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**IMPROVING THE MANAGEMENT EFFICIENCY  
OF INDUSTRIAL ENTERPRISE**

The problem of effective management of the enterprise in modern conditions of development of economy is of particular relevance. Modern economic conditions are characterized by unstable and dynamic external environment, rapid technological change, increasing competition. The market makes on domestic enterprises strict requirements concerning stable functioning and constant development.

In modern market conditions the need for performance management at the enterprises in Ukraine is determined by many factors: uncertainty of future, risks, the coordinating role of the plan and optimization of environmental impacts and the need of financial resources. The company should work in such a way to ensure marginal income for its owners.

Each company should determine the performance indicators which will be used for assessment of activity and then for assessment of progress in achievement of these purposes and objectives. The main elements of the mechanism in performance management of the enterprise should be considered: mechanisms of management of innovative development, mechanism of management of the marketing potential and the mechanism of management of process of training and retraining of employees.

The effective functioning and constant development of enterprises are negatively influenced by the instabilities of the rates of industrial dynamic, high resource intensity of production, low technical and technological level and the rate of renovation of production capacities, reinforcement of technological environmental impact and so on.

The examples of the advantages of strategies of industrial enterprises in Ukraine are: improving of

response speed to changes in consumer demand for domestic and foreign markets of products, acceleration of development and putting into production of new brands and varieties of products, reducing of delivery times of products.

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