

THE STRATEGY OF JSC "MOGILEVLIFTMASH" IN THE FIELD OF QUALITY

*А.А. Пивоварова, студентка группы 10503217 ФММП БНТУ,
научный руководитель - старший преподаватель Н.И. Шумская*

Summary – This article discusses the development strategies of JSC "Mogilevliftmash" enterprise, sets of measures to implement the development plan of the organization, as well as the idea of introducing new design solutions to improve the quality of the products produced.

Резюме – В этой статье рассмотрены стратегии развития предприятия ОАО «Могилевлифтмаши», комплексы мероприятий для выполнения плана развития организации, а также идея внедрения новых конструкторских решений по повышению качества выпускаемой продукции.

Introduction. The strategic goal of JSC «Mogilevliftmash» in the field of quality is to be in the group of leaders in Elevator construction among industrial enterprises of the CIS and ensure competitiveness both in the domestic and foreign markets.

Main part. The company's development strategy is based on the following principles: customer orientation; staff development based on improving their skills and motivation; process approach based on improving the technical level of production, with the aim of producing quality products and reducing costs; continuous improvement based on continuous innovation and mutually beneficial relationships with suppliers. [1]

Implementation of the strategy is achieved through the annual development and implementation of a "Comprehensive plan for technical and social development of the enterprise", which provides a set of works aimed at ensuring the quality of products in the following areas: reducing the level of inconsistencies identified during installation and operation; introduction of new technologies to improve the quality and consumer properties of products; ensuring continuous monitoring of the production process, as well as the development of technical services to maintain a high level of customer satisfaction. To implement the comprehensive development plan of the organization, there is a list of measures: periodic assessment of customer satisfaction with products; improvement of the identification system using electronic means of registering data on product quality; monitoring of installation and operation of elevators at facilities.

By conducting a periodic assessment of customer satisfaction is meant the implementation of surveys, taking measures to maintain satisfaction at the appropriate level. The improvement of the identification system with the use of electronic means of registering quality data is the application of barcoding in the production process. Since the strategic goal of JSC «Mogilevliftmash» is to ensure competitiveness in the market, the rational solution is to introduce new design solutions to improve the quality of manufactured elevators: the absence of machine room, which will significantly reduce the volume of construction work and materials, reducing the total cost of construction; lower noise characteristics, which will positively affect the comfort of the ride in the Elevator; ensuring high accuracy of stopping the cab, which will ensure the safety of entry and exit of the elderly, disabled and passengers with strollers. Improved elevators will allow you to compete with world leaders in Elevator construction

Conclusion. Thus, the implementation of this program will improve the quality of products, satisfy the consumer and maintain a leading position among the Elevator construction companies in the CIS.

REFERENCES

1. Маркетинговая деятельность организации [Электронный документ] / Allbest – Режим доступа: https://knowledge.allbest.ru/marketing/3c0b65635a3ac78a5d43b89421216d36_1.html - Дата доступа: 06.03.2020
2. Н. М. Иванов. Программа по обеспечению качества и технического сервиса лифтов ОАО «Могилевлифтмаш»: учеб.-метод. пособие / Н. М. Иванов. – Минск: Амалфея: Мисанта, 2019. – 25 с.

ANALYSIS OF STRENGTHS AND WEAKNESSES OF IT SPHERE

*А.В. Сальникова, студентка группы 10503217 ФММП БНТУ,
научный руководитель – кандидат педагогических наук, доцент - А.И. Сорокина*

Summary – This article is devoted to the state of IT services at the modern market. The special attention is paid to the impact of strategic planning on a company. The strengths and weaknesses of the IT company have been analyzed. The author gives some recommendations on how to improve and develop this strategy.

Резюме – В данной статье рассмотрено состояние современного рынка IT- услуг. Особое внимание уделено влиянию стратегического планирования на компанию. Проанализированы сильные и слабые стороны IT- компании. Даны рекомендации по усовершенствованию стратегии.

