

Summary

Subject matter: Increase in the effectiveness of the organization's performance on the basis of the analysis of the internal and external environment (on the example of "Promstroinvest", ltd.)

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Customer organization: "Promstroinvest", an organization producing building non-are materials.

Topicality of the research: Any organization as an open system depends on the external world as regards the delivery of resources, energy, cadres, and consumers. The internal environment of the organization is the source of its vital power and energy. Organizations have to adapt to the environment in order to survive, develop and retain one's own effectiveness. A skilled manager in the environment capable of affecting his organization, select the suitable methods and ways of response to the external influence.

Objective of the research: development of the directions of the improvement of the performance of the "Promstronvest" on the basis of the examination and detailed analysis of the elements of the internal and external environment.

Tasks: 1. to consider the organization as an open system and determine the peculiarities of modern organizations; 2. to outline the main directions of the analysis of the external and internal environment of the organization as an integral part of the effective functioning of a modern organization; 3. to offer the general characteristics of the work of "Promstroinvest" and analyze the key characteristics of its internal and external environment; 4. to study the main characteristics of the internal and external environment of "Promstroinvest", ltd.; 5. to examine the company's marketing activity;

Theoretical and practical significance of the research: consists in the specification of separate aspects of the scientific knowledge of the role of the analysis of the internal and external environment in the work of the organization, and also in

the development of concrete recommendations on the improvement of “Promstroinvest”

Results of the research: The key variables of the internal environment of the organization that require the manager’s constant attention, are the following elements: -goals; -structure; - tasks; -technology; -personnel.

The key factors of the external environment which are outside the field of the manager’s influence but exercising serious influence on the work of the organization is habitually divided into two groups. Political, international, socio-cultural factors, the state of the economy, technology, relations with the local population-the totality of these factors make up the environment of the indirect influence (the remote environment). “Promstroinvest”, ltd. has no serious competitors in their district, as it has unique deposits. The combination of such advantages with the latest no-waste technologies, and also the use of the elaborated recommendations will allow the organization to successfully function in the future by expanding its clients’ base.

Recommendations:

1. Development of the organizational culture of an organization;
2. Setting clear strategic goals of the organization;
3. Creation of the effective system of work payment;
4. Improvement of the system of management of quality in the organization;
5. Purchasing on lease of the latest equipment;
6. correction of the system of management.