

on interviews of customers aimed at identifying the degree of customer satisfaction from the delivered products.

Analysis of the cost structure of production shows that the cost mainly consists of the prices of raw materials, equipment and energy. Increasing cost of steel products occurs because of significant costs of social benefits. Yet, there are some problems that require immediate solution.

In conclusion, priority lines of the metallurgy programme are as follows: the source of investment can be primarily found in the parent company according to the expected prospect of growth in the world demand for metal products and rising prices it can be concluded that the costs of maintaining competitiveness will be paid off in the shortest time to come. Another aspect is focusing mainly on the production of steel construction supplies – fittings, wire rods, rolled steel bars and shapes (85% of total products).

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ENGLISH AS A MEANS OF COMPETITIVE PROFESSIONALS' SUCCESSFUL CAREER

English is the language of international communication and its knowledge enables us to accept and cope with all the changes taking place in the world.

Mastery of the language is one of the keys to success in life, it allows specialists to pursue a career, to extend boundaries of communication, to acquaint oneself with national peculiarities, with culture and traditions of peoples of other countries, to be involved into the scope of activity of highly skilled professionals, thereby enriching knowledge and intellectual ability, making life interesting and diverse.

There is no doubt that a specialist requires knowledge of English in equal measure as a scientist or a diplomat, otherwise he is clearly behind the times. Today, most employers prefer to hire those appli-

cants who speak foreign languages, even if they are without the need to perform official duties. It is believed that if one has given itself the work to learn a foreign language, it means one has a flexible mind and is ready to study. And of course, practical knowledge of English is necessary today almost everywhere. It is helpful for using social networks, watching new movies in original and reading professional journals.

It is often necessary for a professional working for a Ukrainian company to study profoundly the latest equipment imported and to use it. There is a need to examine carefully the technical documentation of the equipment, to choose the best equipment for the project or to find out where it is possible to purchase cheaper equipment having all the required certificates and licences. In this case, the professional has to read in English, because most documents are not translated into Ukrainian. In addition, having a good level of spoken English is an integral trump that allows you to communicate with foreign colleagues, to get experience abroad and to share the discoveries in a specific field with foreign experts.

Fluent communication in English greatly increases one's life perspective. One is able to find a good job in one's own country or abroad.

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“INFORMATION” REASONING RISKS IN STRATEGIC MANAGEMENT

An important factor that affects the assessment of strategic management efficiency of companies is different types of risks. Under present-day conditions, a need has arisen to study a wide range of risks including those related to information support for the SMD (SMD) preparation, adoption and implementation.

When forming the information component, the following is taken into account: 1) setting up a strategic management information subsystem (SMIS) within the company information system to improve the quality of strategic information; 2) identifying the risk factors