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THE ALGORITHM OF REALIZATION OF CONTROLLING STRATEGY IN THE MANAGEMENT OF COMPETITIVENESS POTENTIAL OF THE INDUSTRIAL ENTERPRISE OF RAILWAY TRANSPORT

In the article is consider base requirements to the complex of primary indexes of forming of strategy on the industrial enterprises of railway transport. Advantages and lacks of introduction of the system of контролінга are certain on the industrial enterprises of railway transport. The algorithm of realization of strategy of aims of контролінга is offered in a management by potential of competitiveness of industrial enterprise of railway transport. Measures are worked out on forming of the system of контролінга on the industrial enterprises of railway transport. Principles of forming of the monitoring system are considered on the industrial enterprises of railway transport.

In conditions of market relations, the identification of the causes of deviations in the state of the competitive environment is carried out with the help of diagnostics, which is a means, method and tools of a comprehensive study of competitive relations.

The diagnosis of the competitiveness potential of an industrial railway enterprise becomes especially important, since it presents the possibility of establishing a system of proportions and developing directions for maintaining the potential in a balanced state. Diagnosis as a process of identifying strengths and weaknesses enables to plan and use their forces and resources more efficiently.

The diagnosis is the result of the diagnosis, that is, the definition and description of the current and future state of the industrial enterprise. On the basis of the established diagnosis, general and local strategies are being developed aimed at creating or strengthening the competitiveness potential of an industrial railway enterprise.

The process of controlling the competitiveness of industrial enterprises of railway transport on the basis of controlling should be considered as an element of operational management of the enterprise, and as a component of strategic management.

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