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CREATION EFFECTIVE PERSONNEL POLICY ON SERVICE COMPANY

In the modern terms of development of national economy substantial and actual is a competitive personnel and efficiency of labour relations. Personnel policy is an important part of corporate strategy of the company. This is associated that effective activity of enterprise depends from qualitative and quantitative characteristic of workers and also from method and mechanisms of guidance. At first, defined features of the formation of personnel policy in enterprises and factors that determine the efficiency of human resources policy and tools for its implementation. Nowadays is an important study features of formation of human resources policy at the domestic enterprises and development of recommendations for its effective implementation.

Problems of the personnel policy are reflected in the works of scientists: Odehova Yu.H., Posherstnyk N.V., Filipova T.I., Shchokina H.V., Shcherbak V.H., Yakovenko O.M.. But the problem of formation of personnel policies on service company require further solution.

The main purpose of personnel policy is timely provision of optimal balance of recruitment process, saving personnel, their development according to the needs of the enterprise. [6, p. 33]

The basis of the formation of personnel policy on the service company is the analysis of the structure of personnel, efficient use of of time, forecasts of the enterprise and employment of personnel.

Effective HR- policy affect the successful implementation of business strategy and is a major factor in choosing frames. In implementing the objectives of personnel policies service companies using certain staffing strategy: the formation of personnel, increase efficiency of staff, optimization of staff potential and etc. All personnel strategy are interdependent and influence the effectiveness of work. **In the process of personnel policies of the company** should take into account such factors:

- to development of common principles of personnel policies, to identify priority targets;
- to planning staffing needs, to forming staff schedule, creation of a reserve;

- the information policy is creation and support systems of personnel information;
- the financial policy is formulation the principles of distribution facilities, and ensuring an effective system of work incentives;
- the staff development policy is a development program, a career guidance and an adaptation of workers, an individual schedule, a career growth, trainings and skills;
- the performance evaluation is an analysis of compliance personnel policy and business strategy, identify problems in the work, an evaluation of human resources. [3, p. 56–57]

The main tasks of personnel policies at the enterprise:

- to providing the enterprise with skilled workers according to the development strategy;
- to creation of favorable conditions for work, which provided a labor law;
- efficient use of staff;
- to formation and support efficient operation of businesses.

In forming of the personnel policies takes into account factors, which inherent external and internal environment of enterprise: a production requirements, an enterprise development strategy; a financial capacity of the enterprise; a quantitative and qualitative characteristics; the market situation; a demand for labor force; the influence of trade unions; a labor legislation; an accepted the culture of working with hired personnel, etc.

Staff policy is a part of all management activities and an industrial policy of companies. The main goal is creating cohesive, a highly developed and highly productive workforce.

One of the main objectives of any enterprise is meet the needs of their employees. Based on this has developed an enhanced program forms of stimulation for different categories of employees.

Staff are willing to work when their needs are met as a whole. Culture in the group has a significant impact on the internal environment.

Staff policy determine the general direction and basic forms of personnel work and general and specific requirements. Staff policy should be based on the following principles: a justice, a sequence, compliance with labor laws, an equality and a non-discrimination.

Enhancement of executive staff contains a forecasting and planning needs of them, a provision for training, a turnover of staff, providing the necessary skills development, use of effective methods of recruitment, evaluation of work, a personal qualities, a training for workers, a clear staff selection, growth and promotion of staff.

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