

THE EFFECTIVENESS OF PRODUCTION AND ECONOMIC ACTIVITY ANALYSIS IN THE CONSTRUCTION INDUSTRY

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Аннотация: В данном тезисе рассматриваются вопросы, способствующие принятию эффективных управленческих решений в строительных предприятиях, снижению рисков и достижению устойчивого развития.

Ключевые слова: Финансовая устойчивость, Рентабельность, Рыночная динамика, Операционная эффективность, Рынок и конкурентоспособность.

Annotation: This thesis discusses issues that help construction enterprises make effective management decisions, reduce risks, and achieve sustainable development.

Keywords: Financial stability, Profitability, Market dynamics, Operational efficiency, Market and competitiveness.

The efficiency of analyzing production and economic activities in construction production is aimed at improving the financial condition of an enterprise, reducing costs, ensuring efficient use of resources, optimizing the production process, and increasing final profit. Such analysis is critically important for identifying shortcomings, developing future plans, and ensuring competitiveness.

Main Directions of Analysis and Efficiency Factors

Financial and Economic Analysis:

- **Financial Stability:** Analysis of balance sheets, profit and loss statements, liquidity, and solvency indicators.
- **Profitability:** Evaluation of profit per unit of product (work) and return on capital.
- **Cost Analysis:** Analysis of cost structure (materials, labor, overhead costs) and identification of opportunities for cost reduction.

Production Process Analysis:

- **Resource Utilization:** Assessment of the efficiency of machinery and equipment, labor resources, and material usage.
- **Technical and Economic Indicators:** Evaluation of production volume, productivity, and project efficiency.

Market and Competitiveness Analysis:

- Market Dynamics: Study of supply and demand and price analysis.
- Competitor Analysis: Examination of competitors' pricing policies, quality levels, and market positions.

Methods for Improving Efficiency

- Use of Information Technologies:
- Innovative Approaches: Implementation of modern technologies, application of new materials and construction methods.
- Human Resource Policy: Improvement of employee qualifications and development of effective motivation systems.

Key Aspects of Efficiency

- Financial Indicators: Analysis of profit, profitability, liquidity, and capital turnover to assess cash flows and financial stability of the enterprise.
- Operational Efficiency: Analysis of production cycle duration, raw material consumption, machinery utilization, and labor productivity to ensure maximum resource efficiency.
- Resource Management: Optimization of raw materials, equipment, and labor usage, and elimination of excessive costs.
- Project Management: Control over compliance with planned deadlines, budgets, and quality standards, prevention of delays and additional costs.
- Market and Competitiveness: Study of market demand, competitor analysis, and decision-making regarding the introduction of new technologies.

Methods of Analysis

- Horizontal and Vertical Analysis: Comparison of balance sheet and income statement changes across periods.
- Quantitative Analysis: Development of key performance indicators (KPIs) and their regular monitoring.
- SWOT Analysis: Assessment of strengths, weaknesses, opportunities, and threats.

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