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CRISIS MANAGEMENT OF ENTERPRISES PRODUCING CLOTHING IN MODERN CONDITIONS

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In terms of changes in the external market environment and internal conditions of business enterprises increases the likelihood of a crisis periodic on it. External factors are independent of the company, internal and vice versa – depend.

The term «crisis» is treated as an unforeseen event, potentially leading to negative results, the effects of which can cause serious damage to the enterprise as a whole (employees, products, relationships, finances, reputation, etc.).

The depth of the crisis and its duration depends on the following factors: the number and power output of economic phenomena; the number of agents and the impact of external and internal environments; intermediate intensity of the process of economic phenomena; and the ratio of intermediate strength effects of each factor internal state enterprise; the importance of individual factors within the enterprise in its activities.

The current economic situation in Ukraine is characterized by an excessive increase in the number of unprofitable and bankrupt enterprises in general and enterprise specializing in the production of clothing. Primarily this is due to the unstable political situation within the country and complicated international relations. Not the last role inadequacy and inefficiency of the system of crisis management that develop and implement national entities. The above factors characteristic including for companies that specialize in the manufacture of garments.

In the current economic environment is of particular relevance issue an effective system of crisis management of the enterprises. Crisis management is the process of prevention (prevention), mitigation of crisis and overcoming the crisis in the industrial and economic activities and the maintenance of the enterprise as a mode of survival during the crisis and exit from the crisis with minimal losses. It will also avoid the threat of bankruptcy and ensure sustainable development and prosperity.

The specificity of the goals and objectives of crisis management is caused by the uncertainty principle crisis, according to which parameters such as the costs of overcoming the crisis, quantification of the desired result and timing of achieving defined goals are closely interrelated. The objectives and tasks of crisis management is: foresight and adequate crisis (according to the degree of threat) preparation for it; preventing hazards crisis; management dynamics of the crisis (speed up, slow down, soften, strengthen); the viability of the company in crisis; easing the negative effects of the crisis; the use of factors and consequences of the crisis for the enterprise.

In the operation of enterprises in crisis entails the following main groups of anti-crisis decisions are not rational a successful business: cost management (cost savings, the concentration of sales in some market segments, etc.); Revenue Management (sales of fixed assets and intangible assets, output (services) with lower profitability); management organization structure of the company (change or select adaptive organizational structure).

In the current environment companies producing clothing in dire need especially skilled managers who can objectively evaluate the production and economic activity of the enterprise, analyze it and build an effective system of crisis management.