

Kovalenko O.V., Kalyta V.I.

THE STRATEGY OF THE COMPANY AS A GENERAL DEVELOPMENT PROGRAM

In the current conditions of the market environment and the increasing variability of the nature of the company is necessary strategic approach to management including the planning of the company.

The choice of financial strategy of the company is relevant based on the need for decision-making in market conditions. It focuses on assessing the current state of economic activity.

A common characteristic of any and all economic processes is to compare the expectations of socio-economic benefits and costs for their production, that assessment is achieving different effects.

Explore the concept of strategy and the possibility of practical application of research results, implementation of methodological approaches to strategy formation and use of economic and financial activity suggestions for its improvement.

The concept of "strategy" has firmly entered the lexicon of the economic activ-

ity of the enterprise. The word "strategy" (in Greek means "the art of deploying troops in battle") during the last twenty years are widely used in the theory and practice of management.

In terms of modern concepts of management strategy – is not an abstract thing, this is a serious business concept combined with real actions that can lead this business concept (business concept) to create a real competitive advantage, able to be stored for a long time.

Developing a market strategy firm – the process of scanning the world market, the definition of global and local goals of foreign economic activity, the choice of optimal segments (niches).

These activities will contribute to the achievement of goals, including bringing the export potential of the company in line with these objectives, the choice of partners for the export-import operations in order to prevent inefficient international market transactions.