

The background of the page is a dark, grainy, and textured surface, possibly representing a microscopic view or a natural material. A bright green rectangular frame is centered on the page, containing the title text in white. The bottom portion of the page is a solid black rectangle.

**Analysis of environmental
factors of enterprise at
the regional market
of oil products**

ANALYSIS OF ENVIRONMENTAL FACTORS OF ENTERPRISE AT THE REGIONAL MARKET OF OIL PRODUCTS

ANÁLISIS DE FACTORES AMBIENTALES DE LA EMPRESA EN EL MERCADO REGIONAL DE PRODUCTOS PETROLÍFEROS

ABSTRACT

The research results of the use of state statistics data of factors of environmental enterprise of "TAT-OIL-PRODUCT" are presented in the paper. Indirect and direct influences are distinguished in a number of factors. In the composition, indirect influences of macro-medias-political, economic, sociocultural and technological factors are analyzed. In this composition, the factors of direct influence the factors of microenvironment-consumers and competitors are distinguished. According to the analysis of environmental factors, the thesis reports that the necessary and independent stage of forming the development strategy of enterprise is reasonable. The special attention is paid to the regional market of oil and oil products, on which the normatively-legal pre-conditions are formed for a competition between the analysis of peak-integrated petroleum companies. Analysis of dynamics of financially-economic activity of enterprise at the regional market of oil products allowed to deduce the reasons of worsening of the indices including the low level of efficiency of strategic analysis of enterprise's environmental factors; the absence of a skilled specialists in the area of strategic management, effectively capable of using modern software products based on the system of the balanced indices.

KEYWORDS: Enterprise Development Strategy, Oil Products Market, Strategic Analysis, Strategic Management, Environmental Factors.

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RESUMEN

Los resultados de la investigación del uso de datos estadísticos estatales de los factores de la empresa ambiental de "TAT-OIL-PRODUCT", se presentan en este documento. Las influencias indirectas y directas se distinguen en una serie de factores. Aquí se analizan las influencias indirectas de macro-políticas, económicos, socioculturales y tecnológicos. En esta composición, se distinguen los factores de influencia directa de los factores de micro-consumo y competencia. De acuerdo con el análisis de los factores ambientales, la tesis informa que la etapa necesaria e independiente de la formulación de la estrategia de desarrollo de la empresa es razonable. Se presta especial atención al mercado regional de petróleo y productos derivados del petróleo, en el que se encuentra la normativa legal-legal. Se forman las condiciones para una competencia entre el análisis de las compañías petroleras de pico integrado. El análisis de la dinámica de la actividad económico-financiera de la empresa en el mercado regional de productos petroleros permitió deducir las razones del empeoramiento de los índices, incluido el bajo nivel de eficiencia del análisis estratégico de los factores ambientales de la empresa; la ausencia de especialistas capacitados en el área de la gestión estratégica, capaces de utilizar productos de software modernos basados en el sistema de los índices equilibrados.

PALABRAS CLAVE: estrategia de desarrollo empresarial, mercado de productos petrolíferos, análisis estratégico, gestión estratégica, factores ambientales.

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1. INTRODUCTION

In the process of the strategic planning of subject management development, it is necessary to spare the special attention to the environmental analysis and monitoring. The account of changes of the state of environmental factors being characterized in modern terms in the high level of vagueness allows to form the effective enterprise development strategy and choose the reasonable management tools. As the independent stage of forming and realization of the development strategy, confession of strategic analysis reports the universally recognized position of strategic management. At the same time, it is necessary to agree with the row of authors suggesting to “distinguish environmental monitoring in the independent stage of formulation of strategy with the purpose of fixing the strategic orientation after the strategic planning subsystem and functioning orientation of all resource constituents of managing subject on the achievement of the goals” (Dochkina, 2008; Luo et al., 2018).

