

TENDENCIES AND PROSPECTS OF THE DEVELOPMENT OF MARKET CABLE PRODUCTION

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In the given article the market development of the cable industry from 2003 to 2009 is considered. On the basis of dynamic numbers the manufacturing tendencies of cable production of the key Russian manufacturers are revealed by the method of analytical alignment, the forecast of volumes of cable production output for 2010 - 2011 is done. The ranging of the largest cable manufacturers of Association "Electrocable" on the volume of copper and aluminum processing for the last 7 years is carried out. The typical organizational-administrative actions taken by the participants of the cable market are allocated. On the basis of it the prospects of market cable production development are defined.

The development of economy in 1999-2009 wasn't uniform. The analysis shows that such non-uniformity is defined by several factors, the most essential among which was the condition of the external economic conjuncture. The essential influence on the dynamics of development of cable branch was rendered by the control system of the branch and each enterprise separately. At the same time, it is necessary to consider positive the preservation of the basic structure of cable production manufacturers. The basic players kept the positions during the period till 2007, but in 2008 and 2009 some changes in cable production were observed. Some enterprises managed to keep former positions.

For revealing the tendency of industrial cable production of the key Russian manufacturers we will use the method of analytical alignment. The application of an economic-mathematical method allowed revealing the trend for the growth in the volumes of output of a check point at four large enterprises. Thus in JSC "Incomtech" a slight growth in the volume of output is observed, however this enterprise has

a large-scale production and occupies the leading position in the branch. The other three enterprises: JSC "Samara Cable Company", Sevkabel Holding, JSC "Sibcable" (with smaller scales of manufacture) have demonstrated higher rates of increase in the volume of output of a check point, to which the stronger inclination curve testifies.

The ranking of the largest cable factories of the "Electrocable" Association according to the volumes of copper and aluminum processing for the last 7 years is illustrated in table.

The analysis confirms the necessity of working out the objective, strategically thorough system of positioning the enterprises of the cable industry.

Thus, the prospects of business development in the given market should be connected with the following priorities:

1) Strengthening corporate relations, introducing such forms as holdings, associations; creating co-production;

2) Creation and development of a system of strategic management, allowing to carry out

The largest cable factories of "Electrocable" Association according to the volumes of processing copper

Name	2003	2004	2005	2006	2007	2008	2009
Kamskiy Kabel	2	2	1	1	1	2	2
JSC "Electocable Works, Kolchugino"	1	1	2	2	3	3	4
JSC "Rybinskakabel"	-	-	3	3	5	5	6
Sevkabel Holding	-	-	6	4	2	1	3
JSC "Podolskakabel"	5	6	7	5	7	10	12
JSC "Sibcable"	3	3	4	6	4	4	1
JSC "Moskabelmet"	4	4	5	7	6	8	18
JSC "Samara Cable Company"	6	5	-	-	9	7	15
JSC "Incomtech"	7	7	-	-	8	7	7

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constant monitoring of the conditions of development of the industry in general and the organization in particular, to define the directions of working out favorable long-term prospects.

3) The increase in the market share;

4) The control of production costs for the purpose of the subsequent reduction of expenses,

the research of internal reserves of management by costs;

5) Improvement of quality: maintenance of quality and conditions of deliveries;

6) The development of new technologies, modernization, and the development of new demanded kinds of production.

7) The creation and development of R&D.

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