SUMMARY

**Subject matter of the dissertation:** The Development of Optimal Business Strategy and Tactics.

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**Customer organization:**
Limited liability company «Sayan» (OOO «Sayan»). Core business – wholesale of fruit and vegetable products.

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**Topicality of the research:**
In modern economical circumstances the primary goal of a business is to make consistent and deliberate decisions concerning its development concept and core business areas. A successful business management requires development of a scientifically based system of business strategies as a key condition of competitiveness and long-term success on the market and in the industry.

**Objective:**
An assessment of the current business strategy of OOO «Sayan» (Ltd.) and development of proposals for its improvement.

**Tasks:**
- To determine concept and the main point of a business strategy as it is;
- To give a classification of business strategies;
- To give a business analysis of OOO «Sayan» (Ltd.);
- To conduct analysis of development strategies and competitive position for OOO «Sayan» (Ltd.)
- To develop proposals on choice and formation of optimal business strategy for OOO «Sayan» (Ltd.).

**Theoretical and practical significance of the research:**
The theoretical and methodological background of the research are fundamental works in the field of management, business activities moderation, strategic management and business economics. The practical significance of the research is determination of complex conditions that provide development of optimal business strategy.

**Results of the research:**

An analysis of macro-micro and the inside environment of the business has been conducted. Competitiveness factors have been researched, a competitive position of the business on the market has been determined. As a result of the research a complex of strategies for OOO «Sayan» (Ltd) has been developed.

**Recommendations:**

It is recommended to use a market development business strategy as a basic one. It should be oriented to a wider span of the market as well as promotion in the related markets by the means of traditional goods.

As an alternative to the basic strategy it is recommended to use a strategy of intensive selling. The basic strategy is supplemented by a number of separate functional strategies (competitive, financial and marketing strategies), and for each of them particular operational tactics are offered.