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Some aspects of the alternative strategies choice for the auto transport enterprise restructuring through modeling

The modeling of the auto transport enterprise restructuring as one of the methods of restructuring in the form of an algorithm for restructuring of the transport enterprise is considered. Factors of influence on economic activity of the automobile enterprise are allocated. Adaptation of the considered factors for the automobile transport enterprise is carried out.

The text of the report: One measures to get out the crisis situation for auto transport enterprises can be a strategy of restructuring which implementation will ensure economic stability and competitiveness of the auto transport enterprises in the domestic and foreign markets.

The peculiarity of the options formation for restructuring strategies (strategic alternatives) is the development of possible options for the organization of strategic plans, that is, the basic strategies or individual components of a strategic plan. It can be alternative strategies to increase the share of the auto transport enterprise in the market, sales and profits, and so on.

Structural reform of the auto transport enterprise is the most promising strategic alternative of development, which is implemented in the form of organizational changes of the auto transport enterprise structure. Among the alternative forms of restructuring, which, in our opinion, may be realized in the auto transport transport enterprises, it is rational to highlight the following: unbundling, specialization, merger (Association, accession).

Necessary part of restructuring is the modeling of this process (Fig. 1). After entering the data of the auto transport enterprise (characteristics of the quantitative and qualitative composition of fixed assets (rolling stock); company reports; characteristics of the quantitative and qualitative composition of the services provided; parameters of the environment and so on) it is possible to make a choice strategic alternatives, based on the economic efficiency.

To do this, it is necessary to find out the strengths and weaknesses of the organization, to identify opportunities and threats to the environment, that is, to conduct a SWOT analysis, which in fact is designed to find weaknesses in the organization of the enterprise for the purpose to increase its competitive and production potential.

At this stage, it is important to consider the role of influence factors on the automobile enterprise, which affect economic activity and provide a certain level of results (Fig. 2).

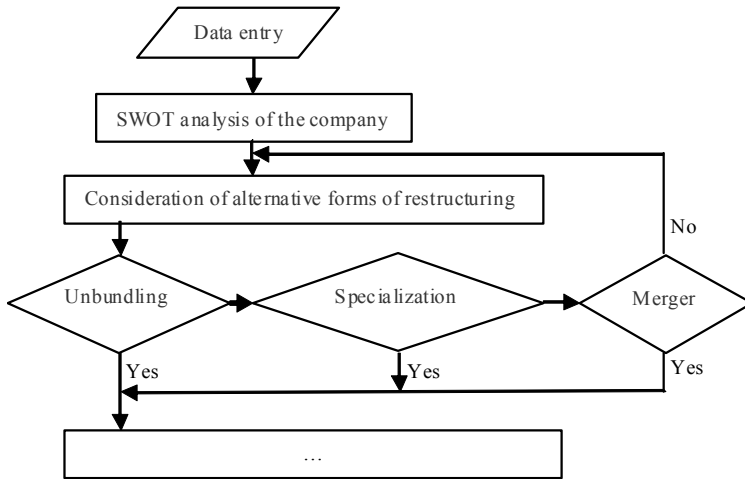


Fig. 1. Scheme of the restructuring algorithm transport company

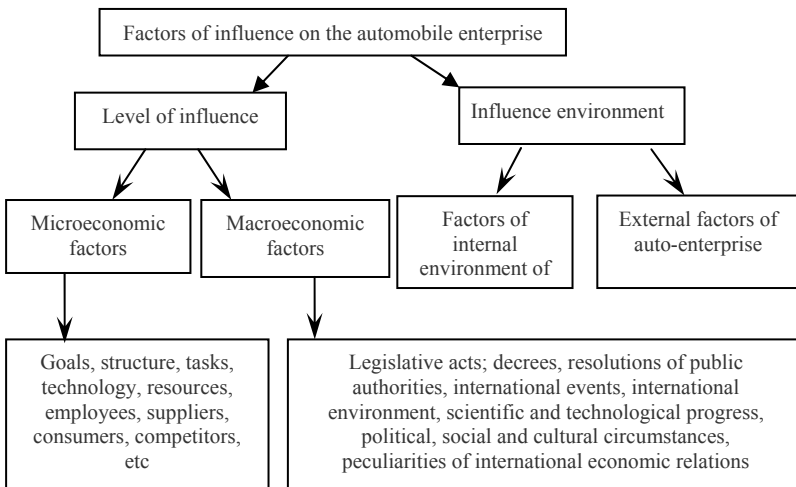


Fig. 2. The influence factors are adapted for the motor transport enterprise

On the basis of the influence factors level are divided into microeconomic, operating at the level of the enterprise and macroeconomic, affecting at the level of the industry and the state [1].

