

Ministry of Education and Science of Ukraine
Rivne State University of Humanities
Faculty of Documentary Communications, Management, Technologies and
Physics
Department of Documentary Communications and Management

QUALIFICATION WORK
for obtaining the second (master's) level of higher education
in the specialty 073 "Management"
in the field of knowledge 07 "Management and Administration"
on the topic:
“IMPROVEMENT OF ENTERPRISE DEVELOPMENT MANAGEMENT
(ON THE EXAMPLE OF BESTORE CO., LTD.)”

Performed by: 2nd year student
of the master's degree
in the specialty 073 "Management"
(full-time education)
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ANNOTATION

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The object of research is the process of development management at the BESTORE Co., Ltd.

The subject of this research is the management of the enterprise development process at the industrial and trade enterprise and the directions and possibilities of its improvement.

The qualification work consists of the following parts: introduction, 3 chapters, conclusions, references, additions.

The introduction substantiates the relevance of the the topic, formulates the purpose and tasks of the research, and specifies the object and the subject of the research.

The first chapter is devoted to the theoretical foundations of the trade enterprise development management.

The second chapter analyzes the development management in BESTORE Co., Ltd.

The third chapter defines the BESTORE development concept, the contents of the BESTORE development program and the items and total of the necessary investments.

The conclusions contain the proposals and suggestions how to improve the development management at BESTORE.

Keywords: development, development management, retail trade, trade management, trade network, customer service process management, own production, production and trade development, personnel development, market development, development program, investments.

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