BUSINESS PROCESSES OPTIMIZATION AS AN INSTRUMENT TO INCREASE COMPETITIVENESS OF AN ENTERPRISE

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ABSTRACT

In modern conditions of the becoming aggravated competition an enterprise cannot have competitive advantages if it works as some group of functional units which belongs to a certain sphere of industry. For the competitiveness the enterprises have to regard more entirely their activity. The latter can be presented in the form of a set of the interdependent, interpenetrating and interconnected business processes. Besides, it is necessary to consider such resource of competitive advantage as the time and the enterprise has to consider the duration of the process cycle for the improvement of the activity results.

Any business process contains resources for the optimization and this fact represents comparatively little changes aimed at the improvement of existing business processes. The enterprise optimization of business processes consists of high-quality improvement of its activity and its separate directions. From the point of view of the business processes optimization, the corresponding tools allow us to reveal: the duplication of functions, bottlenecks, the expenses centers, the quality of separate operation performance, extra operations, information absence or incompleteness, the possibility of automation, the possibility of quality control systems introduction and possibilities of certification according to the international standards.

Thus, as a result of the business processes optimization, the enterprise management will be able to increase the enterprise competitiveness; to develop the optimum ways of the main strategy realization of the enterprise taking into account the growing competition and developing technologies; to increase controllability of the enterprise at the expense of achievement of business processes transparency and increase of information reliability as for their realization.

However, at any optimization it is necessary to take into account that any changes are not worked out for the sake of changes themselves. The enterprise has to receive a functional, economic and ergonomic control system which would strengthen its long-term competitiveness.

KEY WORDS
business process, optimization, competitiveness