

[1].

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[2].

6

(600-1660)

300 (1660-1960),

1960-

[3].

()

” [4].
 ” [5-9]
 ;
 (, ,);
 ;
 [10-12].
 59
 : 5 - 32
 , 1 - (12 , 10 , 10)
 ()
 (2,13-2,81), (2,82-3,49), 5 : (1,44-2,12), (> 4,18), (3,50-4,18),
 () [13].

(weaknesses). [9], (opportunities), (threats), (strenghts)

[14]. -

(,) 13,08%

52,7%, - 68-70%.

52,7%, - 59,3% [2].

-

(4,56), (4,56), (4,44) (4,56), (4,44).

(1,44), (1,67), (2,44), (1,44), (2,78

)

(. 1).

(. 1).

1,0:13,0,

10

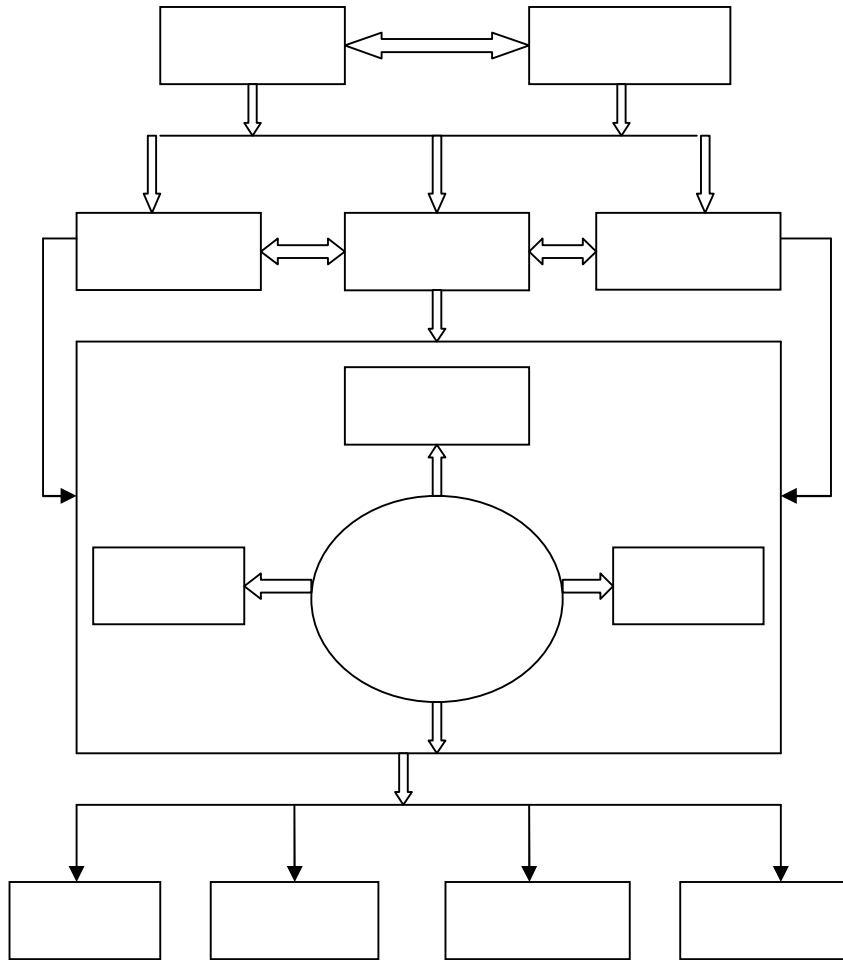
1

()		, %
(- 1,44-2,12)	,	3,39
(- 2,13-2,81)	,	2,82
(- 2,82-3,89)	,	12,99

SWOT-

Opportunities –	Threats –
<p>()</p> <p>()</p>	<p>« »</p> <p>« »</p>
Strengths –	Weaknesses –
<p>()</p>	<p>()</p>

(.2).



. 2.

[14, 156].

1.

2.

3.

- : ,2007.- .514-522. ,24-26 2007 .).
- 14. . : , / . ,
. , .- : - ,2002.

05.10.2010 .