
LOGISTICS-TARGETED ENTERPRISE ANALYSIS ACTIVITIES OF THE DEFENSE COMPANY

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Abstract

The purpose of the article was to analyze the work efficiency of the Limited Liability Company "Military-industrial company" — a major defense holding in development, production and modernization of wheeled armored vehicles for the needs of federal and foreign customers. We considered the need for a multi-purpose light armored cars and wheeled armored combat vehicles of customer countries. Findings of the research show the demand in the foreign market in the armored vehicles and armored combat vehicles segments for the period from 2010 to 2011. It was also possible to determine the competitors in production and delivery of armored vehicles of light and heavy classes

Keywords

Company, industry, efficiency, evaluation, analysis

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