

ADMINISTRATIVE INSPECTION OF THE FIRM (АДМІНІСТРАТИВНА ПЕРЕВІРКА ФІРМИ)

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У доповіді характеризуються основні передумови та етапи проведення адміністративної перевірки фірм з метою пошуку стратегічних альтернатив розвитку.

The management of the firm should find out, whether the firm possesses internal forces to take advantage of external opportunities, and whether there are at it weaknesses which can complicate the problems connected to external dangers. This process refers to as administrative inspection. It represents a methodical estimation of functional zones of the firm, intended for its revealing strategically strong and weaknesses. Inspection includes such functions, as marketing, bookkeeping, operations (manufacture), human resources, culture and an image of corporation. It is necessary to pay attention to seven areas of the analysis: competitiveness and a desirable share of the market in percentage to his general capacity, being the essential purpose for the company; variety and quality of assortment of products which are constantly supervised and estimated by the top management; market demographic statistics, the control over changes in the markets and in interests of consumers; market researches and development of the new goods and services; preselling and after the selling servicing being one weak places in business; effective selling, advertising and promotion of the goods; profit.

Sources of the majority of problems in the organization are covered in human resources. Here it is necessary to take into account type of employees, competence and preparation of a management, system of compensations, continuity of supervising posts, preparation and improvement of professional skill of employees, losses of leading experts and their reasons, quality of products and work of employees. The culture of firm (an atmosphere or a climate in the organization) is used for attraction of workers of separate types and for stimulation of the certain types of behaviour. Image of corporation is created with the help of employees, clients and public opinion. The culture and an image of firm are supported or weaken under action of reputation of the company. Having resulted internal forces and weaknesses in conformity with external threats and opportunities, the management is ready to a choice of corresponding strategic alternative.