

# **ADDITIVE MODEL OF EVALUATION OF THE LEVEL OF STRATEGIC DEVELOPMENT OF ENTERPRISES OF THE ALCOHOL INDUSTRY ON THE BASIS OF THE PESTEL-FAMIL (Y) ANALYSIS METHOD**

**Palamarenko Y.V.**

Assistant,

Vinnitsa National Agrarian University

Efficient activity of enterprises of the alcohol industry, with changes in the environment, is possible only under the conditions of implementing preventive measures aimed at preserving its viability and ensuring the competitiveness of enterprises, that is, in the conditions of constant innovation development. Moreover, the alcohol industry, which provides significant revenues to the state budget and directly affects the state of the Ukrainian economy as a whole, is among the most important sectors of strategic importance in Ukraine. Therefore, the connection of the alcohol companies with the market acquires a decisive role as a key factor for success. In this connection, it is not enough to share the factors of influence on external and internal, as the importance of the influence of all interested parties has become critical for the development of enterprises of the alcohol industry.

The article reviews and analyzed the advanced author method PESTEL-FAMIL (Y) -analysis on the basis of which we have proposed an additive model for assessing the level of strategic development of enterprises in the alcohol industry.

It was investigated that many enterprises of macro-and micro-factors influenced the development of enterprises of the alcohol industry: both economic and techno-technological, political, normative-legal, social, and environmental; organization and payment of labor; size of production; financial, market-

ing, innovation, organization and methods of management of labor and production processes and others. Therefore, to expand the boundaries of assessing the level of strategic development and to formulate in the future the strategy of innovation development of the alcohol industry, it is necessary to use analytical tools.

It has been discovered that the strategic analysis of each of these factors-influencing factors should be systemic. All twelve factors are interrelated with each other and characterize various hierarchical levels of society, representing them as a system as a whole. It is proposed to supplement the integral index with the following elements of PESTEL-FAMIL (Y) -analysis. Thus, as current trends in the development of scientific and technological progress and innovations require an increase in the level of strategic development of enterprises in the alcohol industry, it will be appropriate to expand the number of factors and components of development for a more accurate definition of this indicator, which includes an analysis of both the external environment and internal.

In particular, the developed additive model for assessing the level of strategic development of enterprises in the alcohol industry on the basis of PESTEL-FAMIL (Y) -analysis method is relevant for other enterprises of the national economy as it is universal and encompasses a wide range of influence on the functioning of economic entities.