

## DIAGNOSTICS OF THE STRATEGIC ENVIRONMENT OF THE ROAD BUILDING ENTERPRISE

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The article offers a diagnostic of the strategic environment of the road building enterprise that is carried out on the basis of evaluation of its internal and external components. These components allow identifying internal factors by separate strategic positions, and external ones – by factors of direct and indirect influence. The strategic strength of the road building enterprise in relation to its key success factors is separately assessed.

The article proposes a consideration of a development strategy of a road building enterprise on the example of PrAT “Spetsrembudmontazh-4”.

According to the results of the analysis of the internal environment, it is established that the strong position of the company includes: availability of road-building machinery, experience and good leadership, a positive image in the market of road construction. At the same time, the level of staff development is a weakness of the enterprise in combination

with partially outdated machinery and low volumes of working capital.

PEST-analysis of the enterprise’s activity is carried out for detailed analysis of the external environment of PrAT “Spetsrembudmontazh-4”. It allows identifying the impact of economic, social, political, and technological factors on the development strategy of the enterprise. PEST analysis has allowed obtaining the following conclusions: the most threatening impact is the group of economic factors in connection with the crisis in the country; political factors also significantly affect the activity of the enterprise, since the state determines the rules of the game in the market of road construction services; technological and social factors give the enterprise moderate opportunities for strengthening their weaknesses.

Also, the key factors of the company’s success, which are the basis of its competitiveness and development strategy for 2016–2020, are identified in the article.