

SUMMARY

Subject matter of the dissertation: Improvement of organizational and administrative mechanisms of activity of trade and office center (on the example of LLC Fantaziya, Pyatigorsk).

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Customer organisation: LLC Fantaziya, Pyatigorsk.

Topicality of the research: Development of the market relations in Russia led to emergence of new, specific kinds of trade enterprises to which number it is possible to carry trade and shopping malls, trade and office centers, etc. In Russia this area of trade business is still quite young, however the high competition is already observed. In these conditions development and deployment of competent organizational and administrative mechanisms of activity of trade and office centers is necessary.

Objective: development of ways of improvement of organizational and administrative mechanisms of activity of trade and office center.

Tasks:

- 1) to consider essence and types of trade and office centers;
- 2) to characterize lines and features of trade and office center as object of management;
- 3) to investigate activity and to analyse a control system of trade and office center;
- 4) to carry out the economic and marketing analysis of activity of the enterprise - trade and office center;
- 5) to define strategic prospects of development of trade and office center;
- 6) to plan ways of optimization of internal organizational and administrative communications of trade and office center.

Theoretical and practical significance of the research: results of research can be used for further studying of questions of organizational interrelations in shopping and trade and office centers, for development of effective mechanisms of management by organizations of this sort, in particular, for improvement of activity of LLC Fantaziya.

Results of the research:

Theoretical bases of management are investigated by trade and office centers. The economical and administrative analysis of activity of trade and office center (on the example of LLC Fantaziya) is carried out. The directions improvement of the organization and management trade and office the center are developed.

Recommendations:

1) Study of strategic aspects of development of trade and office center, including:

- the strategic concept of development of the center, including 5 stages;
- complex of marketing actions;
- brokerage use.

2) Optimization of internal organizational and administrative communications of trade and office center, including:

- transformation of linear structure of management by the organization in linearly - functional;
- transformation of existing administration of trade and office center "Fantaziya" to management company.