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STRATEGIC ANALYSIS OF THE PROFITABILITY OF THE **ENTITY IN A PUBLIC TRANSPORT OF PERSONS**

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Abstract. Through profitability are achieved economic, social and environmental objectives of any organizations. In order to achieve these objectives it is essential to realize a strategic analysis and to identify factors of influence. The strategic analysis of the profitability constitutes in fact the basis and key to the success of future development of the unit.

Keywords: transport, analysis, profitability, objectives, Dashboard



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