SUMMARY

The subject of graduate qualification work: Development of a competitive strategy of the organization (through the example of "Interregional Distribution network company of the North Caucasus" JSC.).

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Information about customer organization: "Interregional Distribution network company of the North Caucasus" JSC.

Topicality of the research: An extremely rapid changes in business environment of Russian companies connected with the development of competition, information technology, the globalization of business and many other factors that determine the growth of the strategic management role. Strategic management is based on management decisions which aimed at the consideration of internal and external environment, the achievement of company competitiveness in the market and, ultimately, the competitive success. And the development and implementation of strategies for the organization is the foundation of achieving competitiveness.

The purpose is a comprehensive analysis of the theoretical and practical aspects of developing of a competitive strategy of the organization and the elaboration of practical recommendations to improve the process.

The tasks of the research:

- to study the concept of strategy as a leading element of strategic management;
- To develop the strategies typology;
- To develop and analyze the steps of organization strategy development;
- give a general description of "Interregional Distribution network company of the North Caucasus" JSC.;
- to carry out an analysis of the development strategy of "Interregional Distribution network company of the North Caucasus" JSC.;
- to offer the basic guidelines of improving the development strategy of "Interregional Distribution network company of the North Caucasus" JSC.;

The theoretical significance of the research is to broaden scientific concepts about the development of competitive strategies of the modern enterprise, its contents and specifics.

The practical significance lies in the fact that the development of competitive strategies applied in the company, can be used as a model for other enterprises of different ownership forms, and offered by us key issues for improving the strategy development process, can be used in the practice of "Interregional Distribution network company of the North Caucasus" JSC.;

The results of the research: Strategy is a long-term managerial "rules of game" aimed to meet better than other competitors the needs of consumers; strengthen the company's position in the selected market segment by means of the growth of the organization image; compete successfully in its scope and quality, price and service in its sector; achieve a good performance of business functions (intra-effectiveness, quality and timeliness of work, good governance of organization).

Recommendations:

- To develop a company investment-driven development program, the implementation of which will help the company to achieve its strategic objectives fixed in the Strategy of JSC "MRSC of the North Caucasus" up to the year 2020;

- To intensify the work on consolidation territorial network organizations that in the future will help to reduce costs and in some cases even solve the problem of non-payment;

- To revise the organizational structure and business processes in JSC "MRSC of the North Caucasus" in order to improve management and reduce operating costs.