METHODS

Fundamental positions of management theory and foreign scientists, sanctified to the analysis of problems in area of forming the estimation systems of management efficiency organization, report the theoretical and methodological basis of research. Mathematic- Statistics method and expert estimations method were used in order to confirm the working hypothesis during research scientific methods, as well as methods of making decision theory.

RESULTS

As the first stage of the strategic planning, the analysis of environment plugs itself in the study of the factors influencing the financial-economic performance dynamics of enterprise indices. Depending on the degree of affecting the state of the indicated indices and direction of their development in the struc-

ture of factors, they distinguish direct and indirect constituents presented in opinion of separate researchers, the direct (microenvironment) and indirect (macroenvironment) environmental influence, accordingly. Simultaneously, most microenvironment authors examine it as integral description of branch market, allowing to interpret it as a constituent of environment; while a microenvironment is determined as an environment of direct influence, or internal environment of management subject.

A microenvironment includes factors directly influencing the state of financial-economic performance of enterprise indices and simultaneously test these influence from the last view. For the analysis of environmental factors, we will distinguish the next basic areas.

Generalization of the alternative for the study of environmental factors allowed to come to the conclusion about expedience of environmental selection of indirect influence as well as microenvironment of enterprise. In turn, application of principles of a methodical offer for the realization of strategic analysis reports the required pre-condition for an exposure and all-round description of environmental factors of the enterprise “TAT-OIL-PRODUCT” . Macroenvironment renders the indirect affecting strategy selection of the development and effectiveness of its realization. Based on the realization methodology of PEST four basic groups of factors are distinguished for the analysis of composition of the enterprise’s macromedia: political, economic, sociocultural, and technological.

In composition of the substantial affecting the selection of development strategy, political factors render the level of political stability, qualificatory the dynamics of investment charges; as reported by the measures of the state affecting the state of political factors, the measures of the direct (administrative - constitutional) as well as indirect (accounting - financial and money-and-credit) adjusting of economy . The influence measures are selected by volume of plenary powers of federal and regional organs of management, organs of local self-government, as well as the state of normative legal base, and so on. The situation and dynamics of financially-economic indices of functioning of company “TAT-OIL- PRODUCT” report the basic types of activity of

that retail and oil products wholesale realization are under the influence of political factors. First of all, this antimonopoly adjusts and controls the oil markets and oil products of the Russian federation. Federal law, issue 135 warns about "defence of competition" and stops monopolistic activity and unfair competition. Thus, economic activity freedom and defence of competition are provided and terms are created for the effective functioning of commodity markets (Federal Law from 26.07.2006)

Research in the condition of oil products' modern market in Russian Federation confirms the necessity of development and application of effective methodology of formation of objective prices on oil products, orientable on a level costs of liquid market. The project of the Federal law "On the market pricing on oil and oil products in Russian Federation" is sent to form an effective pricing system on oil and products of its processing, development of markets with the high level of competition, as well as trade principles of the organization (Project of the Federal Law "On the Features of Turn of Oil and Oil Products in Russian Federation, 2016). The analysable project of federal law comes from confession of the necessity of provision of economic space unity in Russian Federation in accordance with the standardization of requirements to organization besides realization of turn of oil and oil products in Russian Federation, as well as observance of rights and legal interests of legal and natural persons - participants of market of oil and oil products in addition to the achievement of balance of their economic interests.

ECONOMIC FACTORS

The estimation of the economic factors state comes from the determination of character of their aim selection of enterprise and methods of its achievement. In composition economic factors, the selection strategy of enterprise development influences the distinguished level of interest rate, rate of exchange, change dynamics of basic macroeconomic indicators, rate of inflation, state of tax sphere etc. Negative influence of environmental factors makes sense in the reduced volume of effective demand, while positive influence stimulates a forward macroeconomic dynamics. The risks that can render the negative influence on the company's activity "TAT-OIL- PRODUCT" are as follows:

- price change in oil and oil products on internal and foreign markets;
- risks related to the bank credits. Increased interest rates to be used by debt funds;
- increased railway tariffs;
- out-of-control high expenses, due to inflation, high tariffs, salary and so on;
- intrabranche competition.

