

OSTRATEGIC PLANNING AT COMPANY LEVEL (СТРАТЕГІЧНЕ УПРАВЛІННЯ ТА ПЛАНУВАННЯ НА РІВНІ ПІДПРИЄМСТВА)

Соколова І.С., гр. ГРС-58

Науковий керівник – ст. викл. **Ков'ях І.І.**

Харківський державний університет харчування та торгівлі

Успіх або економічний провал організації залежить насамперед від її успішного, або навпаки невдалого керівництва. У докладі розглядаються основні функції менеджменту з стратегічного управління та планування на рівні підприємства.

Successes and failures of the enterprise is first of all successes and failures of management. Successes and failures of the enterprise is first of all successes and failures of management. Management is an independent kind of professionally carried out activity directed on achievement during any economic activities of firm, working in the market conditions, the certain planned purposes by rational use material and a manpower. Management depending on kinds and can be divided sequences of activity into 3 stages: 1) strategic management (includes development of the purpose of management, forecasting as a prediction of results of development, forward planning as system of the measures necessary for overcoming of a deviation of predicted results from the established purpose); 2) operative management (activity on realization of the above-stated measures); 3) the control (includes the analysis of the achieved results – a feedback – and acts as a starting point of a new cycle of management). Process of planning passes four stages: * development of overall aims; * definition of the concrete, detailed purposes for set, rather short period of time (2,5,10 years); * definition of ways and means of their achievement; * the control over achievement of objects in view by comparison of planned targets with actual.

Strategic planning represents a set of actions and the decisions undertaken by a management which conduct to development of specific strategy. These strategy are intended to help the organizations to reach the purposes.

One of the most essential decisions at planning is the choice of the purpose of the organization. The management of the firm should find out, whether the firm possesses internal forces to take advantage of external opportunities, and whether there are at it weaknesses which can complicate the problems connected to external dangers.