

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"
Chair of Innovative Management

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**RESEARCH ON THE FINANCIAL MANAGEMENT STRATEGY
OF Z REAL ESTATE COMPANY**

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

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Admitted to Master`s thesis defense on
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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 56 pages, 5 figures, 14 tables, 54 sources.

FINANCIAL MANAGEMENT, STRATEGY, STRATEGIC IMPLEMENTATION; STRATEGIC EVALUATION

The aim of the study: is to propose ways for improving the financial strategy of company Z Real Estate, aimed at increasing the level of its competitiveness. In order to achieve the above stated goal, the following **objectives** have been developed:

- 1) to study the theoretical aspects of corporate management strategies, consider their relationship and mutual influence;
- 2) to analyze the factors influencing the choice of strategy
- 3) to give the Organizational and economic characteristics of Z Real Estate Development;
- 4) to analyze problems and risks in Financial Management of Z Real Estate Company;
- 5) to formulate specific strategies for financial management of Z Real Estate Company.

Object of the research: Z REAL ESTATE COMPANY.

Subject of the research: financial management strategy.

Research methods: comparative analysis, expert assessments, fuzzy comprehensive evaluation, graphic method and analytic hierarchy process.

Realm of the possible practical application: Business scope; real estate development; sales of commercial housing; property management; investment in new technology and product projects, etc.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.