

Theoretical aspects of development programs at enterprises

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Companies in the dynamic development of the market are constantly faced with the need to make changes related to the production and organizational activities, allow at least maintaining and preferably improving the economic performance of its activities. Therefore, the article on the theoretical aspect of the development programs in enterprises is important.

The aim of the paper is a generalization and systematization of theoretical aspects of formation of the company's development programs.

Traditionally, enterprises development program is used for the development of business plans, justifying of commercial projects, preparation of new ideas for the development of financial partners.

Applying the principles of analysis and business development programs for the implementation of strategic initiatives, it makes possible to integrate the methodology of the formation of enterprise development programs in management processes, gives a real chance to the enterprises to focus on strategic objectives, to ensure organizational and resource support for the implementation of business strategy.

The process of developing and implementing enterprise development programs of any type and kind is carried out

using a systematic methodology that systematically investigated by the author.

In the article the basic task is the structuring of the company's development programs.

It was determined that the portfolio of company's development programs – a combination of enterprise development programs of different directions – technical, organizational, financial, marketing, training, etc., that will achieve the required performance of the company and activities, which are a combination of financial, technical, managerial, and other events. The portfolio of the company's development programs should be formed considering the fact that the programs are aimed at achieving the strategic objectives of the enterprise with the available resources. At the same time, the portfolio of the company's development program consists of at least two projects.

Recommended model of enterprise development programs' portfolio.

Enterprise development program in the modern sense is a complex system project, the life cycles of which are entered in the program life cycle. It synthesized different factors: political, economic, social, environmental, technological, ethnic, etc. Its development and implementation requires the application of knowledge from different subject areas, which significantly complicates the process of management of the program.