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**ANALYSIS OF STRATEGIES OF COSTS REDUCTION  
ON PRODUCTION ENTERPRISES**

The article describes the main strategy for reducing costs on production enterprises of Ukraine. The aim of the article is to examine the features of the management cost reduction at a manufacturing enterprise through the classification of the factors that lead to optimal production costs and the definition of the algorithm of the system analysis of management of industrial enterprises costs.

The solution of these problems at the article carried by such general scientific and special methods of research as: analysis and synthesis, generalization and systematization, the dialectical approach.

The deficiencies of existing systems of costs management are classified. The structural and functional factors that influence the costs of the company are considered. The reserves for reducing the prime costs of the products are discovered. Recommendations for implementing the cost reduction strategies in production companies work are given.

The article substantiates that the implementation of the proposed production cost management measures will help improve the company's financial condition. Main scientific article can be used in the practice of industrial enterprises.

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