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DIVERSIFICATION AS A BASIS FOR DEVELOPMENT OF STRATEGIC CAPACITY OF ENTERPRISE UNDER THE ECONOMIC CHANGES

The article considers the influence of economic changes on the modern enterprises. Diversification strategy as a basis of development of strategic capacity of an enterprise in market conditions is considered. Research of specifics of strategy implementation of diversification in activities of domestic industrial enterprises is conducted.

The problem of uncertainty of an economic situation in the territory of Ukraine, and the negative impact of market changes on activities of the entities are considered in the article.

The analysis of the latest researches, in which the solution of these problems are given, the works of such foreign and Ukrainian scientists as V. Andriichuk, J. Wells, E. Esinara, M. Horta and M. Minkovska has been performed. The questions of an orientation of diversification strategy are studied by such authors as: H. Nemchenko, A. Striklen, A. Thompson and O. Vikhanskyi. The author of the article has allocated the works of such authors as: R. Lehman and M. Pasquier.

The purpose of the article is to consider the diversification strategy as a basis of

the effective use of strategic capacity of an enterprise.

The analysis of change of the entities number for several years has been carried out. The analysis has allowed analyzing the sensitivity of the modern Ukrainian entities to the market changes.

The concept of diversification is determined. The factors by which the heads of firms were guided in case of implementation of strategy of diversification at the entity have been considered by the author.

The enterprise Motor Sich is proved to be an example of successful carrying out the process of diversification.

Main shortcomings of diversification strategy implementation are considered. The strategy of diversification is directed at using of all opportunities of the entity.

On the basis of this material the author concluded that the entities are very sensitive to market changes. The modern entities try to be protected from a negative impact of external environment. It is determined that the diversification strategy is used for reduction of risk of negative changes in the market environment.