



.4. –

Effectiveness of creation capital assets has examined. The system of indexes, that describe the wear of capital assets, have explored. The importance of recreation processes has proven. The level of Ukraine businesses recreation processes effectiveness has analysed and proposals for this direction have given.

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In report is organized estimation and grounds of choosing grows strategy of the company. The basic problems of determining volume of the future sales are considered. Described application of the most effective marketing's instruments of realization company's growth strategy.

« » [2].

[3].

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» (1)

[1].

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: **1.** Nordhielm C.L. Marketing Management // Source of volume. – University of Michigan.: South-Western Thomson Learning. – 2008. – P. 35-51. **2.** Levitt T. Marketing Myopia. – *Harvard Business Review*. – September–October. – 1975. **3.** Kotler P. Marketing Essentials. – Prentice-Hall.: Englewood Cliffs. – 1984.

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The transition to a market economy requires enterprises to improve production efficiency and effective forms of management. Important role in fulfilling this task given to the analysis and evaluation of the effectiveness of business enterprise. As a result of the work developed a set of necessary measures to improve enterprise performance GPU «Shebelinkagazdobycha».

[3].