Summary

Subject matter: The improvement of the performance of “Takhir & Zukhra”, ltd. on the basis of the analysis of its market environment.

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Topicality of the research is conditioned by the significance of the role of the analysis of the organization’s market environment. The disregard of the former may result in tangible losses.

Objective of the research is the development of measures for the improvement of the organization’s performance on the basis of the analysis of the market environment.

Tasks of the research:
1. to disclose the notion and meaning of the organization’s market environment;
2. to describe the mechanism of the research into the organization’s market environment;
3. to analyze the factors that affect the development of “Takhir & Zukhra”, ltd.;
4. to carry out the competitive analysis in order to determine the organization’s position in the target market;
5. to develop recommendations on the improvement of the organization’s performance;
6. to assess the effectiveness of the proposed recommendations.

Theoretical significance of the results of the research is to broaden the ideas of the organization’s market environment and mechanisms of its study; to determine the importance of the regular monitoring of the organization’s market environment.

Practical significance of the results of the research is the development of the recommendations securing the improvement of the organization’s performance as a
whole. The results of the research can help one to form the principles of the mechanism of the improvement of the organization’s performance.

**Results of the research.** We have:

1) developed a complex of measures on the improvement of “Takhir & Zukhra” performance;
2) proposed to diversify the organization’s work to improve its competitive ability.

**Recommendations:**

1. “Takhir & Zukhra”, ltd. should be both the “seller” and the “producer”;
2. to use all types of advertizing to promote its products;
3. to lay particular stress on the production of kitchen facilities;
4. to conduct regular monitoring of the market environment to identify the key needs of its target audience.