

improving the competitiveness of Ltd "Aurora" were offered: to expand the customer base, to monitor regularly clients' needs for timely response to changes in the advertising market, to reduce the prices for accommodation of advertising on advertising constructions, to introduce new types of advertising in general and outdoor advertising in particular, to pursue actively the advertising campaign, to introduce the "bonus assessment system of employee's performance" for the staff of the company. To our mind, the head of the organization can define a strategy that helps to achieve the goals and financial results only if he is able to present clearly the position of his company in the market, as well as he can take into account the main features of the sphere of activity.

1. . . . .
2. . . . ., 1999.
3. . . . ., 2002.

4 « »  
( , )

[7, . 140].

1. . . . .  
1,5 .  
2015 70 %.

60% : , , , . -

2. 2016 40%. -

« » - .

10-13%. , -

3. , -

[6, . 86]. 2015 -

20%. , 2016 -

288,4, 2015 -

- 450,1 .

4. 2014 -

, : «

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, 2014 -

175216 [1]. -

, 2016 -

. 2015 -

40%., 2014 -

2016 3-5 . -

1. , -

[2]. -

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2.

22%

69,4% [4, . 9].

3.

[10, . 106].

4.

[9, . 301].

1.

2.

200

«World Travel Guide» ( )

[8, . 140].

