

SUMMARY

The Subject Matter of the Graduation Thesis: The Formation of the Strategy for Stable Development at a Commercial Establishment as a Support Factor of its Competitiveness (by the Example of the Limited Liability Company «CHID»).

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The Information about the Contracting Authority: «CHID» Ltd.

The Topicality of the Research: From our point of view in the modern conditions the use of the stable development concept for economic entities will help commercial establishments to solve the problem of passing the existing negative tendencies caused by low investment activity, improve their flexibility, competitiveness and general development effectiveness.

Objectives of the Research: are to work out a strategy for stable development at a commercial establishment as a support factor of competitiveness that will take into account its function and development peculiarities.

The Tasks of the Research:

- to study a commercial establishment as an object of management, examine its development prospects and the main factors that have an influence on the supporting of their competitiveness;
- to analyze stability as a basic condition for competitiveness support at a commercial establishment;
- to examine and analyze the formation of the mechanism of competitiveness support at a commercial establishment;
- to analyze the methodical approaches for the realization of the management mechanism of stability for the purpose of improving competitiveness of a commercial establishment;

- to carry out the analysis of the activity of «CHID» ltd. and to work out strategic alternatives for its development;
- to appraise the effectiveness of strategic alternatives and chose the strategy for stable development for «CHID» ltd.

The Theoretical Significance of the Research lies in the conceptual model of the formation of the mechanism of competitiveness support proposed by the author and the whole set of economic-mathematic methods of adaptive planning of development for commercial establishments. **The practical significance** is in the possibility of use of the strategic alternatives worked out in the graduation thesis in the work of «CHID» ltd. for the purpose of validity of the managerial decisions during the creation of the stable development strategy in a state of scarce resources and competitiveness increasing.

The Findings of the Research: The possibility of supporting and keeping the competitive advantages of commercial establishments depends, first of all, on stability of their functioning and lies in the continuous improving of business processes with the effective resource use and distribution. Market forces entrepreneurs to direct the development strategy at achieving the goals of support the stable development pace and organization function.

Recommendations: For the improvement of competitiveness and business stability we worked out four alternative projects: creation of the complex of additional services for car maintenance (further to the existing commercial establishment); opening of additional areas in the store (for women and children); building of a car-wash complex further to the existing commercial establishment and playground within the store territory.

The appraisal of effectiveness of the strategic project worked out by us made it possible for us to identify the most acceptable for «CHID» ltd. strategic development alternatives – from the position of maximization of mathematic profit prospect (the opening of additional areas in the store (for women and children) and from the position of maximization of mathematic profitability level prospect (the creation of a playground).

As an optimal strategy for stable development of «Chid» ltd. we propose to work out and implement the strategy of diversification which will constitute the spreading of business into new spheres with the purpose of competitiveness support by increasing trade turnover and market segment on basis of the strategic alternatives worked out by us.