

MATRIX METHODS OF STRATEGIC PLANNING OF ACTIVITY OF TELECOMMUNICATION ENTERPRISES

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The modern stage of development of economy requires from enterprises a permanent increase of operating efficiency and competitiveness of services by introduction of achievements of scientific and technical progress, leading managerial system, using of innovative methods of market conquest and maintenance of positions. Making of development strategy of any enterprise is a main condition of its successful operation in internal and external markets. The methods of the strategic planning are especially relevant for telecommunication enterprises, because exactly they mostly depend on changes that take place in technologies and marketing and must constantly take into account these changes in the activity for the maintenance and development of competitive positions.

For the estimation of positions of enterprises operation in a competition environment, different methods can be used, but the quality methods of estimation are of particular interest. One of the main instruments of quality analysis of the enterprise positioning in a competition environment is matrix methods. Besides, these methods can be widely used at telecommunication enterprises.

One of the best-known methods is a matrix of Boston consulting group. This method allows making decision regarding investments that have a long-term prospect in organizations that produce different products or services that are at the different stages of life cycle and have different rates of height and different market shares.

Application of matrix methods of estimation is needed for strategic decisions making and choice of competition strategy that is a basis of forming of permanent competition position of telecommunication enterprises in the market. Matrices can be used for developing all types of strategies at all stages of the enterprises' activity strategic planning, on each of that a matrix analysis has its own specific.

For effective using of strategic planning methods, every service of telecommunication enterprise must be analysed separately that allows comparing them. In addition, such a comparison can be done with similar services of competitors for estimation of the part in the market and possibilities of business development. Using such approaches at the telecommunication enterprises will allow them in time to estimate a situation in the market to held their positions and be competitive.