

## **DEVELOPMENT OF THE ANALYSIS PROCEDURE DURING INTERNATIONAL ACTIVITY MANAGEMENT OF ENTERPRISE**

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The financial crisis has caused a negative impact on the economic situation in the world. Especially its impact felt in developing and post-Soviet countries, including Ukraine. Today, when effect of the global crisis is coinciding in the time frame with the political and economic crisis in the country, it is particularly important for companies the timeliness and effectiveness of management decisions in foreign trade activity. International economic activity in Ukraine, as an important component of the national economy and one of the instruments of the post-crisis recovery, needs the undiverted attention of analysts. Economic analysis enables to evaluate the patterns of development, to identify the direction of impact and to control the effectiveness of the proposed measures on the various levels of management.

The aim of the article is to study the direction of management decisions for improving the efficiency of international economic activity of the enterprise by means of economic analysis.

In order to determine the directions of efficiency of international economic activity of the enterprise and in accordance with the

current trend of economics, the stepwise analysis procedure has been developed.

The first two steps are the analysis of the changes in the macroeconomic indicators, in particular, in international trade activity of our country. For the analysis of the export trade component of in the third stage it is proposed to evaluate the growth and dynamics of volumes of deliveries of goods to the world market. Further, according to the comparative analysis of each industry's exports changes, it is necessary to determine the investigated industry and the factors influencing the development of its export volume. The next step is to choose the approach to conducting economic analysis of a particular industry. The fifth stage is the determining of ways of improving the international trade activity indicators, and, accordingly, the measures of raising the competitiveness of enterprises in the global market. The final stage is the development appropriate measures and proposals within a certain management subsystem. System approach, used in the development of the analysis procedure, also implies a feedback between all stages.