

## FEATURES OF OPTIMIZATION OF BUSINESS PROCESSES AND METHODS OF THEIR IMPROVEMENT

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The article considers the essence of the process approach defined theoretical principles and features of optimization of business processes, characteristic of methods that improve business processes is given. The main classification categories of business processes are considered. The essence is defined and the advantages of Workflow are singled as a method of describing business processes and technologies of organization of business and corporate information systems. The necessity of implementing the method of Workflow for domestic enterprises in modern conditions is proved, that leads to a streamlining of the company, reducing it to clear procedures, improving the efficiency of economic activity and competitiveness.

The need to find new tools and methods of management of production processes is caused by increased competition. This is showed by international experience, especially the dynamic development of the market for goods and services, constant changes in outer environment of productive intercourse. On this stage the increasing role of the use and implementation of methods for improving business processes is seen. That is why the operation of Ukrainian enterprises is aimed at profit and high production is indicated by the need for a process approach to management that will improve competitiveness and ensure economic growth. Thus, for Ukrainian enterprises, in order to improve

efficiency and achieve the strategic goals, it is necessary to reorganize the management system based on the process approach and pay special attention to the solution of optimization.

Market transformations, that recently took place in the socio-economic system: a high level of competition, the pressure of the crisis factors on all levels of the economy, high unpredictable changes in the environment and the course towards joining the EU, require from the domestic enterprises constant search for new and more effective tools and methods of management aimed at achieving and strengthening competitive advantages on the market and their sustained activity in the long term. Relying on this, the need to reorient the latest and high-tech model of the improvement and development of business processes that take place on the enterprise, is important task. management of business processes of enterprise as a part of the realization of development strategy allows itself to find directions to optimize and achieve flexibility in the enterprise's activity.

To ensure the efficiency of business processes it is necessary to manage them. Utilization of various mechanisms and governance in general should be based on flexible technologies that have the ability to ensure the adaptation of business processes to changing operating conditions. Determina-

tion of the features of optimization of business processes, learning and clustering methods of improvement, as well as disclosure of evidence of the need and process approach to management, defining the essence of business process and its place and role in enterprise management is important. To ensure the success of Ukrainian businesses it is necessary to constantly evolve and change, improve their business processes in the line with market conditions and consumer needs.

The company, which uses the process approach to management of the business environment, significantly increases the efficiency of business. On the basis of the process approach for describing business processes it is necessary to use the method of Workflow. The significance of this method is

that it offers approaches for acceleration of adjustment and reduction of response time on fast changes of business environment. One of the modern methods of describing business processes and technology of business and corporate information systems is the Workflow, the introduction of which at the domestic enterprises in modern conditions will streamline the activities of enterprises, improve their business performance and competitiveness. To maximize the quality of business processes at enterprises of Ukraine it is necessary to use such optimization techniques that will strike a balance between customer satisfaction and competitive market forces on the one hand and efficiency indicators of business processes on the other.