

MODELING ORGANIZATIONAL AND ECONOMIC MECHANISM FOR SUSTAINABLE DEVELOPMENT OF THE TEXTILE ENTERPRISE

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Abstract. *Solving the problem of the formation mechanism of effective functioning of the textile companies of Kazakhstan, strategically focused on the long-term growth strategy, linked with the problem of the optimal combination of elements of technological, organizational, economic, financial and motivational order and instruments for their implementation.*

Keywords: *modeling, organizational and economic mechanism of management of sustainable development, textile enterprise.*

It was found that in the face of fierce market competition, one of the possible ways of survival and further development of Kazakhstani enterprises producing textiles becomes a rejection of the traditional mass production and the transition to "mixed" type of production, which allows for guaranteed sales. The basic principle of this production is as follows: the most popular types of textiles produced in series and stored in the warehouse, and certain types of textiles, providing preparation of special orders, manufactured for specific requests.

It should be noted that currently there is no clear terminological definition that would delimit production systems of this type on the other. Widely used classification of enterprises by types of mass, mass, characterized by a single subsystem manufacturing companies in terms of volume and performance indicators, repeatability issue and specialization of jobs, leaving aside the peculiarities of manufacturing. In this sense, the authors' opinion, valid is the use of the term "manufacturing method", which means in a broad sense, not only belonging to the manufacturing industry, but also the manufacturing of products on a large scale, in contrast to methods such as identity, amateurish, "garage" type production. With regard to the method of manufacturing the same products and the interaction with customers in terms introduced the concept of "on request" services through "individual" production. The study showed that in the scientific and methodological literature, the concept of "Custom" is linked, as a rule, with the method of accounting of production (in accounting), while the notion of "individual" production more accurately reflects the essence of the processes at the enterprises of the type described.

Combining these concepts within the definition of the features of the production system, it is necessary to clarify the definition of individual production as a means of production based on individual customers' applications and high modification of products, provides an individual the principle of production and acquisition of goods. This combines the technological advantages of serial production of production and distribution - on request interaction with customers.

It follows that the construction of sound management mechanism for improving effective development of economic activities, such a system requires analysis of how the functional structure of economic activity and the impact of external factors. The diagram is shown the factors influencing the process of construction and operation of an effective mechanism for improving the management of the development of economic activities, can be roughly grouped according to their place of origin (Fig. 1).

For the production of this type of special significance is the increase in the efficiency of production, whose main task is to organize coordinated in time and space flow of material to ensure the implementation of the production program by the optimal design tasks, management control and regulation of their performance.

The main problem of Kazakhstan's textile enterprises is trying to produce modern types of textiles without changing the outdated approaches to planning, accounting and control the progress of production. Hence the need to study new and modernization of existing processes of economic activity in the way of adaptation of enterprises to the market demands.

The control mechanism of effective development of economic activities should be built on the basis of an integrated system of problems, the origins of which have production "genealogy", the other – focus on the achievement of plans "higher" strategic order.

