

## STRATEGIC PLANNING AT THE ENTERPRISE

**Yang Lan, Kobielieva T.O., Khodyrieva O.O**

*National Technical University «Kharkiv Polytechnic Institute», Kharkiv*

Strategic planning at the enterprise is the process of developing long-term strategies and tactics for achieving the company's goals and success. This process includes analysis of the external environment, internal resources of the enterprise, formulation of strategic directions and action plans, as well as implementation and monitoring of results. The main steps of strategic planning at the enterprise, in our opinion, include the following.

1. Analysis of the external environment (external analysis). Assessment of macroeconomic, socio-cultural, political and technological trends that may affect business. Study of the competitive situation on the market, identification of competitors' strengths and weaknesses.

2. Analysis of the internal environment (internal analysis). Assessment of resources, competencies, potential and limitations of the company. Analysis of financial status, operational efficiency, personnel potential and technical capabilities.

3. Determination of the company's strengths and weaknesses, formulation of strategic goals and directions. Defining the company's mission, vision and long-term goals.

4. Development of strategic plans and tactics. Determination of specific actions and projects to achieve the set strategic goals. Formulation of specific tasks, plans and programs that will help implement the strategy.

5. Implementation and execution of strategies. Allocation of resources, financing and organization of activities for implementation of strategic plans. Involvement of personnel in the implementation of the strategy, providing the necessary support and communication.

6. Monitoring and control. Systematic evaluation of the progress of implementation of strategies and achievement of goals. Identifying and solving problems or changes in the external and internal environment that may affect the strategy.

Strategic planning is a key tool for developing competitive advantage, responding to changes in the business environment, and achieving success on a long-term basis. It helps the enterprise to manage its development and ensure sustainable development in the conditions of a changing world.

### References:

1. Товажнянський В.Л. Антикризисний механізм сталого розвитку підприємства / Товажнянський В.Л.- Х.: Віровець А.П. : Апостроф, 2012.- 703 с.
2. Vytvytska O., Martynyuk O., Shpak N., Karcheva G., Medynsky I., Nodzhak L., Modern Structural-functional modeling for the determination of the company's equilibrium conditions in the dynamic business environment. *Mathematical Modeling and Computing*, Volume 7, Issue 1, (2020):104-111. doi: 10.23939/mmc2020.01.104.
3. Shpak N., Vytvytska O., Martynyuk O., Kylaec M., Sroka W., (2022). Formation of management and technological maturity levels of enterprises for their dynamic development. *Engineering Management in Production and Services*, 14(3), 1-12.
4. Витвицька О.Д., Демешкант Н.А. Особливості інноваційного розвитку економіки і завдання аграрної науки та освіти. *Агросвіт* № 9, 2015. С. 3-7.