

Strategic planning of industrial enterprise's innovation development

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The article is devoted to the study of theoretical and methodological aspects of strategic planning of innovative development of the enterprise. The basic concepts of strategic planning, stages of setting goals and methods of their implementation are considered. Strategic planning is a set of systematic efforts of the enterprise aimed at the creation and organization of strategic plans, projects and programs. The main advantages and disadvantages of strategic planning are considered. The process of providing strategic planning as a set of subsystems, which allow to achieve the set goals during interaction, is investigated. The main stages at which the strategic goals are set at the enterprise are considered. The main methods on which the choice and evaluation of the strategy is carried out are investigated.

The attention is focused on the fact that there is no one strategy for all organizations, the choice of strategies in each organization depends on many factors, such as: the dynamics of development, the state of the economy, the behavior of a competitor and the position of the organization in the market. The factors that can influence the sequence and content of strategic planning are investigated

Strategic planning is considered from the point of view of innovative management. The conceptual approaches to the definition of the economic essence of scientific and innovative potential of the enterprise and the main directions of innovative development of the enterprise are investigated. The main stages of strategic planning of innovative activity of the enterprise are considered. It is concluded that the use of innovations gives enterprises the opportunity to compete effectively in the market, attract new consumers, improve financial performance. In this regard, the role of strategic management of innovative development of the enterprise is increasing, which is primarily aimed at supporting and developing the competitiveness of the enterprise and its products in the market. The choice of the strategy of innovative development depends on the previously accumulated experience of innovative activity of the enterprise, the professionalism of managers responsible for decision-making in innovative management, consumers and the possibilities of practical application of the results of the proposed projects.