

## FORMATION OF THE ENTERPRISE DEVELOPMENT STRATEGY UNDER UNCERTAINTY

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The article is devoted to the relevant issues of strategic planning with a stage-by-stage choice of an optimal strategy of development of an enterprise. Factors that influence the efficiency of a chosen strategy are determined. Studied the world experience in developing a strategy of enterprise development and effective methods of its formation, the methodology of strategic planning and its stages. In terms of uncertainty of the environment for the development of a strategy of the enterprise development, a possibility of the use of a three-dimensional matrix is considered.

In terms of modern unstable market, it is extremely important to adapt structure and activities of an enterprise to the influence of the environment. A maximal adaptation to the environment is provided within the strategic planning and management as an organisational system of preparing and making strategic decisions on the main directions of operation and development of the enterprise.

Foreign and national experience in solving a problem of development of enterprises allows distinguishing a number of

basic strategies. At the same time, the system of strategies of a concrete enterprise is characterized by certain features as it is objectively determined by a peculiarity of the influence of the environment on the enterprise's activity and its own resource potential, specificity of economic entities' response to market signals.

In terms of transformational changes, the problem of forming the development strategy of enterprises of different sectors taking into account their features, as well as a methodological and methodical base of development of effective strategy, are studied insufficiently.

Strategic management allows bringing together the whole complex of managerial activity in order to provide and maintain competitive advantages on the basis of adequate response to changes in the environment.

In terms of uncertainty of external environment, it is appropriate to use three-dimensional matrix for the development of the enterprise development strategy that will help management of the enterprise to determine correctly the direction and strategy of development.