

## Summary

**Subject matter:** Analysis and improvement of the organization's development strategy.

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**Customer organization:** "Grimix, ltd.", Kislovodsk.

**Topicality of the research:** In modern conditions it is impossible to imagine the work of an organization without its strategy. Tough competitive environment, rapid change in the production technologies, the scientific and technological progress requires from managers mobility and strategic thinking. The insufficient degree of the scientific elaboration and the undoubtful practical significance of the problem of the development of the system of strategic management to provide the normal work of organizations in the competitive environment determine the topicality of the research.

**Objective of the research:** is the analysis and improvement of the strategy of development of "Grimix, ltd."

### Tasks:

- to examine the notion of the strategy of an organization's development and its main elements;
- to analyze the role of the competitive edge in the organization's development strategy;
- to determine the significance of the strategic planning as one of the alternative advantages in the competitive struggle;
- to examine the organizational and economic and managerial characteristics of "Grimix, ltd."
- to conduct the analysis of the sales markets and competitive environment of "Grimix, ltd."
- to analyze the strategy of the development of "Grimix, ltd."
- to develop recommendations on the improvement of the strategy of development of "Grimix, ltd."

**Theoretical and practical significance of the research:** is a complex study and analysis of the strategy of the organization's development in conditions of modern competition. The study results in concrete recommendations which have a practice – oriented nature and can be used by the organization to improve its development strategy which will enable it to strengthen and stabilize its financial situation and extend the market share.

**Results of the research:**

- the imperfect system of decision making;
- high employee turnover;
- low level of product sales;
- low level of the organization's competitiveness

**Recommendations:** In our opinion goals of the company should be:

1. Introduction of the correctives into the decision-making process;
2. Development of measures on the improvement of the staff working conditions;
3. Creation of the system of discounts; organization of the actions with trade networks; application of modern means of advertising;
4. Increase in the volume of sales in the new markets.