

## Summary

**Subject matter:** The improvement of the performance of “Takhir & Zukhra”, ltd. on the basis of the analysis of its market environment.

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**Customer organization:** “Takhir & Zukhra”, ltd.

**Topicality of the research** is conditioned by the significance of the role of the analysis of the organization’s market environment. The disregard of the former may result in tangible losses.

**Objective of the research** is the development of measures for the improvement of the organization’s performance on the basis of the analysis of the market environment.

### **Tasks of the research:**

1. to disclose the notion and meaning of the organization’s market environment;
2. to describe the mechanism of the research into the organization’s market environment;
3. to analyze the factors that affect the development of “Takhir & Zukhra”, ltd.;
4. to carry out the competitive analysis in order to determine the organization’s position in the target market;
5. to develop recommendations on the improvement of the organization’s performance;
6. to assess the effectiveness of the proposed recommendations.

**Theoretical significance of the results of the research** is to broaden the ideas of the organization’s market environment and mechanisms of its study; to determine the importance of the regular monitoring of the organization’s market environment.

**Practical significance of the results of the research** is the development of the recommendations securing the improvement of the organization’s performance as a

whole. The results of the research can help one to form the principles of the mechanism of the improvement of the organization's performance.

**Results of the research.** We have:

- 1) developed a complex of measures on the improvement of "Takhir & Zukhra" performance;
- 2) proposed to diversify the organization's work to improve its competitive ability.

**Recommendations:**

1. "Takhir & Zukhra", ltd. should be both the "seller" and the "producer";
2. to use all types of advertizing to promote its products;
3. to lay particular stress on the production of kitchen facilities;
4. to conduct regular monitoring of the market environment to identify the key needs of its target audience.