Summary

Subject matter: Analysis of the effectiveness of the economic performance of “Rusmoloko”, and development of management decisions on its improvement.

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Customer organization: “Rusmoloko”, ltd.

Topicality of the research: is determined by the fact that in modern condition of managing, the increased interest in the problem of the production’s effectiveness, both from the point of view of the managing subjects themselves at all the levels of the economy (organization, branch, region) for the purpose of the correction of management and planning, and from the point of view of the extreme for the managing subject institutes is pretty characteristic.

The diversity of the manifestation of the economic effectiveness of the economic activity of the industrial establishments shows themselves in the fact that it has three sides of manifestation: conditioned by the resources of the organization, creates conditions for revenue generation, is the result of the professional and successful competent management activity.

Objective of the research: is the development of management decisions targeted at the improvement in the effectiveness of the performance of “Rusmoloko”, ltd. in modern conditions on the basis of the economic analysis of its managing activity.

Tasks: 1. examination of the theoretical and methodological aspects of the analysis of the effectiveness of the performance of an organization in modern conditions; 2. specification of the essence of the economic effectiveness and its main indicators and methods of measurement; 3. analysis of the influence of management decisions on the effectiveness of the organization’s managing activity; 4. analysis of the main indicators, characterizing the effectiveness of “Rusmoloko”, ltd.; 5. realization of the complex assessment of the effectiveness of the organization’s
performance; 6. development of management decisions, whose realization will make it possible to increase the economic effectiveness of “Rusmoloko”, ltd.

**Theoretical and practical significance of the research:** is the comprehensive analysis of the effectiveness of the work of the organization, substantiation of the criteria of the effectiveness and methods of its calculation. The research contains practical examination of the directions of the increase in the effectiveness of the organization’s performance conclusions and proposals that can be used in the practical work of the organization for the development of the strategic directions of its development.

**Results of the research:** we have:

- Analyzed the effectiveness of the industrial – economic activity of “Rusmoloko”;
- Offered the comprehensive assessment of the factors of the effectiveness of the work of the organization;
- Developed the key directions of the increase in the effectiveness of the economic activity of “Rusmoloko” on the basis of the management of the factors of the effectiveness of the economic activity of the organization.

**Recommendations:** 1. to reconsider the range of the production; 2. to give up less attractive customers; 3. to be in touch with consumers, to stipulate the terms of delivery and payment.