

METHODOLOGICAL APPROACHES TO FORMING POLICY AND STRATEGY IN THE MANAGEMENT OF ENTERPRISES

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In this article, there are studied and summarized theoretical approaches to the problem of policy and strategy in terms of strategic management, identified essence, meaning, and benefits of forming policy over strategy in enterprise management. According to the concept of strategic management, we believe that strategy and policy include to the group of elements that are the subject of strategic management. In scientific, there substantiated the dominant position of one of these elements, or focuses attention on interpenetration strategy and policy.

However, to determine the key areas of strategy realization, leadership should clearly apportion strategy to specific tactical plans of enterprise activity. Therefore, the development of such strategic initiatives increases the role of the enterprise policy, which is formed by senior management and defines the main ideas, development indicators on each year, that provided by the overall strategy. Implementation of the overall strategy of the enterprise depends on defined policy by management.

Based on the above, the main objective of the study is to determine the benefits of policy over strategy in strategic enterprise management.

Management requires from leadership at domestic enterprises to form effective policy that applies to all areas its activity, strategic thinking, and skills, on the base of clearly formulated policy realize the strategy through the current plans of the enterprise. Its results and competitiveness in the domestic and foreign markets will depend on how the enterprise management will form the policy, use strategic management.

Policy in modern science and practice of management is considered as a result, a set of interrelated decisions that determined priority directions for the use of enterprise potential to implement its mission; ensuring a long-term competitive advantage in target markets as a tool for the realization of interests of the enterprise. In accordance with a clearly formulated policy, management should identify the main long-term trends of the realization of a general strategy of the enterprise development.