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ON THE PERSPECTIVES IN DEVELOPMENT OF BUILDING ENTERPRISE IN UKRAINE

The article is dedicated to the factors research which influence to the activation of building branch enterprises development. Among the most effective factors it's outlined the factor of external (state) influence. It's defined that building cost is the generalizing criterion thanks to the control over which it's ensured competitiveness of construction products is the cost of construction.

Encouraging enhancing the construction enterprises production is a priority of economic policy, which determines the prospects of the manufacturing sector of the national economy. The conditions of the construction operation industry is also defined financial policy and commercial banks, industry size and proportions of investments, the nature of construction objects (their size, complexity and technical level) as well as a number of requirements that apply to construction, including major of them – the duration of the investment cycle and quality construction products.

In turn, the development of domestic enterprises in the construction industry is largely dependent on the capabilities and limitations related to

the crisis situation in the economy: the financing of development production base construction, supply of construction equipment, advanced materials, products and structures, as well as human resources. So a key aspect in the development of areas that are implemented in the industrial and business enterprises of the construction industry, especially those engaged in construction work, is the cost of construction.

The use of legislative and executive instruments effective administrative, legal and economic will begin the process of reducing the cost of construction, which should be the basis for first substantial simplification of licensing procedures of land allotment, design and operation of buildings.

It is the state, where it's given the social nature of the construction industry, designed to provide solutions relevant issues and create favorable conditions for increasing the production activity of enterprises of the construction industry. For its part, the substantial increase in state support for construction companies motivation for finding the real means to reduce the cost of construction.