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**FORMATION OF A COMPETITIVE ENTERPRISE DEVELOPMENT  
STRATEGY THROUGH EFFICIENT INVENTORY MANAGEMENT**

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In the modern context of global economic instability, rapid technological progress, and growing customer expectations, enterprises face significant challenges in sustaining their competitive advantage.

One of the most effective responses to these challenges is the formation and implementation of a well-structured, flexible, and innovation-oriented development strategy.

However, the realization of such a strategy requires efficient coordination of all internal business processes, among which inventory management plays a central and often underestimated role [1-6].

Inventory management is a critical function that directly affects key performance indicators of an enterprise, such as production continuity, customer service level, cash flow, and profitability.

Maintaining either excessive inventory or insufficient stock levels can negatively impact operations. Overstocking results in unnecessary capital being tied up, increased storage costs, and the risk of inventory obsolescence. On the other hand, understocking may lead to production delays, unmet customer demand, and reputational losses.

Thus, the ability to maintain an optimal level of inventory becomes a decisive factor in the achievement of strategic goals.

The purpose of this study is to explore the strategic potential of inventory management as an integrated part of enterprise development planning. The authors aim to highlight how efficient inventory control can contribute to the competitive development of enterprises, particularly in the industrial and manufacturing sectors. The study sets out the following objectives:

- to analyze modern approaches to enterprise development strategy;
- to examine contemporary methods and models of inventory management;
- to assess the impact of inventory optimization on enterprise performance and sustainability;
- to propose strategic directions for integrating inventory control systems into long-term development plans.

The research findings indicate that companies which prioritize inventory management as a strategic rather than operational function are more resilient to economic shocks and competitive pressure. The adoption of digital technologies and predictive analytics—such as machine learning algorithms for demand forecasting, automated replenishment systems, and real-time inventory monitoring—has proven to be instrumental in achieving both operational efficiency and strategic agility. For example, forecasting tools allow enterprises to anticipate fluctuations in demand, adjust procurement schedules, and minimize the bullwhip effect across the supply chain. As a result, inventory management becomes not just a cost-saving tool, but a value-creating mechanism that supports innovation, responsiveness, and customer orientation.

Furthermore, the integration of inventory management into the broader context of strategic planning provides a foundation for better alignment between procurement, production, logistics, and sales functions. Such integration also facilitates strategic decision-making based on real-time data and performance metrics. Moreover, this approach supports risk management and resource allocation by ensuring that enterprises are better prepared to respond to disruptions in the supply chain, global crises, or shifts in consumer behavior.

From the perspective of sustainable enterprise development, effective inventory management contributes to reducing waste, optimizing energy consumption, and promoting environmentally responsible practices.

These factors are becoming increasingly important in the context of corporate social responsibility and environmental, social, and governance (ESG) standards, which are gradually influencing stakeholder expectations and investment attractiveness.

In conclusion, efficient inventory management should be recognized as a cornerstone of competitive enterprise development. By integrating forecasting models, digital tools, and strategic thinking, enterprises can not only streamline their internal operations but also reinforce their market positions and ensure long-term growth. Future research may focus on sector-specific inventory strategies, the role of artificial intelligence in supply chain planning, and the development of performance evaluation systems that connect inventory efficiency with strategic outcomes.

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### **FEATURES OF PERSONNEL MANAGEMENT AT TRANSPORT COMPANIES**

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To fully reveal the concept of 'personnel', I propose the following: consider scientific approaches to understanding it. Rusinko M.I. and Sudakova O.I. Larchenko, define personnel as the staff of an enterprise, firm or organization who are qualified workers of an enterprise, who possess professional ability to work, i.e. they have received special training and they require competent management and the creation of conditions for their development. They are also capable of adapting to changes in other factors and elements of production. These scientists identify three approaches to understanding personnel. The first approach views personnel as an expense that needs to be reduced. This can distract employees from production goals. The second approach views personnel as a resource that should be managed and invested in effectively for its development. The third approach considers personnel to be a constantly evolving process production. In today's technological environment, the maximization of the effective use of labor is becoming a priority, emphasizing the importance of effective management and stimulation of personnel development in order to adapt to change. Understanding the role of the human factor in strategic management is crucial for an enterprise's competitiveness in the modern business world.

The position of scientists Markov S.V. and Oliinyk O.M. attracts attention because they define personnel as a group of employees of an organization, including both hired employees and owners or co-owners who are directly involved in the work. They consider the main characteristics of personnel to be their number and structure. The number of personnel depends on the specifics and scale of activities, the complexity and labor intensity of production or management processes, as well as the level of their automation, mechanization and computerization. Thus, these characteristics are a function of the organization's activities and directly depend on its technical and organizational base. Personnel formation is carried out in a targeted manner, taking into account