

DECISION-MAKING IN THE FORMATION OF STRATEGIC ALLIANCE AS A TOOL TO IMPROVE THE EFFICIENCY OF WATER SUPPLY AT INDUSTRIAL ENTERPRISES

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The aim of the present research is to validate the association of industrial enterprises in the strategic alliance for the adoption of balanced management decisions to improve the efficiency of water supply. A number of urgent problems of industrial enterprises, one of which is to improve the efficiency of water management entities, are identified. Business combinations in a strategic alliance to improve the efficiency of water supply on the basis of raw materials, energy, geography (proximity to water sources) and ecological principles of placing entities are justified. The feasibility of a strategic alliance to improve the efficiency of water supply on the basis of raw materials, energy, geography (proximity to water sources) and ecological principles is justified. The advantages and disadvantages of this association are revealed. The main advantage of the strategic alliance is the possibility to share the resources of enterprises without damage to their own economic interests. The disadvantage is the

dependence on other companies that are the part of the alliance. A block diagram of decision-making to improve the efficiency of water supply of industrial enterprises is developed and the main stages are formed. The main stages that take into account the statement of objectives, definition of the terms of cooperation of enterprises, development, evaluation and implementation of measures to improve the efficiency of water supply are allocated. Block diagram allows determining the feasibility of establishing a strategic alliance between industrial enterprises in the area of water supply. The practical significance of the research is that the developed block diagram of decision-making can be used by industrial enterprises, which are combined into a single technological chain or strategic alliance to increase the efficiency of water supply. It will allow reducing the pressure on the environment, production costs and increasing the financial performances.