

SUMMARY

Theme: «Application features of corporate PR in improving the efficiency of the modern enterprise (for example, the construction company LLC «Masterwood»)»

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Key words: Corporate PR, internal image, construction business, PR, enterprise efficiency, efficiency tools, corporate identity, corporate culture.

Relevance of the research topic. Specialists of enterprises of different branches of economic activity, including construction business representatives, are showing interest in the concept of improving of the efficiency of the activity of the enterprise. This trend is typical for the Russian Federation, where the number of constructions is constantly increasing . Successful construction companies use special tools, such as branding, time management, benchmarking, cooperation with competitors, outsourcing, advertising and corporate PR for improving the efficiency of the modern enterprise. These circumstances determine the relevance of the chosen topic of the diploma study.

The goal. To develop recommendations for improving the effectiveness of the activities of «Masterwood» with corporate PR.

Tasks. The implementation of the declared objectives guided by the formulation and solution of the following tasks:

- to explore existing tools for improving the efficiency of the enterprise
- to reveal peculiarities of corporate PR as the main tool in improving of the efficiency
- to consider the legal basis of the enterprise in relation to current market conditions
- to propose recommendations for implementation and further application of internal PR to improve the efficiency of the enterprise

Theoretical and practical significance of the research. For the decision of the tasks of graduate study scientific methods as theoretical and documentary analysis, methods of synthesis, the study of scientific materials and periodicals on the issue were selected.

In the practical part we have applied the following methods: survey and observation, analysis and synthesis.

The results of the research. In this study, all tasks were solved.

Recommendations. Consistent implementation of the recommendations contained in the description of this diploma study will allow the construction company "Masterwood" to use the tools of the increasing of the efficiency of the activity of the enterprise more effectively , in particular corporate PR. Also it will help to achieve a significant effect in internal image by defining the mission, philosophy, history – legend, vision, implementing company branding and establishment of corporate culture of the enterprise.