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The article identified the need to implement the continuous process of monitoring internal factors through development and consistent implementation of an own program to improve business efficiency, and taking into account the impact of external factors on it. Improving the efficiency of business entities depends on the improvement of informational support of management functions based on the use of modern software. The study on management automation greatly simplifies the process of implementation and improves the efficiency of the further use of the above-mentioned system.

Keywords: controlling, effective enterprise management, factors, activities of business entities, software, automated management.