SUMMARY

Subject matter of the dissertation: Analysis and competitiveness of the organization (by the example of Oscar Ltd.)

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Customer organisation: Oscar Ltd.

Topicality of the research is determined by the fact that the key factor in the commercial success of a product (service or product) in a highly competitive market is its competitiveness. Sustainable development and stable operation in market conditions, especially the period of protracted economic crisis, is possible only if the organization seeks and implements any opportunities to increase its competitiveness, without this it is difficult to compete and achieve economic stability.

Special attention should be paid to the organization of catering. This sphere of services is among the most promising sectors characterized by rapid development and increased demand. The conditionality of this demand lies in the fact that companies working in the field of catering direct their efforts to meet the most important human need - the need for food. The demand for food is constantly renewed, the market is not saturated, the profitability of the business to meet the demand for food is quite high, capital turns around relatively quickly. As a result, between companies whose activities are connected with the organization of catering, competition is constantly increasing.

In order to survive in such a highly competitive sphere, it is important for catering organizations to constantly improve competitiveness, for which it is necessary to master the most modern methods of operating and running business, to have the ability to outstrip competitors and win their struggle for the consumer, for a higher market share. This determines the relevance of the research topic.
Objective - search for opportunities to enhance the competitiveness of the public catering Oscar Ltd company and develop recommendations on the formation of competitive advantages.

Tasks:
- reveal the specifics of public catering organizations as service enterprises;
- study the competitiveness of organizations in the field of public catering;
- give a general organizational and economic characteristics of Oscar LTD;
- analyze the competitive environment of Oscar Ltd.;
- determine the main directions for increasing competitiveness of Oscar Ltd.;
- offer recommendations and measures to create competitive advantages of Oscar Ltd.

Theoretical significance of the research lies in the fact that its results contribute to the generalization and deepening of theoretical knowledge on the formation of the competitiveness of enterprises, including in the field of public catering.

Practical significance of the research is that the proposed practical recommendations for creating competitive advantages can be used in their work by the company Oscar Ltd and other catering organizations.

Results of the research:
- formation of competitive advantages of Oscar Ltd;
- comprehensive increase in the competitiveness of Oscar Ltd;
- creation of a sustainable positive image of Oscar Ltd.

Recommendations:
- optimization of the price policy;
- formation of a new system of motivation and incentives for staff;
- activation of marketing activities;
- improvement of work with clients;
- development and implementation of competent design.