Introduction. The relevance of the development of the IT industry is due to the information lifestyle of the population. Information search via the Internet and its remote storage have become a convenient way to process data. According to the National Statistics Committee of the Republic of Belarus, 36664 thousand people work in the information

technology industry [1]. The High Technology Park has a positive impact on the development of this sphere in the Republic of Belarus. The Park has created friendly conditions for the development of the technology business and has a special tax and legal regime. Thanks to it, such applications as Viber, Flo, Maps.me and others have come out. Due to the success in the IT sphere, the Republic of Belarus effectively competes in the global market of information technologies.

Main part. Strategic planning is the formation of business strategies, their implementation and assessment of the impact on the formulation of long-term goals, and means of their implementation. Successful management of strategic business development depends on arrangement of a strategic session. The strategic session includes setting goals in Marketing and HR departments, which is further clothed by financial goals. The outcome of this session is a clear vision of specific goals, which are divided into stages for a further implementation plan. The results of the strategic session are the effective implementation of the long-term and short-term goals of the enterprise.

The IT sector is one of the most dynamically changing industries, which requires continuous improvement and updating of the services provided. Modernization is an essential component of retaining market share. The primary strategic goal of the company is customer satisfaction. Moreover, in addition to this, attention should be paid to sales growth, the introduction of new technologies, improving the quality of services and etc. This leads to the analysis of the strengths and weaknesses of the company. Assessment of the external and internal environment allows determining which way is the most profitable to conduct business. Let's consider the analysis of the strengths and weaknesses of the company on the example of the IT sphere (Table 1).

Table 1 - Analysis of the strengths and weaknesses of the company

Strengths	Weaknesses
Demand for IT services among the population	Lack of specialists
High wages	High competition
The ability to work remotely	The need for constant updating of knowledge and skills in this field
Wide range of services	High staff turnover
Easy to attract investment	Requirements in knowledge of foreign languages
Fast professional growth	Following specific project deadlines
Comfortable working conditions	Multitasking

Source: Own development of the author based on [2]

As we see in Table 1, the IT sphere has its pros and cons, and requires careful analysis. Among the strengths, more attention should be paid to investing, as in the IT sector, attracting investment is one of the main tasks. In investment of projects attention is drawn to the prospects of the project / service, the scalability of the business model, equity, ease of integration. When investing in IT-areas, the most popular is the development of mobile applications and software, application services. Among the weaknesses, high competition stands out. This means that IT companies need to focus on providing unique and sought-after services in order to be interesting to consumers. It is also important to increase the literacy of the population in the field of information technology. To do this you should focus on justifying the importance of this process. Training can be carried out in the form of providing relevant and interesting information to the population of middle and old ages [2].

Conclusion. We can state that strategic planning methods are not only the basis for creating a business, but at the same time they help enterprises occupy a niche and determine their future prospects. And the main task of the company's managers is the correct use and editing of information obtained after entering the market research. This is especially important when business is entering such a popular and highly profitable industry as IT.

REFERENCES

1. National Statistical Committee of the Republic of Belarus [Electronic resource]. –Mode of access: https://www.belstat.gov.by/ofitsialnaya-statistika/realny-sector-ekonomiki/struktturnaja_statistika/osnovnye-pokazateli-deyatelnosti-mikroorganizatsiy-i-malykh-organizatsiy/. – Date of access : 02.03.2020
2. Strategic planning [Electronic resource]. – Mode of access: <https://corporatefinanceinstitute.com/resources/knowledge/strategy/strategic-planning/>. – Date of access: 02.03.2020.

УДК 334.722.88

CLASSICAL PROJECT MANAGEMENT IS A WAY TO MAKE THE PROJECT MORE MANAGEABLE

*Е.Н. Терешко, А.А. Лыся, студенты группы 10507116 ФММП БНТУ,
научный руководитель - старший преподаватель Н.И. Шумская*

Summary – The article considers one of the most common method of project management which is called "classical" or "traditional" management. It is necessary to define and achieve clear goals of the project balancing between the scope of work, resources, time, quality and risk. One of the main questions in project management is: What kind of