Currently, the Russian economy continues to adapt itself to volatile characters of oil prices and to the economic approvals, entered by the row of the foreign states in July 2014. According to ROSTAT, the year 2017 became a record year on the low inflation level for the period from 1991 to 2017, making 2.5% inflation. In October 2018, the inflation rate in Russia was 0.35%; it was 0.19 more in September 2018 and 0.15 more than in October 2017. Together with it, inflation from the beginning of 2018 was 2.89%, and in an annual calculation, it equaled to 3.55%. The dynamics of inflation rate in Russian FEDERATION for 2000-2017 is presented in Table 1.

Table 1. The inflation rate in Russian Federation, 2001-2017 (Rate of Inflation in Russia on Years 1991-2017)(See Annexes).

It is necessary to confess that the inflation rate renders the considerable influence on the purchasing power of clients. In this connection, there is a necessity of the permanent monitoring of inflation rate from the top-manager with the purpose of provision of the efficiency of strategy of enterprise development.

A major economic factor is the state of labour potential of the enterprise's placing territory. General unemployment rate in Republic of Tatarstan (3.2%) for three quarters of 2018 has been estimated less than what estimated by the average on Russian Federation (4.6%) and on the Volga Region federal district (4,2%). Based on the inspections by the territorial organ of Federal service of state statistics on Republic of Tatarstan, on the average for August - October, 2018, the quantity of labour force of Republic of Tatarstan (aged 15 years old and older) made 2 0423 thousand persons, from whom 19782 thousand were busy in an economy and 641 thousand per-

sons or 3.1% of the quantity of labour force was not employed, but actively searching for work (they are classified as unemployed persons in accordance with the methodology of International Organization of Labour).

A branch cut reports the features of PT employment sphere that is called prevailing in the number of busy workers of enterprises of the real sector of economy, testifying considerable industrial potential of region.

The major part of population of Tatarstan is busy in productions and more than 20% of whom, or almost 267 thousand persons work hard. In the field of education, 156 thousand persons are busy, or 12% of the area's working habitants incurrence; in the field of operations with the real estate, 144 thousand persons, or hardly less than 11% of the area's working habitants incurrence are lease and grant services are busy; 150 thousand habitants of the area, or 11.3% of the incurrence are working in the field of wholesale and retail trade, repair of vehicles, motor cycles, domestic wares and articles of the personal use (Decision of Cabinet of Ministers, 2013).

Now, the situation of the labour market of Republic of Tatarstan is characterized to be relatively stable due to the realization of effective public policy in the population employment area. Realization of events of the government program Republics of Tatarstan "population employment of Republic of Tatarstan during 2014 – 2020" was associated with the decreased unemployment rate in the area. From 2009, a general unemployment rate in the republic went down by 2.2, and the registered unemployment rate reached 3.9 [7].

SOCIOCULTURAL FACTORS

Sociocultural factors influence the level and quality of life of population, resulting in a reflection as the changed behavioral patterns. The birth rate and death rate belong to the group of the indicated factors. Immigration intensity and emigrant processes, average duration of life, acquiesced disposed by the citizens of Russian Federation and its subsets, lifestyle looked after at the majority of population, federal educational standards, population's attitude to the quality of commodities and services; efficiency of control of contamination of environment, state of the system of resour-

ce-saving, social responsibility of enterprises, and so on.

The level and quality of life influence the purchasing power of clients. As company "TAT-OIL- PRODUCT" is a regional enterprise, the number of factors of its environment belong to the standard of living of population in Republic of Tatarstan. Dynamics of separate indices of standard of living of population of RT are presented in Table 2 [8]. (See Annexes).

