

# RESEARCH OF SYSTEM OF SOCIAL MANAGEMENT OF PERFUM AND COSMETIC ENTERPRISE

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**Introduction.** Today, one of the priorities of modern perfume and cosmetics enterprises is targeting management system on social values. Important questions about the use of social features management domestic perfumery and cosmetic companies are so multifaceted, relevant and open, requiring further study and develop ways of its improvement in the conditions of socially oriented economy of Ukraine.

**Aim.** The aim of this work is to research the theoretical and practical aspects of the use of social management of modern perfumery and cosmetic companies.

**Materials and methods.** Used methods of scientific analysis, systematic approach and marketing analysis.

**Results and discussion.** The system of social management of enterprise perfume and cosmetics industry is individual and unique, to be reflected in the development of the mission, goals, business strategy, vision of business processes, key standards system and indicators.

The use of social management in practice perfume and cosmetic company requires a reorientation of the overall management system in compliance with human social values, namely in the environment - a focus on the social values of the consumer, in the mid - social values staff. Without studying social processes and relations in the relevant company, creating an adapted system of social management is not possible to meet the social needs of society and solving economic and social problems of the company.

We studied management system of perfume and cosmetic company LLC "BIOKON" and found that it has a social orientation. It includes: the presence of the social mission of the enterprise, social development strategy, the use of social partnership programs, the use of methods to solve social problems of staff and customers, achieving high indicators of social relations in society.

Today LLC "BIOKON" is one of the leading perfume and cosmetic enterprise in Ukraine. Company constantly develops and implements innovative marketing and promotional social-focused strategies that reinforce its positive image, which affects customer loyalty to the brand and increases brand perception.

LLC "BIOKON" as a socially responsible company for many years engaged in charity. From 2013 company realizes the program "BIOKON for women's health," which was designed for 3 years. As part of the charity project company assisted hospitals in all regions of Ukraine. Every month two antenatal clinics in two different

regions receive necessary equipment for the treatment and diagnosis. The community appreciates the value and importance of the project in terms of development of Ukrainian health system.

The main competitive advantages of the company are coordinated business behavior, rich network of business contacts and relationship management skills, adaptation to change the unfavorable external environment, strategic flexibility, the use of programs of social partnership, innovation activity in solving social problems.

Note that it is formed by the social partnership system allows the company to combine resources to create social programs that it cannot develop on their own. This opens up new strategic and innovative opportunities for him.

The system of social management LLC "BIOKON" provides a clear definition of tasks and can be used in any way to define business processes, setting goals for further work, evaluation and planning of actions necessary to improve the situation.

Human resources of cosmetic company is recruiting and retaining the necessary personnel corporation, his professional training and development, evaluation of each of the employees in terms of the implementation of the social objectives of the company, it gives the opportunity to adjust its behavior, and provides rewards for staff for his efforts.

The purposes of the company LLC "BIOKON" in the future - is the development and production of new social competitive products. In their laboratory, scientists are creating new recipes and improve existing ones.

Each year the company receives patents for ten or more cosmetic products, which are then used in production. The company has modern pharmaceutical equipment and cosmetic raw materials from leading manufacturers from France, Germany, Austria and other countries.

Thus, the social management of modern perfumery and cosmetic companies - a system of social control that ensures the efficiency of the production of social production by addressing social problems in society and can effectively influence social processes in the country.

**Conclusions.** We investigated the main aspects of the social management of modern enterprises perfume and cosmetic industry and found that the management model according to the system of social management provides a clear mission statement, goals and objectives for socially-directed enterprise perfumes and cosmetics, which affects the process of strategic planning, organization, motivation and evaluation practice. The system of social management on the example of LLC "BIOKON" and are the main areas of social work, which provide it a competitive advantage in the Ukrainian beauty market.