Environment factors are divided into internal and external ones. Of course, depending of the characteristics and state of economic activity of the enterprise, the

factors of internal and external environment can influence both positively and negatively.

As it's known, environmental factors are divided into factors of direct and indirect action. Factors of direct action directly affect the activities of the automobile enterprise and depend on these activities. Indirect action factors influence indirectly through certain mechanisms and relationships, as well as through direct action factors (Fig. 3).

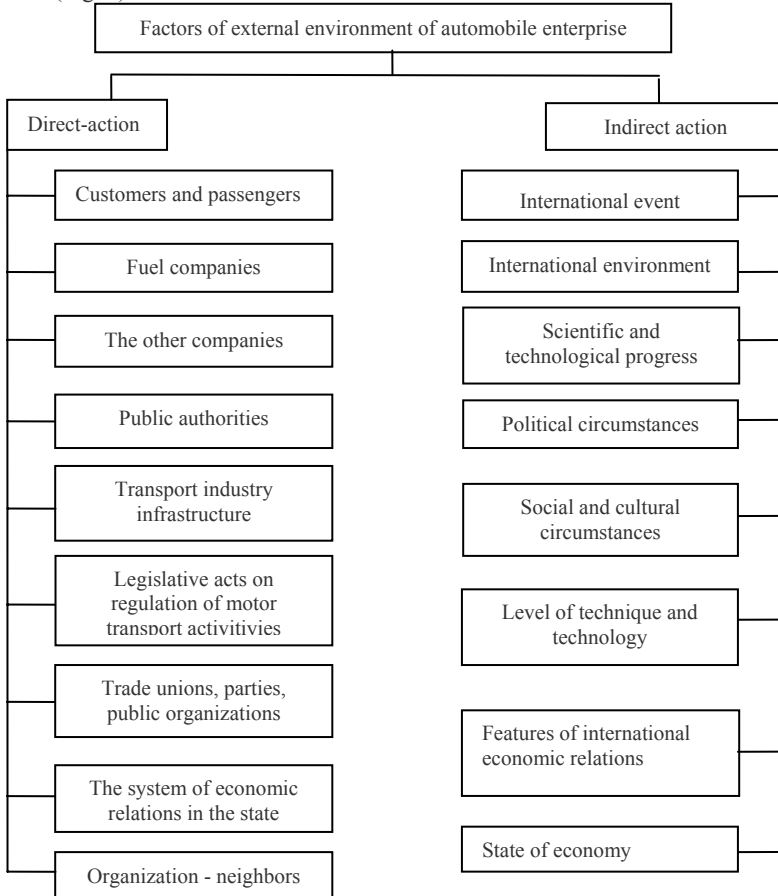


Fig. 3. The factors of automobile enterprise external environment

Assessing environmental factors, it is necessary to take into account the following characteristics [1; 2, pp. 67-77]: the interdependence of all environmental factors, that is, the change of one factor can cause a change in the other; the complexity of the external environment, that is, a significant number of factors,

methods of influence; the mobility of the external environment, that is, the rate of change in the environment of the enterprise; the dynamics of the external environment – the environment variability of the transport enterprise; the uncertainty of the external environment – limited information; the interdependence of internal and external environment factors; the diversity of the environment.

The internal environment of the auto transport company is determined by a number of functional structures that develop solutions for the company's activities under the influence of the forces of the immediate environment, which includes consumers, suppliers, personnel, financial institutions, competitors and investors. The company is constantly in contact with this environment and therefore should know what can be expected from the limiting effects and how they can be overcome or changed on the basis of its core business [3, p.89-93].

If the goal is to stimulate demand for auto services, the auto transport company may be the subject of influence, and the object of influence – consumers and competitors. The enterprise will act as an object of influence to stimulate the supply of auto services, and the enterprises-competitors will be the subject of influence [4].

The factors that act at the level of a particular enterprise include its production capacity and production resources, the financial condition of the enterprise, relations with customers, suppliers, relations with competitors and so on.

The whole range of factors affects the choice of the overall economic strategy of the enterprise. Its purposes are the basis for the formation of its investment strategy.

Conclusions: The restructuring of the transport enterprise can be considered during the formation of strategic alternatives for its development. Modeling is necessary part of restructuring. It is important to take into account factors, both external and internal impact on the company. After a comprehensive analysis, it is possible to make a final decision on the form of restructuring.

References

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