

## Summary

**Subject matter:** Optimization of the in-house controlling in modern conditions (on the example of “Stroitorg”, ltd.

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**Customer organization:** “Stroitorg”, ltd.

**Topicality of the research:** is conditioned by the fact that controlling acts as an important factor of the provision of an organization’s competitiveness as it enables one to solve in totality a whole number of issues: stability of business and its finances, highlighting and putting into action the available internal reserves, operative and effective introduction of innovations, realization of the mission, strategy of the development of the organization and many others. The lack of a clearly formulated and grounded conception of the formation and development of controlling which employs only some individual elements, such as information, knowledge, control, administrative accounting, professional level, etc. All this considerably hinders the introduction of controlling in to the economic practice.

**Objective of the research:** is to introduce and develop the system of personalized target indicators for a big production enterprise “Storitorg”, ltd.

### **Tasks:**

- to study the fundamentals of controlling as an instrument of coordination of administrative pressure in the process of the realization of the strategy of “Stroitorg”;
- to analyze the system personalized target indicators and the methods of its use in controlling;
- to consider the organizational structure and the SWOT analysis of “Stroitorg”;
- to give the general definition of the information fuse and conduct the analysis and appraisal of the key indicators;
- to consider the process of optimization and development of indicators for the perspective and growth of “Stroitorg” companies;

-to offer recommendations on the organization of the service of controlling on the example of “Stroitorg”.

**Theoretical and practical significance of the research:** consists in the determination of the essence of controlling as an instrument of management of an organization by developing and introduction of the system of indicators for effective management of an organization.

**Conclusion:** 1) Information technologies and intellectual capital are of great importance for a dynamically developing economy; 2) Strategy of the firm becomes important as never before; 3) The system of controlling integrates calculation planning, marketing into a single self-guided system which clearly determines the goals of organization principles of management and ways of their realization.

**Recommendations:**

1. To broaden the range of the manufactured products to improve the competitiveness of the organization;
2. To motivate the managers by building the system of motivations;
3. To develop the retail net of shops across the republic;
4. To set up the service of controlling in the organizations of “Stroitorg”;
5. To launch the production of sandwich-panels of the element-by-element assembly of the buildings.