

# Features development and implementation of strategy of innovative development engineering companies

**Zavalniuk V.V.**

Assistant of Department of Tourism and Hotel-Restaurant Business  
Vinnytsya Trade and Economic Institute of  
Kyiv National University of Trade and Economics

The article is a systemic factor analysis of the development and implementation of innovative strategies of engineering enterprises, defined risk factors and external and internal environment, provided a comprehensive modernization, conversion study in the field of new technological modes.

Determined that with the current economic conditions associated with the inclusion of companies in the engineering industry globalization of the world economy, it is appropriate to allocate the following strategies: integration, diversification, innovation.

Of the three aforementioned strategies of machine-building enterprises innovation strategy certainly has a significant advantage over other strategies. At the same time it has certain characteristics and risks associated with exposure to factors external and internal environment. Features of the factors and risks external and internal environment affecting the adjustment strategy of innovative development of engineering enterprises are:

1. Factors and risks of the environment: changes in the world market of engineering products; the negative impact of the global financial crisis on the domestic engineering; higher prices for imported raw materials, components and energy; Technological backwardness of domestic engineering enterprises of brands; the impact of transnational corporations on the dynamic development of export potential of domestic enterprises; restrictions in the use of advanced foreign technologies for the modernization of domestic enterprises; unequal economic

conditions of entities under common customs and economic space of Ukraine; infringement external suppliers timing of contracts with enterprises of mechanical engineering; underdeveloped distribution network and service centers in foreign markets.

2. Factors and risks internal environment, inadequate real needs of the market, trends in technical, scientific and technological development missions choice and innovation strategies of individual companies; insufficient level of innovation with a comprehensive modernization of the machinery; shortage of professional personnel qualified workers and specialists in the field of new and high technologies; low efficiency of the continuous training and retraining in the mechanical engineering; low level of innovative activity significant part of the staff of enterprises; lack of financial resources, raw materials for new projects; incomplete compliance management structure developed strategy of innovative development; poor information and scientific support innovative projects; bureaucratic obstacles for the development and coordination of construction documents; lack of motivation and incentives for real innovation for certain categories of personnel of enterprises; imperfection of the legal framework of innovation and innovative development of the real economy.

The above factors and risks external and internal environment can be overcome by using a universal strategy for competitive advantage through leadership, conceptual framework, which developed Porter.