

Strategy for improving enterprise business efficiency at different stages of its life cycle

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The work is devoted to the research of theoretical principles and practical efficiency provisions of business enterprises and methods of evaluation. Revealed the essence of the concept of "efficiency", considered the basic methods for evaluating the effectiveness of economic activities, identified their strengths and weaknesses. It is proposed to estimate efficiency taking into account the stage of the life cycle of an enterprise. For each stage of the life cycle there are defined key performance indicators and suggested ways to improve them.

The current stage of development of Ukraine's economy functioning in market conditions requires business action to find ways to improve business. Against the background of general crisis is particularly relevant to evaluate the enterprise effectiveness, study the factors that affect it and search for reserves to improve it.

There are many approaches to evaluating the effectiveness of economic activity. The

first models began to appear in 20-ies. In the article the most famous of them are considered.

The most universal method of evaluating the enterprise effectiveness should be considered a traditional approach. So in this article it is considered in details. To search for reserves to increase the efficiency of business enterprises there is expected a number of established indicators to identify weaknesses and areas for further work.

Ensuring the efficiency of production in general is to achieve the highest possible result for each unit of expended resources. It is determined that an adequate evaluation of the effectiveness of an enterprise must be based on the stages of its life cycle, as each stage of the life cycle of an enterprise has certain peculiarities in the definition of criteria and performance indicators of economic activity. Development of objectives, strategies and objectives of the enterprise efficiency should consider these features.