REFINED DATA

During 2016-2017, the indices of population living standard did not substantially change [9]. Indices given above influence the population's demand and purchase habits. They allow to estimate the prospects and quality descriptions of the market (Petrova, 2010).

TECHNOLOGICAL FACTORS:

Changes in area of science and technique represent the activation substantial factor of competitive activity and form the new personal and productive necessities qualitatively. Thus, for example, for enterprises with development economically and ecologically effective technologies of storage of oil products, a considerable role is realizing oil products. It is related to that one of specific properties of oil and oil products that is a volatility of easy factions of hydrocarbons at their storage. It is the fundamental reason of technological losses of valuable raw material and harmful extras in the ambient atmosphere. On the estimations of native specialists, in Russia only for a year, the losses of petrol due to evaporation is more than 100 thousand tons.

MICROENVIRONMENT

In order to consider the influence of microenvironment, we will distinguish the following factors: consumers, competitors, and suppliers [11].

CONSUMERS:

Consumers of company's "TAT-OIL- PRODUCT" are presented by two groups:

- 1) End-user or population

The basic customers of oil products of company "TAT-OIL- PRODUCT" are end-user,

greater part of which is made by the population who are able to work.

2) The industrial consumers: representing the different sectors of economy.

The consumers of petroleum base, in the first instance all are enterprise and of agricultural, industry, transport organizations.

OPPONENTS:

For the production and technical innovation factors, an enterprise conducts competitive activity at the resources market. The state of enterprise's internal environment, characterized by financial and economic performance indicators depends on the competitive activity state.

The basic competitors of company "TAT-OIL- PRODUCT" at the retail market of oil products of the Tatarstan Republic include Company «Tar oil», Company «Avtodors-troi», group of companies' profile enterprises, «TAif», Company «Lukoil», Company «TC» and «Tranzitcity».

The oil products market is more under the control of large petroleum companies. Nevertheless, the position of enterprise at the retail realization of oil products market remains stable and has high prospects due to its further development and modernization network.

SUPPLIERS:

The main suppliers of Company "Taroilproduct" are the Company "TAif-nK", integrating an oil-processing plant, plant of petrols and production on processing of gas runback, Oil-processing Complex "TAnEKO". These oil-processing enterprises are included in the list of the largest companies in Russia.

It stands to mention that on basic macro-economic indices, the Republic of Tatarstan, where the Company "Taroilproduct" is located in, is traditionally included in the list of regions-leaders of Russian Federation. On volume gross regional product, the republic occupies the rank 6 among the subjects of Russian Federation. In agriculture and volume of investments in the fixed assets, it is ranked third. For the industrial production and building, it has the fifth place (Orlov, 2016). With a first rank legislation, modern infras-

tructure and active state, it supports forming the republic of favourable conditions for the permanent increase of enterprise activity and environmental development business.

DISCUSSION

To the questions of effective management, an enterprise is devote to a large number of scientific works. Thus, the environmental management subject is distinguished as an independent objective of research within the framework of strategic management school conceived in XX. The special contribution to its studies was yielded by foreign scientists: F. TeILoR, A. Fayol, A. Chandlera, I. Ancoff, G. Minchberg, M. Porter, P. Druker, D. Norten, R. Kaplan, A.D. CHandler and etc (Thomas et al, 1982; ten Dam & Siffert, 1982; Quinn, 1980). Becoming predetermined in Russian Federation of market relations, it was necessary to adapt positions of management theory to the features of national economy. It found a reflection in works of the Russian authors among that particular interest in the context of research object occupied by labours C.B. Avdashievay, A.C. Vikhanckava, I.B. Gurkava, V.C. Efremova, v.E. Dementieva, N.G. Bagautdionai, V.U. Iakovleva and etc (Chandler, 1962).

