

## FEATURES OF PLANNING INNOVATIVE ACTIVITY AT DOMESTIC ENTERPRISES

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The main aim of this article is researching the features of planning innovative activity at domestic enterprises and also developing practical recommendations for increasing its efficiency.

Innovative activity is a prerequisite for an effective enterprise's development, improving product quality, and efficient and economical use of products. However, the unreasoned innovative activity can lead to significant losses. So, the innovative activity must be well-planned to be successful. It is found that innovative activity means setting specific innovative goals of enterprises and searching for optimal ways to achieve it.

Planning is one of the main parts of the innovative activity management system, which is involved in developing the main ways of innovative activity in order to the planned development strategy, resource's capabilities, and real market demand.

In general, planning innovative activity is very important process of enterprise's manager activity, which includes performing a number of successive stages: forming a strategic innovation goals, defining

the strategic objects of innovative activity, collection, analysis, and evaluation of the information about the environment, developing a plan of innovative activity, analysing strategic alternatives, choosing a general innovative activity strategy, monitoring and evaluating the results of implemented plans.

As a result of studying the planning process of innovative activity at domestic enterprises, we found that it performs on the low level. The main reason is that domestic enterprises are not paying enough attention while planning innovative activity. It is found that most enterprises have no separate department or office, whose main duties would be innovative activity planning. Because of that, this process involves persons, whose knowledge is not enough.

In general planning, innovative enterprise's activity is quite a creative process of the senior company's manager activity, which includes performing a number of successive stages. As follows, well-done planning at the enterprise – guarantee of the successful innovative activity of the enterprise.