

ECONOMY AND ENTERPRISE MANAGEMENT

ANALYSIS OF MODELS AND METHODS OF STRATEGIC PLANNING FOR DOMESTIC ENTERPRISES

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In the article, the basic aspects of strategic planning and its impact on improving the competitiveness of domestic enterprises are analysed. The authors pay attention to the current state of Ukraine's economy, the role and problems of using strategic planning. Ukrainian and international analysts believe that the Ukrainian market has entered a stage where the lack of strategic planning and competitiveness strategy developed by the company hampered businesses everywhere. A proper anticipation of future challenges and opportunities allows significantly reducing costs and maximizing profits of different entities. Forming strategic development plans of enterprises and organizations leads to the identification of long-term goals and their consistency with

global trends, enabling a stabilization of the domestic economy. In the article, techniques for building strategies, each of which has its own characteristics, advantages, and disadvantages of a different number of analysed objects are considered. To get a quality strategy, taking into account all possible factors and scenarios, the company should use their superposition. To implement such a procedure, the article outlined directions of the use of each of the models of strategic planning. It explored the advantages, disadvantages, and conditions of applying strategic planning and studied ways of its productive use in the practice of the company. The role and problems of using strategic planning in the crisis Ukraine's economy are substantiated.