

SUMMARY

The Subject Matter of the Graduation Thesis: The Strategic Management of Enterprises in the Sphere of Road Transport Services (by the Example of the Limited Liability Company «VIMA-Trans»).

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The Information about the Contracting Authority: «VIMA-Trans» Ltd.

The Topicality of the Research: The current state and development of services of the cargo and passenger transport do not ensure the growth of needs of the population and organizations for speed, reliability, timeliness and transport safety. In this connection, the most urgent is the development of the theory and methodology of the strategic management of enterprises in the sphere of road transport services, the application of economic-mathematical methods and models of the management decision-making in the sphere of the cargo and passenger transport, the development of methods for determining the social and economic efficiency of investments into the passenger transport services development.

The Objective of the Research: is to develop the theoretical propositions and methodologies of the strategic management of the enterprises in the sphere of road transport services and to work out practical recommendations to improve it.

The Tasks of the Research:

- to describe the nature and content of the strategic management;
- to analyze the system of management strategies at road transport enterprises;
- to describe the methods for selecting the optimal business management strategy at a modern enterprise;

- to analyze the business activities of «VIMA-Trans» Ltd.;
- to assess the strategic position of the road transport enterprise «VIMA-Trans» Ltd.;
- to work out some practical recommendations on the implementation of the strategic management in the business activities of «VIMA-Trans» Ltd.

The Theoretical Significance of the Research is to develop some conceptual provisions on the strategic business management at the enterprises in the sphere of providing the cargo and passenger transport services, to work out some methodological approaches to the study of the transport services markets. **The practical significance** of the main provisions of the graduation thesis is to develop some methodical propositions on evaluating the strategic position of the enterprises in the freight market; on the choice of optimal corporate, business and functional management strategies at the road transport enterprises along the strategic economic areas; the proposed guidelines to improve the strategic management can be applied in the practical activity of «VIMA-Trans» Ltd., as well as at other similar enterprises.

The Findings of the Research: The strategic management can be viewed as a dynamic package of the six interrelated management processes such as: the mission statement of the organization; setting objectives; the evaluation and analysis of the external environment; the evaluation and analysis of the internal environment; the development and analysis of some strategic alternatives; the choice of the optimal strategy.

Recommendations:

- we propose to implement the strategic management principles into the existing management system of the enterprise which will allow the management of the motor transport enterprise to develop and implement a competitive strategy;
- we propose to evaluate systematically the strategic position of «VIMA-Trans» Ltd. in order to identify the strengths and weaknesses of the organization, as well as to identify the trends in the development and threats, which may affect the efficiency of the motor transport enterprise.