

# PLANNING OF INNOVATIVE ACTIVITIES OF ENTERPRISES

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Innovative activity of enterprises is the key of economic development in the state. Today the Ukrainian business is much lower than the EU rating of innovativeness. For example, in the global ranking of innovation Global Innovation Index in 2017 Ukraine took the 50th place. Other criteria of rating of Ukrainian business is located at even lower positions.

One of the reasons for the problems is the lack of legislative and regulatory support and effective state support.

Important factors are also policy, business environment, the macroeconomic environment.

Therefore, this issue is in need of integral system of measures aimed at the development of innovation processes in enterprises.

The innovative project is a complex research, development, production, organizational, financial, commercial and other events. It is clear that a prerequisite for such a multifaceted work needs to be planning,

which is to justify the main activities, definition of forecasts, purposes. You must convey to a potential partner or investor of marketing research, implementation of ideas, expected financial results.

A business plan is a presentation of the results of investment planning. In this paper the expediency of investment project implementation, determined the volumes of investments and terms of implementation of tasks, set out the basic budget calculations and economic indicators.

The planning process consists of certain phases, stages and phases. Planners control the timing, conduct calculations, etc.

Thus, the planning innovation is an essential driving force for the development of economic activities and its management. A business plan is an effective element of planning innovative activities of enterprises, because it allows you to attract investors, to develop a new strategy to enter international markets.