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METHODICAL ASPECTS OF CREATION OF AN INFORMATION SUPPORT SYSTEM FOR THE EXPORT POTENTIAL DEVELOPMENT OF A COMPANY IN A COMPETITIVE ENVIRONMENT

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Export potential is a key characteristic of any company that performs export activity. Its level and dynamics of its development in the conditions of growing turbulence of the world market become a crucial point for ensuring the viability and international competitiveness of manufacturing companies.

Scientific works of many researchers, such as Kulishova Ya. V., Melnyk O. G., Momot S. V., Poddubna L. I., Fatenok-Tkachuk A. O., Shelest E. O. and others, were devoted to the study of various aspects of management problems as well as problems of strategy development for the export potential of a manufacturing company. However, the issues regarding the scientific and methodological substantiation of the information support system for the formation of a strategy for the development of the export potential of a manufacturing company have still been insufficiently developed.

Systematization of the existing in the scientific literature approaches allowed to give a definition of the export potential of a manufacturing company, which is considered as a combination of production, innovation-technological, financial, intellectual-personnel, marketing and organizational-managerial resources and competencies that are strategically oriented to

the development of the company and ensuring its competitiveness in the international market through efficient implementation of export activities.

Thus, the main task of the export potential development strategy is ensuring the international competitiveness of the company on the basis of productive use and reproduction of its resources, which ensures formation of the key competencies and competitive advantages of the company in relevant foreign markets.

The strategy building process for the export potential development of the company, which enables adaptation to any changes in the business environment, is highly connected with the formation of the relevant information base for the management decision-making aimed to ensure sustainable development, to improve the current state of export, to avoid threats of the export development etc.

The key role of the information-analytical base in the system for the formation of the strategy for the export potential development of the company makes research on such questions as structuring and systematization of information on the basis of certain grounds and principles a problem of current concern.

In order to solve this problem the information scheme of the strategy building process for the export potential development of the company was designed. It is based on such principles of the information support of the export management as relevance, reliability, efficiency, continuity, information unity [6, p. 18; 7, p. 23–25; 8, p. 262; 9]. In the given information scheme of the strategy building process for the export potential development of the company the external and internal information flows are distinguished, which form the information space and information environment of the company that performs export activity (Fig. 1).

The features of the information scheme of the strategy building process for the export potential development of the company, as shown in Figure 1, are determined by the structure of the information process, the content of the information, the sequence of stages of its processing and the purpose of the export potential development of the company.

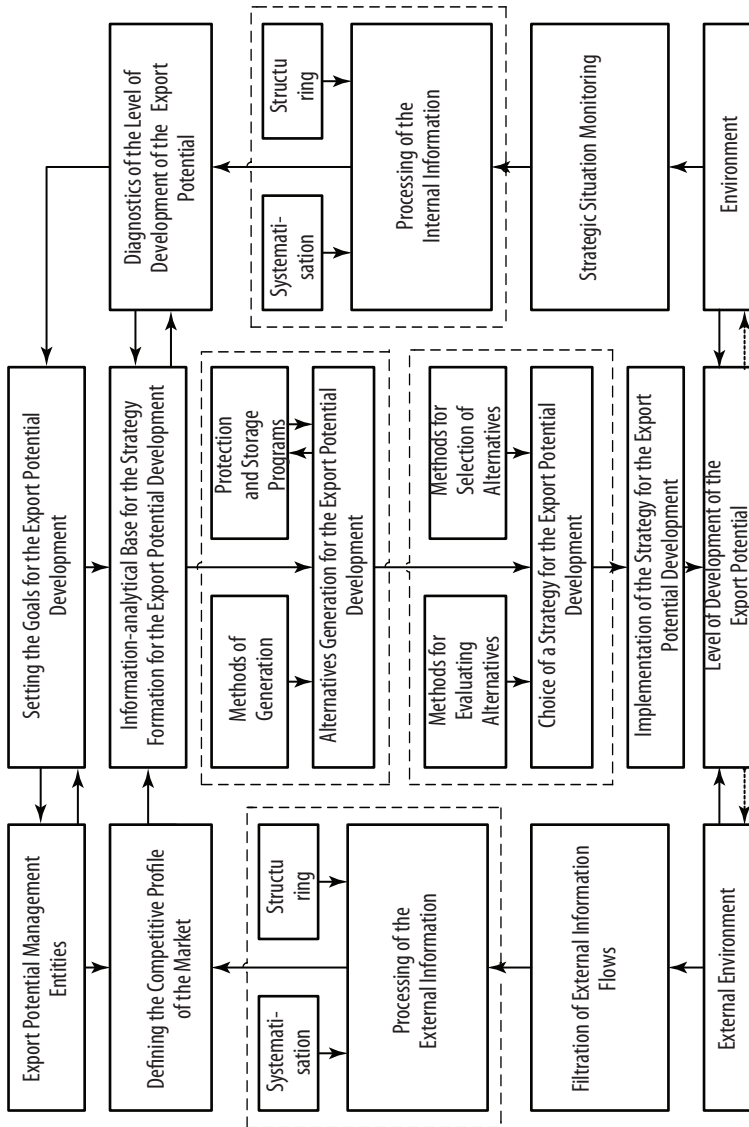


Fig. 1. The information scheme of the strategy building process for the export potential development of the company

According to this scheme the external information space is structured by the levels of filtration, processing and systematization of information, which allows defining a competitive profile of the market. The internal information space is structured by the levels of strategic situation monitoring and the diagnostics of the level of development of the export potential of the company, which ensures the pertinence of management information in the information-analytical base of the formation of the strategy for the export potential development of the company.

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