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THE CONCEPTUAL MODEL OF STRATEGIC DEVELOPMENT OF INDUSTRIAL ENTERPRISE

The conceptual model of the strategic development of an industrial enterprise investigated in the paper.

To implement the strategic development of the enterprise it is necessary to develop a program for increasing the efficiency of production in combination with measures of organizational or technical nature. With the primary evaluative criterion, in such a program the feasibility of implementation of a particular intermediate goal will be evaluated because a priori the effect of the execution of such subgoals is not obvious.

In this approach to strategic development planning, the model calculation of capabilities of the enterprise in the conditions of current infrastructure and resource environment implemented.

Six stages of the development program for the strategic capacity of industrial enterprises identified.

It is determined that there is no clear methodology system view of the linkage of all the main indicators of the enterprise functioning efficiency.

To solve the problem of formalization of the system links of strategic capacity, a clear identification of the strategic capacity factors and assets is necessary. The identification will enable establishing the correspondence between the assets and the capacity of industrial enterprises.

The proposed model requires the calculation of the efficiency of project financing for the development of the strategic capacity of an enterprise with a less detailed development forecast of the production program. However, this approach also allows calculating such efficiency indicators as the volume of sales; profit margin; return on sales; return on assets; return on equity; labour productivity; average income or wage per employee.

By means of a nonlinear economic model of the product, the information obtained by using this model, the optimization model for the development of the production program of an industrial enterprise built.

The application of the conceptual model of strategic development will allow generating forecast values of the volume and financing strategies in accordance with the long-term goals of industrial enterprises, assessing the basic level of the strategic capacity and calculating the factors of capacity, etc.

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