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CHANGE OF ENTERPRISE AS A PREREQUISITE TO CRISIS RECOVERY

The paper defines the concept of “crisis” in terms of preconditions for change at the company. The author generalized classification of crises in the company based on various grounds. Classification of crises and anti-crisis changes at the company is carried out on such grounds as the position of strategic development, life cycle position, the main components of the enterprise, formation of an aggregate state, size of enterprise, hazards for enterprise, origin of factors. The author grounded anti-crisis measures in terms of severe economic and political situation in the country.

The problem is that most entrepreneurs do not know the factors of the crisis origin in the company and do not conduct timely comprehensive diagnosis of the enterprise with modern methods, which, unfortunately, most companies operating in the Ukrainian market are out of touch with. Therefore, one of the most important factors in achieving positive results and crisis

recovery is determining the cause of its occurrence and its early diagnosis, because in the early stages of the crisis the company can overcome the negative trend with minimal losses, while bringing the crisis situation to complications will cost the company significantly more resources and may even call into question its further existence.

Modern enterprises ensure the survival at the market, efficient operation, and competitiveness not only of products, but in fact of the whole enterprise, as well as development in the process of continuous change of activities, technologies, products, markets, organizational culture and more. The current difficult conditions for operation of enterprises cause such a process, which conditions changes by the need to adapt to the actual conditions, i.e. adaptation. The author determined prospects for change aimed at crisis recovery in the country for domestic enterprises.