SUMMARY

Features of separate subject environmental functioning managements determined by all national, regional, branch and other factors, reveal the requirement to study them through using the forms within the framework of management theory of methodical approaches and tools, as well as in adaptation of strategic analysis tools to the enterprise of retail market of oil products. The environmental strategic analysis of enterprise is conducted with the purpose of provision of productive cooperation between the processes of planning, successive transformation of mission and general strategy of enterprise to the system of certain goals and tasks by means of the individually worked out efficiency indices, as well as determination of composition of events on achieving them. The results of this research can be employed during the formation of practical recommendations on development of competition strategies of development. We defined how to select the research theme, besides its theoretical and practical meaningfulness

CONCLUSIONS

The conducted analysis revealed that in a modern theory and practice there is a row of stages of strategic analysis of environmental factors of enterprise, based on different interpretations of its maintenance and structure. Despite the absence of single position of formation stages of enterprise's development strategy, it is possible to distinguish the general stages of strategic management process, including forming missions and goals of organization, estimation and analysis of environment, exposure of strengths and weaknesses, analysis of possible strategies, as well as the development, realization and estimation of the selected development strategy's effectiveness.

The conducted analysis of environmental factors of Company "Tar-oil-product" represents the necessity of forming a competition strategy and ground for realization of the effective administrative decisions that will allow to provide the dynamics of financially-economic performance indices. Research on the external and internal environment factors of enterprise supposes their influence on the state of certain descriptions of management subject, stipulating the necessity of estimation of the potential threats determined by macroenvironment and microenvironment. The total enumerated factors allow to produce the effective methods of strategic management of an enterprise, realization of a long-term special purpose reference, considering a mission and strategic aim of development of management subject. The same, as a significant stage of forming the strategy of enterprise, a thesis about the strategic analysis requires adaptation to the features of functioning of certain enterprise with the purpose of realization of its competition potential.

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ANNEXES

Year	Inflation Rate
2017	2.5
2016	5.4
2015	12.9
2014	11.36
2013	6.45
2012	6.58
2011	6.1
2010	8.78
2009	8.8
2008	13.28
2007	11.87
2006	9.0
2005	10.91
2004	11.74
2003	11.99
2002	15.06
2001	18.8
2000	20.1

Table 1. The inflation rate in Russian Federation, 2001-2017 (Rate of Inflation in Russia on Years 1991-2017)

Issue	Parameters	Years		
		2015	2016	January -October 2017
1	Index of industrial production (IIP), in % to the corresponding period of previous year	101.5	103.5	102.2
2	Index of consumer cost to the corresponding period of previous year	112.8	105.5	102.9
3	Nominal charged extra average monthly salary on enterprises and in organizations, including a small enterprise, ruble to the period of previous year	29147.1	30224.4	...
4	Rate of height of nominal salary, in % to the corresponding period of previous year	103.0	103.7	...
5	Real charged extra average monthly salary on enterprises and in organizations, including a small enterprise, in % to the corresponding period of previous year	91.3	98.3	...
6	Outstanding debt on salary payment on one month, million / ruble	January 1 28.641	January 1 12.636	November 1 12.444
7	Money income populations ruble	32155.5	32609.3 ¹⁾	...
8	Rate of money income populations, in % to the corresponding period of previous year	107.8	101.4 ¹⁾	...
9	Real money incomes, in % to the corresponding period of previous year	96,0	96,5 ¹⁾	...
10.	Cost level of living population per ruble	On the average I-IV .	Cost level of living population on Tatarstan from 26.01.2017 issue 31	Level cost of living population Tatarstan from 28.10.2017 issue 815
	All population	7695	8077	8669
11.	Standard of living (relation of money income populations on a model family member), per time	2.41	2.34 ¹⁾	2.14
12.	purchasing ability (correlation of average monthly salary and able to work population),	3.55	3.51	3.45
13.	Purchasing ability of money acuestss of population (correlation of money acuestss on the average), time over	4.18	4.04 ¹⁾	3.63

Table 2. Indices of standard of living of population of Republic of Tatarstan during the period 2015-2017