

Evaluation system for the enterprise development prospects

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Current issues of today are the development of an effective economic model of enterprise development. Applying modern methods of strategic management, enterprises must change the existing financial and economic mechanism, confirming the effective implementation of which is to increase the market value of the enterprise. The logic of system positions for assessing the prospects for enterprise development requires a systematic description of the evaluation process itself. Such a process is integrated and represents the presence of certain (special) properties that arise in the process of relationship between subsystems. This means that the process of evaluation is a dynamic process; it is stochastic, that is, it is not subject to a very accurate and detailed assessment; needs a system (set) of evaluation criteria that can vary depending on

the objectives and the availability of the necessary information.

The basis of the system for assessing the prospects of enterprise development is the most expedient use of the hierarchy analysis method, which allows one to determine the various scenarios of the prospects for the development of a particular enterprise. Construction of the structure of the prospects for the development of enterprises is based on a combination of certain elements, the effect of each of which is determined by a specific purpose or motive, which facilitates consideration of several possible scenarios of the prospects of enterprise development. In addition, the assessment system allows for the integration of various indicators, gives a versatile assessment that is adequate to the current conditions of management.