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**УПРАВЛІННЯ РОЗВИТКОМ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА НА
ІННОВАЦІЙНИХ ЗАСАДАХ (НА ПРИКЛАДІ DOBBY'S BAKERY SHOP)**

Nwankwo Nkemjika A.

**MANAGEMENT OF ENTERPRISE'S ACTIVITY ON INNOVATIVE BASES (ON
THE EXAMPLE OF DOBBY'S BAKERY SHOP)**

Innovation management thus refers to handling of all the activities needed to “introduce something new”, which in practice means things like coming up with ideas, developing, prioritizing and implementing them, as well as putting them into practice, for example by launching new products, or by introducing new internal processes.

Innovation activities of the enterprise Dobby's bakery are all scientific, technological, organisational, financial and commercial steps which actually, or are intended to, lead to the implementation of innovations.

Management of enterprises innovative activities: is the coordination and administration of tasks by setting up good and quality standards workforce to back new ideas and reach a certain goal.

Management of enterprise innovative activity on the example of Dobby's bakery entails:

Ideas: creating new ideas that are required or in demand in the labour force and bringing them to reality is vital in the growth of any enterprise. The idea of Dobby's bakery is one that consist of cakes, designing and every other thing that has to do with flour, butter and sugar and coming up with ideas that serve both the workers and customers rightly.

Creativity: is the use of imagination or original ideas to make something new and bring to reality. In the Dobby's bakery industry being creative is an important role as it helps provide and meet customers' request.

Communication: is the key to any business. Proper communication is necessary in order to deliver the best results, therefore, it should be made sure that the message conveyed to the last person is exactly the same as it was sent by the sender and has not been tampered. Direct communication is the most effective way, which does not only make the message clear but also creates a sense of trust, responsibility and belonging in the employee, thus making him deliver better results.

Workforce: an efficient team can prove to be really fruitful and constructive. Effectiveness of a business is determined by the outcome from the action of employees and managers. If they demonstrate effectiveness in their workplace, it will definitely help in producing high quality outcomes.

Conclusion: The fast development of the innovation sector encourages enterprises to increase their innovative activity, to form and retain competitive advantages and to ensure the success of the enterprises.

In order to improve the innovation activity management system of the enterprise,

- Firstly, the focus on continuous innovation self-development;
- Secondly, the innovation system management should be implemented as a process of creating innovations while making better use of the creative potential of the company personnel;
- Third, the process of the innovation activity management should be taken.