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**FORMATION OF THE ORGANIZATIONAL MODEL
OF ENTERPRISE STRATEGIC DEVELOPMENT PLANNING**

Strategic planning is an important part of successful activity of any competitive enterprise, because it determines the enterprise development direction. That is why well-founded and balanced strategic planning involves choosing the most efficient and optimal direction from all possible development alternatives.

Strategic planning as an economic category has a wide spectre of different interpretations both foreign and domestic scientists. And on our opinion an enterprise strategic development planning is a management process of development direction modelling and forming its ways of implementation according to the initial position of enterprise in the economy branch.

Exactly well-founded strategic plan ensures an enterprise competitive advantage in its economy branch and determines ways of its capacity building. So an enterprise strategic development planning makes it possible to define and coordinate actions to implement the mission of the enterprise and its main goals, and choose how to use the necessary resources.

While creation an organizational model of enterprise' strategic development planning it is important to lead such common requirements as an adaptability, an adequacy, an efficiency and using market instruments. Therefore, according to these requirements created model consists from five main modules: strategic planning goals, subjects of strategic planning, functional responsibilities of strategic planning, objectives of strategic development plan and influence on the formation and implementation of strategic development planning.

An organizational model was used to analyse the investigated enterprise in order to its certain modules. That made possible to determine strategic-oriented directions as a recommendations for implementation.

Consequently, an organizational model of enterprise strategic development planning can provide way to success for all enterprises with its strategic-oriented directions and decisions based on model, it can help to analyse and evaluate an enterprise efficiency and focuses enterprise on the perspective development areas.

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