

SUMMARY

Subject matter of the dissertation: Formation and development of competitive advantages of the modern organization (on the example of Agrosoyuz Standard LLC).

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Customer organisation: Agrosoyuz Standard LLC

Topicality of the research: Today there is a growing complexity of forms and tougher methods of competition. In these conditions come to the fore and require a comprehensive scientific analysis of the problems associated with the formation and development of competitive advantages of domestic firms. In the context of the financial crisis in Russia, competition is exacerbated, as a result of which top management of modern organizations is in constant search for new instruments of management of the organization that are adequate to competition conditions and levers for increasing competitiveness. The formation of competitive advantages of domestic producers will allow Russia to occupy a worthy place in the world economy, corresponding to the country's economic, scientific, technical and human potential.

Objective: substantiation of the theoretical foundations for the formation and development of competitive advantages and the development of strategic directions for their development in a modern organization by the example of Agrosoyuz Standard LLC.

Tasks: 1) classification of competitive advantages and the factors determining them; 2) grouping of the main indicators of competitiveness and methods of its evaluation; 3) a general description of the position of the company Agrosoyuz Standard LLC on the flower market of the North Caucasus Federal District; 4) analysis of the competitive strategy of Agrosoyuz Standard LLC; 5) determination of the main problems of management of competitive advantages in Agrosoyuz Standard LLC; 6) development of recommendations on improving the management of competitive advantages in Agrosoyuz Standard LLC.

Theoretical significance of the research is the expansion of scientific ideas about the management of competitive advantages, their essence and significance in the activities of modern enterprises.

Practical significance of the research is the possibility of applying the proposed recommendations on improving the management of competitive advantages both in Agrosoyuz Standard LLC, and in other small and medium-sized enterprises.

Results of the research: 1) the competitive advantages and factors determining them are classified; 2) the competitiveness indicators and methods of its evaluation are grouped; 3) the position of Agrosoyuz Standard LLC on the flower market of the North Caucasus Federal District was characterized; 4) the competitive strategy of Agrosoyuz Standard LLC was analyzed; 5) problems of management of competitive advantages in Agrosoyuz Standard LLC are revealed; 6) recommendations on improving management of competitive advantages in Agrosoyuz Standard LLC were developed.

Recommendations:

- 1 creating a marketing department at the enterprise;
- 2 constant monitoring of the changing needs of customers;
- 3 expanding the range, improving and improving the quality of products;

4 the introduction of strategic new programs for the development of competitive advantages for Agrosoyuz Stadardart LLC (discount systems for regular customers, own website for information advertising, various ways of diversification and concentration).