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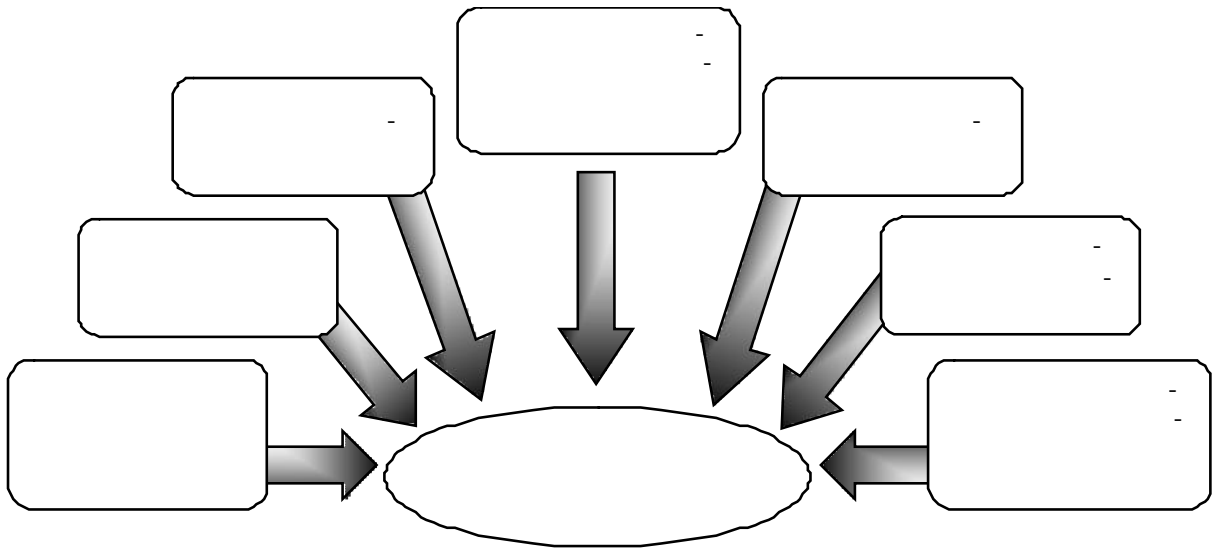
**CONSERVATION OF ECONOMIC ATTRACTIVENESS OF THE COMPANY —
A REGIONAL OPERATOR UNDER THE CONDITIONS OF REFORMING THE
SECTOR OF THE HANDLING OF SOLID MUNICIPAL WASTE**

The article discusses current issues of forming the economies of organizations related to the solid municipal waste management industry. Given the complexity of the transition to a new system of solid municipal waste management, in the context of dynamically changing legislation of the Russian Federation, the aim of the study was to identify and describe the main factors affecting the formation and preservation of the economic attractiveness of the organization. In the research process, general scientific methods and statistical analysis methods were used. In the course of the study, an analysis was made of the current legislation of the Russian Federation in the field of waste management, the main factors affecting the economic and financial indicators of organizations — regional operators for the treatment of municipal solid waste were determined. As a result of the study, measures were proposed that can be used to formulate the economic strategy of organizations in this industry and make management decisions by management in order to preserve the business and increase its economic attractiveness.

Keywords: regional operator, municipal solid waste management, economic attractiveness of the company, standards for accumulating municipal solid waste, territorial scheme of waste management.

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