

ESSENCE AND MAIN TENDENCIES OF DEVELOPMENT OF TELECOMMUNICATION ENTERPRISES OF UKRAINE

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The modern stage of development of economy requires from enterprises the increase of efficiency of activity, competitiveness of commodities and services at the basis of introduction of modern innovative technologies, permanent perfection of the systems of management. Development of any enterprise is an inalienable condition of its successful functioning. This question is actual both for companies that began the existence only and for those, that function at the market for long time. Especially important is development for telecommunication enterprises, because their activity is constrained with the using of technical equipments and technological decisions that constantly change and improve continuously.

For today it is important to define the necessity of basic tendencies of telecommunication enterprises for providing of them effective functioning.

Development of enterprise means quality changes and updating of its economic system and organizational structure, increase of

efficiency of functioning at the basis of perfection of technique, technology and organization of labour in all structural subdivisions, increase quality of products and services.

For activity of telecommunication enterprises, then their development must be based at the permanent monitoring of market of telecommunication services and improvement of them technological constituent without that further existence of such enterprises it is impossible.

Doing the analysis of progress of activity of telecommunication enterprises of Ukraine trends, come to the conclusion, that ut must be provided by next ways of activity:

1 Using of European standards of quality of services.

2. Development and introductions of tariffs, that would maximally take into account necessities and solvency of consumer.

3. Permanent monitoring of tendencies at the market of telecommunication services in Ukraine and world and taking into account of them in activity of enterprises.