

BUSINESS-PLANNING IN ACTIVITY OF ORGANIZATION: THE EUROPEAN STANDARDS, BASIC METHODOLOGICAL APPROACHES AND BASE PROCEDURES

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In the modern terms of eurointegration considerable is a problem of increase of competitiveness of the Ukrainian enterprises by steady strategic development on the basis of providing of flexibility and speed of acceptance of administrative decisions. A key moment in the decision of this question is a presence in the system of management of enterprise of planning of business. Therefore on the modern stage of development of enterprise a question appears about expediency and accordance of home methodology of development of business-plan to foreign practice.

The primary purpose of research is realization of comparative analysis of European and home methodologies in relation to development of business-plans, adaptation of them to Ukrainian realities and state

of economy and exposure of basic methodological approaches and base procedures of process business-planning in activity of organizations in Ukraine.

In the process of research the comparative analysis of methodical approaches is described and conducted in relation to development of business-plan of standards of UNIDO, EBRD, TACIS, KPMG and home methodical recommendations from development of business-plan of enterprises : MEPT, BFM Group, investment projects.

Base procedures are educed, requirements to writing of business-plans, it is found out, that the system use the brought procedures over in practical activity of organization will assist rationalization of process business-planning and to providing of effectiveness of Ukrainian business.