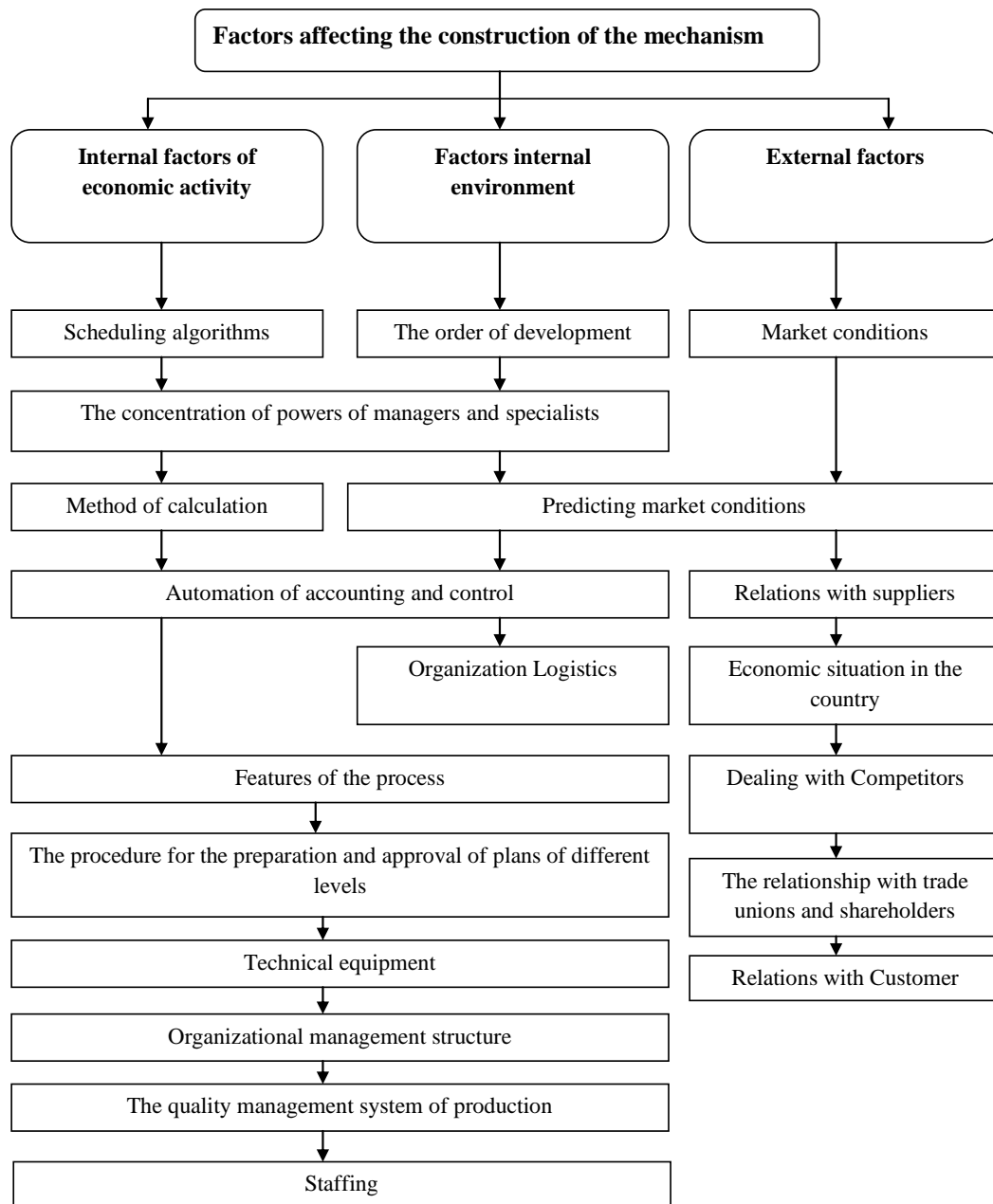


Fig 1. Factors influencing the organization of an effective mechanism for improving the management of the development of economic activities

From here follow specific guidelines and creating a system of economic activity - with the movement is not strictly from the top down, from the financial problems of the company, and in conjunction with the tasks exclusively industrial nature.

Urgent methodical task is to develop an approach to improve the efficiency of economic activity, which would provide algorithms for solving problems of technical, economic and organizational nature, related to the regulation of procurement processes, storage of raw materials, the replenishment of stocks, taking individual orders, the release materials in production, forming

enlarged and detailed production plans, process control on the production stage, the control of inventories and work in progress, warehousing and shipment of finished products.

Using the textile cycle of organization of balanced development can improve the effectiveness of the strategic activities and better identify those areas and measures that may be needed for the full implementation of its strategic plans for the company and retain a competitive advantage.

Because the most important indicators of strategic balanced system (finance and customers) finances - a key indicator by which an assessment of current activities as a textile company, and its long-term development from the point of view of future sustainability and meet the needs and objectives of the shareholders and owners. In the absence of such satisfaction the existence of a textile company in question, and its strategic initiatives have no prospects, since there is no motivation and financial capacity of their financing.

Balanced release provides innovative functions and products required by the market. At the same time products are manufactured based on upgraded or newly created capacities and means of production. This level is defined as the balanced development of the process of implementation by the full development of their strategic plans.

Different companies set themselves various financial goals, based on the needs of its shareholders, who are seeking to increase profit and value of the company and the market opportunities that limit, in turn, the potential profitability of the textile companies and causing the certain risks and uncertainties to achieve it. In general, companies operating in the textile sector, there are clear expectations of profitability of operations, significant growth is possible only as a result of the implementation and realization of fundamental strategic initiatives.

Thus, the solution to the problem of formation of the mechanism of effective functioning of the textile companies of Kazakhstan, strategically focused on the long-term growth strategy, linked with the problem of the optimal combination of elements of technological, organizational, economic, financial and motivational order and instruments for their implementation.

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