

## SUMMARY

**Subject matter:** Development of commercial and organizational conditions of the provision of the production competitiveness.

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**Customer organization:** “Malysh, ltd.”, Stavropol krai, Yessentuki, ul. Gagarina, 23.

**Topicality of the research:** The development of market relations in Russia unavoidably led to the formation of the competitive environment in the national economy. The appearance of competition, its forms and methods ask for the adequate changes of the entire psychology of the economic activity at the level of organizations which manifests itself in the change of the traditional industrial concept of economic activity to the marketing one.

**Objective of the research is:** the study of the management of production competitiveness and development of commercial and organizational conditions of the provision of competitiveness of production.

**Tasks:**

- to examine competitiveness as the object of management;
- to study the elements of the formation of the organization’s competitive strategy;
- to choose methods of the analysis of the organization’s competitiveness;
- to study the management of production competitiveness on the example of “Malysh, ltd.”;
- to develop the directions of the provision of the competitiveness of production.

**Theoretical significance of the research:** is that its results can be used for further theoretical research into the problem and also in the works of applied nature aimed at the solution of typical tasks faced by the system of the organizational an economic provision of competitiveness of the economic subjects.

**Practical significance of the research:** is that its methodological approaches and grounded principles of the improvement of the organizational and economic provision of the organizations' competitiveness are brought to the level of practical recommendations, can be used by economic subjects and promote the strengthening of the market positions of the organization.

**Results of the research:**

- the availability of its own clothing department;
- the use of natural fabrics;
- location in the town;
- high quality of the clothing production;
- wide assortment;
- daily promotional events;
- there is a demand for the production with the kinder gardens and schools.

**Recommendations:** 1. To support the demand at the level specified in the strategic plans of the top management; 2 Assistance in the evaluation of the potential of each economic unit of the organization, setting goals for each of them and their subsequent achievement.