto-Mart" car service

development based on the organization and management of performance motivation.

**Results of the research:** the author's technique of performance motivation system taking into consideration the regularity of motivation subsystems development revealed during this research depending on enterprise economic model allows to determine structure of performance motivation system by its elements and to estimate its cost efficiency, which is of interest to the modern car service enterprise.

**Recommendations:** use of a developed author's technique of performance motivation system will allow to create information base, to carry out diagnostics and change performance motivation system among employees at LLC "Avto-Mart" car service enterprise in order to develop the enterprise.