**ABSTRACT**

**A. Sakun**

**I. Pantiuk**

**SYSTEM APPROACH TO ORGANIZATION AND MANAGEMENT OF PRODUCTION AND sales activities OF ENTERPRISES OF INDUSTRY**

**Introduction –** The production and sales systems are mutually complementary, define the viability, competitiveness and stability of each other. Their interrelationship is so strong and much aspect that, in one direction, one inevitably has to take into account the state of another. The complex of integration measures should be aimed at synchronization of production and sales processes.

**Purpose –** systematization of approaches to the process of organization and management of production and sales activities of industrial enterprises.

**Methods –** the theoretical and methodological basis is the scientific works of domestic and foreign scientists on the subject. In the course of the study, we used the scientific and special methods: abstract-logical; classification and typology; theoretical generalization, synthesis and system analysis.

**Results –** In the process of studying the organization and management of production and sales activities of the industrial enterprise, the problem of inconsistency of interests of production and sales units was identified, which developed mainly due to the lack of effective integration of marketing, production and logistics functions in the management of the enterprise. The solution of this problem is possible within the framework of a systematic approach to the organization and management of production and sales activities of an industrial enterprise, which allows synchronizing the interests, goals and objectives of production and sales units, thereby contributing to the emergence of a cumulative synergistic effect due to the reorientation of their activities to the needs of customers.

**Conclusion –** the formation of organized production and sales activities should be based on a systematic approach to the development of an integrated model that would ensure the economic development of the company and created the prerequisites for increasing sales volumes and market competitiveness.