

## **Methodology of formation of strategy management cost of gas distribution companies**

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In the general system of indicators, which characterize the efficiency of gas distribution companies, the cost of gas production and supply is significant. In the regime of strict economize and constant increase of gas price, the problem of cost control got a new meaning.

In the condition of economic uncertainty the cost management of gas distribution companies (GDC), not only gets particular relevance, but also a strategic nature. The last one grabs the managers' attention on issues related to the prediction of the likely costs of enterprises to medium and long-term perspective, taking into account possible changes in macroeconomic and sectoral situations; needs and quality requirements of consumers and fracturing services.

The basis of the strategy should be a bigger model, its basic fixes link between the results and the costs spent on its achieving, furthermore, the basic condition of the strategic development of gas distribution companies has to be ensured-increase the efficiency of management according to these indicators, quality of services and well-timed completeness of consumers. Defining of quality indicators and its manage-

ment require calculating of the coefficient of reliability, customer service rhythm, level of (completeness) customer satisfaction and more. An important condition of the development of strategy of gas distribution companies growth should be a gradual improvement of the quality characteristics of their work. An important point in the development strategy of GDC, and hence the cost of its implementation, is a realization of market research and identification of prospects of strategic customers of GDC, possible changes of the gas resources requirements, the possibility of new customers, changes in the demand for gas services on the gas markets etc.

Therefore, the methodology of forming GDC cost management strategies involves the use of marketing research in the areas of studying the needs of consumers in the region, industry pricing policy; determine the strategic position of GDC according to certain types of services in regional gas markets; identify strong and weak points of the company, alternatives to satisfy the needs of consumers; development and implementation of a strategic plan to increase the efficiency.