SUMMARY

The Subject Matter of the Graduation Thesis: The Improvement of the Competitiveness of a Service Enterprise (by the Example of the Limited Liability Company «Doverie»).

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The Information about the Contracting Authority: «Doverie» Ltd.

The Topicality of the Research: Achieving a high level of the competitiveness of a service enterprise is one of the major tasks of the socio-economic development of the country. Successful functioning of domestic service enterprises is a necessary condition to improve living standards and satiety of domestic market, ensure economic security and successful integration of Russian Federation into the global economic community.

Objectives of the Research: are to carry out a comprehensive analysis of the competitiveness of a service enterprise and to work out recommendations to improve it.

The Tasks of the Research:
- to study the nature and content of the competition and competitiveness;
- to describe the process of the competitiveness management of a service enterprise;
- to analyze the evaluation indicators and methods of the enterprise competitiveness;
- to consider the characteristics of «Doverie» Ltd.;
- to carry out the analysis of the competitiveness of «Doverie» Ltd.;
- to work out recommendations to improve the level of competitiveness of «Doverie» Ltd.
The Theoretical Significance of the Research lies in systematization of scientific concepts and determination of the evaluation indicators of the subject competitiveness on the basis of criteria that affect all aspects of functioning of a service enterprise. The practical significance is in the possibility of use of the results of the graduation thesis and the recommendations in the work of «Doverie» Ltd. for the purpose of ensuring its effective functioning through providing the result-based management of the competitiveness of the enterprise of this sector of the economy.

The Findings of the Research: The competitiveness of an service enterprise is a combination of the unique characteristics of the enterprise that ensure the ability to outperform competition by its services and products on the particular market at a certain time in order to meet the needs of the population for these services with a view of profiting and achieving the effectiveness in a changing environment.

Recommendations:
- we propose to change the existing management system and identify a separate subsystem – the competitiveness management;
- we propose to implement the mechanism of the competitiveness management of an enterprise worked out by us.