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METHODOLOGICAL APPROACHES TO STRATEGIC MANAGEMENT OF ENTERPRISES

The article analyzes the methodological approaches to strategic management of enterprise development. A scheme of the company and the interaction concepts that describe it (contradiction, innovation potential, strategic resources, strategy development) are examined. The author studied methodology of the use of models, methods and tools of strategic management to address long-term growth and sustainability of the enterprise.

In the phase of strategic analysis it is proposed to use a wide range of techniques, methods of analysis of the external environment, internal environment, and mixed methods. The second phase – the formation of strategy of the organization includes: development of strategic initiatives. Multifactorial strategy of selection of enterprise management and high dynamics of external environment, in our view, highly determines the need to develop a

set of strategic initiatives based on matrix models, expert techniques and methods of game theory, which also determined the choice and formulation of the strategic directions of capital investments in their implementation.

At the stage of the strategy of the organization it is suggested to use the system of business plans, strategic maps, budgeting and controlling. These strategic business plans and maps define the relationship between the process of implementation of company's management strategy and its control. Budgeting based on the strategic map determines the availability of economic resources to achieve certain results of performance, and monitoring of their implementation provides the ability to control the actions of strategy implementation management.

Thus, there is a continuous process of strategies' implementation.