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FEATURES OF ENTERPRISES' STRATEGIC MANAGEMENT IN MODERN CONDITIONS

Questions of strategy formation are absolutely topical for all kinds of companies. The possibility of development is important for large and small organizations, for state-owned enterprises and public organizations, as well as for commercial structures. The object of this study is the system of management on the example of Ltd "Aurora".

To construct a strategic management system in the enterprise, first of all, it is necessary for the leadership of the organization to determine clearly the current situation in the organization, and only after that they should make a conclusion about the direction of the further development [1].

According to some scientists, it is expedient to use the SWOT-analysis for the making of effective strategic managerial decisions nowadays [3].

On the basis of the conducted SWOT-analysis matrices of threats and opportunities for the company "Aurora" were made. They are presented in Table 1.

Table 1 - Analysis of the threats posed by the competing forces.

The probability of realization of threats	The consequences of threats		
	Devastating	Severe	Lungs
High		1. The decline in the influence of economy 2. The growth of the inflation rate	1. The influence of purveyors 2. Pressure from the substitute products
Medium	1. Reduction in advertising spending by Russian business 2. Reducing the price level in advertising	1. The appearance of new types of outdoor advertising of competitors 2. The possibility of the appearance of new competitors	
Low (small probability)			

To reduce exposure of the threat related to the arrival of the company's competitors, it's needful to increase company's market share, as well as development the brand and expand the range of offered goods and services.

Feature matrix is presented in Table 2.

Table 2 - Analysis of the possibilities of Ltd "Aurora".

Probability of the opportunities	The influence of opportunities		
	Strong	Moderate	Small
High	Providing a wide range of additional services (such as free installation of advertising constructions)		Awareness of the necessity for advertising to strengthen its position on the part of the Russian business market
Medium	1. Improving of advertising technologies, the use of new products of the outdoor advertising 2. Expansion of the customer base	1. Entering new markets or market segments 2. Training of personnel	
Low (small probability)	Busting and leaving of competing firms	Reduction of costs and expenses using the search of new purveyors of high-quality and low-cost materials	

On the basis of the conducted study the following measures aimed at

improving the competitiveness of Ltd "Aurora" were offered: to expand the customer base, to monitor regularly clients' needs for timely response to changes in the advertising market, to reduce the prices for accommodation of advertising on advertising constructions, to introduce new types of advertising in general and outdoor advertising in particular, to pursue actively the advertising campaign, to introduce the "bonus assessment system of employee's performance" for the staff of the company. To our mind, the head of the organization can define a strategy that helps to achieve the goals and financial results only if he is able to present clearly the position of his company in the market, as well as he can take into account the main features of the sphere of activity.

- 1.
- 2., 1999.
- 3., 2002.

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[7, . 140].

1. 1,5 2015 70 %.