SUMMARY

Subject matter of the dissertation: Enhancement of efficiency of business activity of the organization.

Author of the master’s dissertation: Shadzova Milana Askerbievna.

Scientific supervisor of the master’s dissertation: Maslova D.V., doctor of economic sciences, docent, chair of economics, management and finance.

Customer organization: OOO “RUSSIA SOUTH MEDIA”, a limited liability company under the laws of Russian Federation.

Topicality of the research: The current economic situation is characterized by high level of business struggle. Market players are involved in the severe competition for retaining customers. In view of this, companies are urged to constantly be in the position of searching for new opportunities to save and particularly to improve their market standings. To achieve these goals businesses, especially small enterprises, often disregard their underachievement. At the same time, in most situations, there’s no need for significant investments to realize one’s potential. In doing so companies may gain a competitive edge by enhancement of efficiency of business activity.

Objective of the research is underpinning theoretical provisions and develop measures to add value of business activity of LLC “RUSSIA SOUTH MEDIA”.

Tasks:
— to analyze retrospectively the essence of the concept efficiency;
— to consider the methodological basis of the analysis of the efficiency of business activity;
— to define the market standing of LLC “RUSSIA SOUTH MEDIA” in the advertising market of the Kabardino-Balkarian Republic;
— to analyze the efficiency of business activity of LLC “RUSSIA SOUTH MEDIA” and develop measures to improve it;
— to create a Business Improvement Plan;
— to make a forecast of realization of the Business Improvement Plan.
Theoretical significance of the research consists in increment of scientific knowledge on business performance management activities.

Practical significance of the research consists in the possibility of applying the proposed measures to improve efficiency of business activity in LLC “RUSSIA SOUTH MEDIA” and other organizations engaged in advertising.

Conclusions. The efficiency of business activity of the "RUSSIA SOUTH MEDIA" has been analyzed. There has been created a Business Improvement Plan in virtue of the results of the analysis.

Recommendations. As a result of the analysis of the efficiency of business activity of LLC "RUSSIA SOUTH MEDIA", it was proposed to expand the business activities of the organization. Having its own resources for the advancement and going through drop in demand for position media advertising, LLC “RUSSIA SOUTH MEDIA” should expand by dint of digital advertising. That should result in enhancement of efficiency of business activity of LLC “RUSSIA SOUTH MEDIA”.