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ON ONE ROI METHODOLOGY APPLICATION

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Abstract
This work is devoted to the development of a universal procedure. Its feature is the automated processing of the organization's state by issuing an objective conclusion at the user's request. The presence of a system of related indicators as part of a complex indicator allows eliminating the frequently observed conflict between the organization's divisions, including between the marketing department and the financial service. This is achieved through the developed system of norms, the exit from which allows recording the situation of deviation from the sustainable functioning mode.
Keywords: indicator, interests, conflict, detail, system, norms, development.

1 Introduction

The use of the approach to measuring the effectiveness of the organization based on the modified ROI technology made it possible to record a number of contradictions [1]. Their detailing allows identifying the inconsistency of the actions of individual services of the enterprise. For example, in the case of a normal state, mutual claims arise when distributing profits. Representation of the ROI indicator in the form of two factors, the rate of capital turnover and the profit margin from sales makes it possible to clearly formulate annual standards for different departments. Further detailing will increase the duration of the assessment interval, including moving to measuring the state based on long-term planning data. Knowledge of the standards allowed us to formulate the problem: "It is impossible to make accurate conclusions about the state of the organization if an approach to assessing violations that cause deviations from the standards for different periods of time has not been developed." Therefore, the system of standards was adopted as the object of the study, on the basis of which the relationships established between the ranges of key indicators included in the ROI computational procedure are determined [2]. In this situation, the subject of the study is the organization of the computational process is carried out based on the sphere of interests of the organization's divisions.

2 Procedures

The purpose of the study is to develop a procedure based on which objective conclusions are issued about the current state of the system, including diagnoses on the use of assets and the prospects for the development and growth of the organization.

According to the goal, the following tasks were put forward.

1. Conduct an assessment of the current state as part of the system of established standards adapted to specific business conditions.

2. Select an option that ensures timely identification of the organization's weak link.

3. Perform the design of a medium-term scenario tuned to the strategy of improving the organization.

4. Develop a mechanism for the formation of long-term instructions for the development of the organization in the context of new functions

The assessment carried out in the context of a system of given standards allows us to develop mechanisms for measuring efficiency at a distance of varying length, from the current analysis of the state of the industry to a long-term growth strategy.

3 Conclusions

The practical value of the obtained results consists in a comprehensive approach that allows for full-scale control over the distribution of resources at the main stages of the organization's life cycle.

The novelty of the study is in the developed methodology for forming a system of established boundaries of key indicators. Thus, the managers of the organization have at their disposal a tool on the basis of which not only the process of assessing the state is automated, but also it becomes possible to develop measures to improve the business.

References

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[2] Kossiakoff, A., Swee, N., Seymor, S., Bier S. (2011) *Systems Engineering Principles and Practice*. John Willey & Sons, Inc.