

**DEVELOPMENT AND IMPLEMENTATION OF THE INTEGRATION STRATEGY
FOR THE DEVELOPMENT OF THE BUILDING MATERIALS INDUSTRY**

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Last ten year inside construction in the industry important structural changes face gave Today's in the day construction of products high quality each how of the organization economic of activity main is the task . Competition getting stronger to go with each one enterprise in the market own place to take over strives That's it due to , Russia enterprises for strategic management efficiency increase problem present at the time very is relevant . On the market only to competitors advantage over Real there is when , integration strategies done increase based on strategic problems solution in doing interested of the parties efficient participation which provides modern management system there is when holding stand up can

Construction industry of enterprises development trends in the country common economic situation , main to capital investments volume and composition , housing construction volume and structure and another one series factors the most important ever indicators with is determined . The problem learning level Local and foreign of the authors many works industry manage with depends problems theoretical to learn dedicated . Dissertation of research topic industry enterprises of management theoretical basics and construction materials industry integration strategy work exit and done increase methodical aspects with depends many issues with get to know Demand did Research basis modern in the circumstances construction industry enterprises activities state by in order put problems according to leader foreign and Russian scientists and of specialists works organize made by : RT Mukhayev , JI.C. Barinova and others ; construction industry development issues learning by : VV Chekmareva , VZ Chernyak , AI Dobrynina , VV Akimova , KA Ogay , TN Makarova , NS Kupriyanova , OV Mikhnenkova , TS Shcherbakova and others

Seeing outgoing topic according to take went studies his theoretical and methodical the rules more development , defined in the field there is has been practical the experience generalization necessity an exception ca n't Research topic according to publication done of work analysis that's it shows that most in sources being studied of the problem only some aspects discussion will be done , this to the problem dedicated local of work most of them industry enterprises known one to the field relatively not but in general strategic manage the problem seeing comes out and that's it relationship with construction enterprises manage mechanism and methods work exit with depends many problems solution not done Russia of the economy modern development conditions construction materials industry again to build to the problem the only one complex approach there is it's not .

Construction materials industry basically country of the economy development The pace is the most important socio-economic problems solution to do defines main, fund organization doer from networks is one It is Russia federation of the economy all networks and in the fields enterprises and objects construction , reconstruction to do , technical again equipment and capital repair with mutually depends has been different functions which performs many participants unites

Competitiveness increase construction of the organization main to achieve the goal (mission). help gives — construction products customers and of consumers requirements answer giving construction and installation and special things perform according to services show through high benefit get This to the goal reach only objects in construction participation which all interested

of the parties interests account received without to be provided possible without them construction of products consumers requirements complete compatibility provide possible it's not .

Kursk region construction industry enterprises activities analysis to do all sources at the expense of of financing enough that it is not about conclusion to issue possibility will give ; main to capital investments of size unstable dynamics there is ; construction industry in organizations own circulation of funds lack of main of means aging ; construction materials and energy carriers of value growth construction industry unsatisfied development ; new from technologies used without modern construction materials work release for local raw material and from powers used without work release lack of , this is also a construction materials work release of the cost to increase take will come .

That's it with together , raw material quality and construction materials with provide level in terms of this competitiveness indicators improve for enough to opportunities have

Industry networks of competitiveness main indicator done construction works is the size ; in the market there is has been situation because of enterprises him only their own raw material base - construction materials work exit through increase can From this come it turns out that the Kursk region the following directions change need : industry of enterprises raw material zones development ; construction enterprises expansion , reconstruction to do and technical again equipment plan (dev release plan).

Kursk region construction industry industry enterprises manage efficiency increase for in the region the first and the largest vertical integrated construction facility Create offer will be done.

List of used literature:

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