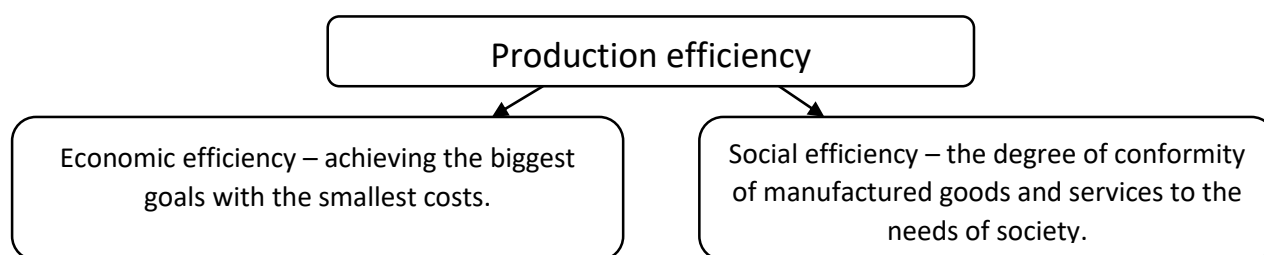


MANAGEMENT PRODUCTION EFFICIENCY AT THE ENTERPRISE

Nowadays any enterprise must be able to compete at changeable conditions, remain in a favourable position in the market. They need to be flexible and adaptive to external environment. The main task of each competitive company is to fulfil consumers' needs and market demand as well as make a profit. Therefore, we need to pay attention to management production efficiency at the enterprise for improving the market position and the general condition of the enterprise.

Production efficiency is called such a category in the system of indicators, which characterizes the efficiency of production, i.e. its return on investment and resources. In this way we can monitor economic increase. Nowadays, it is the most important productivity indicator. So, there are economic and social efficiency at the enterprise. Pic.1 [3]



Pic. 1 Types of enterprising efficiency

While managing production efficiency, it is necessary to consider important factors influencing it, which can help us to understand the scope and determine which part of production requires detailed review. (tab. 1) [2, c.176]

Table 1

Factors influencing production efficiency	
Factor	Scope of influence and application
Main	Sphere of production
Special	Risk and indefinite future
Specific	Methods of management and professionalism of employees
Intensive	Increasing of productivity, decreasing of resource capacity
Extensive	Increasing of production volumes
Territorial	Location and market potential
Industrial	Scope of activity and characteristics of industry
Organizational	Organizational structures of departments

In order to determine which factors have the greatest impact, it is necessary to identify several issues, such as in what industry our company operates, in what environment, who our competitors and consumers are, what product the company produces. There are some main indicators of efficiency: [3]

- 1) **productivity;**
- 2) **labor intensity;**

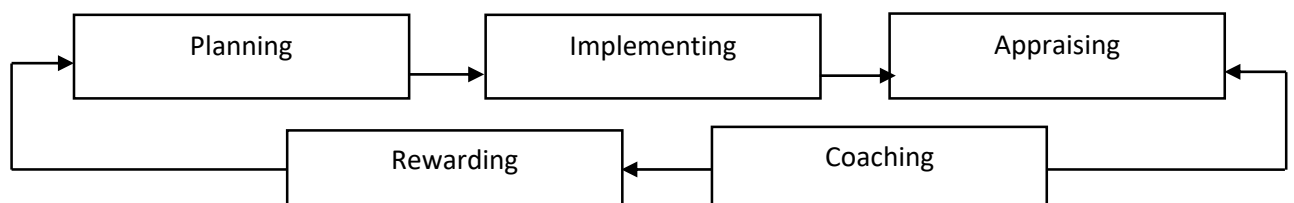
- 3) **capital intensity;**
- 4) **material intensity;**
- 5) **ecological efficiency.**

Production efficiency is determined by the ratio of production results and costs of this production. This indicator summarizes all the above indicators and summarizes the overall activities of the enterprise.

Now, we can determine manager's tasks for effective management of productive functions: [1, c. 106]

- setting strategy of enterprise development;
- using modern innovative technologies;
- improving corporate culture and informing employees about the importance of their work and belonging to the production process;
- goal setting;
- efficiency control;
- providing feedback with all communication channels;
- revision of tasks on production efficiency and their adjustment.

The management process of efficiency can be generalized into 5 main processes (pic.2) [1, c.107]



Pic. 2 Main processes of management production efficiency at the enterprise

Conclusion: Management production efficiency at the enterprise depends on the manager and their ability to properly analyze the state of the enterprise and determine the main production strategy, to carry out effective management with modern innovative technologies, management techniques and analysis of key indicators to respond to their deviations.

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