

Ways of the strategic management improvement at an enterprise

Seredynska V.M.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Audit, Revision and Analysis
Ternopil National Economic University

Zahorodna O.M.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Audit, Revision and Analysis
Ternopil National Economic University

The article discusses main problems that hinder the effective functioning of domestic enterprises. They are: construction failure and poor handling of organizational structures; inability to establish effective relationships between owners, authorities and employees; stagnation and loss of capacity for development; low adaptability and flexibility in relation to the environment; high levels of bureaucracy; inefficient system of economic incentives; inability to respond quickly to problems and resolve conflicts.

The article substantiates the need to use management tools and innovative ways of integrating strategic way for the development of enterprises. Strategic management methods and tools to implement them are systematized by the author. The methods of strategic management include: methods focused on the performance of financial activities, methods focused on the internal environment and methods focused on the external environment of the enterprise as well as system methods.

The study traces the evolution of the evaluation of an enterprise through financial indicators as well as states priority of sustainable management in improving the man-

ageability of enterprise; describes a set of elements of strategic management of technology business entities. The author points out requirements to forming the set of key performance indicators. It is noted that the basic requirement for the formation of key performance indicators is their relationship with the strategy of the company, quantitative measurements, speed, efficiency, clarity, balance, relevance, dynamics and adequacy to real business processes.

Based on the functioning features of marketing department associated with the study of consumer behaviour, their attitude to the company, the creating of a portrait of «their» customer, signing contracts, gave a possibility to summarize and implement main strategic goal of its workers-opportunity to recognize and meet current, future needs and expectations of existing and potential consumers. This strategic goal is detailed in specific objectives, namely the formation of long-term relationships with customers; increase in market share, achieving industry leadership in quality. The system of key performance indicators is covered in this article. This helps to evaluate a marketing department.