

IMPROVING THE STRATEGIC MANAGEMENT OF THE ENTERPRISE

УЛУЧШЕНИЕ СТРАТЕГИЧЕСКОГО УПРАВЛЕНИЯ ПРЕДПРИЯТИЕМ

Mrs.Amnah Saeed J Alhindi

Al Faisal International Academy for training Institutes Company is a one-person company. Business and management Coach

Abstract: *This scientific article considers the issue of improving the strategic management of the enterprise. The article discusses the main aspects of strategic management, such as determining the company's strategy, setting goals and objectives, analyzing the external and internal environment, choosing strategic positions and implementing them.*

Key words: *strategy, management, strategic planning, enterprise, analysis.*

В данной научной статье *рассматривается вопрос совершенствования стратегического управления предприятием. В статье рассматриваются основные аспекты стратегического управления, такие как определение стратегии компании, постановка целей и задач, анализ внешней и внутренней среды, выбор стратегических позиций и их реализация.*

Ключевые слова: *стратегия, управление, стратегическое планирование, предприятие, анализ.*

Nowadays, strategic management is of great importance in the proper management of every industry. One of its main tasks is to implement the company's development strategy. In order to develop a budget system in an enterprise, it is necessary to implement internal plans, i.e., strategic, medium-term, and tactical plans. Currently, the relevance of strategic management in the practice of enterprises is increasing day by day. Of course, this process is related to the expansion of their authority and increased responsibility for the economic condition of the enterprise. The long-term success of any enterprise depends on the developed strategy. If the company does not have a development strategy and it is developed with one or another error, this situation does not allow the company to take a stable and strong position in the market. Modern science and practice have extensive experience in strategic planning and management, but many strategies still cannot adapt to the changing conditions of the external and internal environment. This shows that not all problems of strategic management have yet been solved, and this situation is primarily related to the development of mechanisms of strategic stability of enterprise development.

Because, as we mentioned above, strategic management plays a key role in the success of any enterprise. He defines the goals and objectives of the company,

develops strategies and tactics to achieve them, and also monitors and analyzes work results. In today's rapidly changing business world, strategic management is becoming more and more important to ensure the competitiveness and long-term success of the enterprise.

The question of what is strategic management is bound to arise. Strategic management is the process of determining the goals and strategies of the organization, developing plans and programs for their implementation, as well as monitoring and analyzing the results of activities to ensure the achievement of the set goals.

So the main principles of strategic management are as follows:

- Analysis of external and internal environment. In order to develop an effective strategy, it is necessary to analyze the market situation, the competitive situation, industry trends, as well as the internal resources and capabilities of the enterprise.

- Defining goals and strategies. Based on the analysis of the environment, it is necessary to determine the goals and strategies of the development of the enterprise aimed at achieving a competitive advantage and meeting the needs of consumers.

- Development of plans and programs. After defining the strategies, it is necessary to develop specific plans and programs for their implementation, which will determine the steps and means of achieving the company's goals.

- Monitoring and analysis of results. In order to successfully implement the strategy, it is necessary to constantly monitor and analyze the results of the enterprise's activities, make the necessary adjustments and improve the process.⁸

In order to improve strategic management, it is necessary to pay attention to the following aspects:

1. Systematic approach. It is important to consider strategic management as a complex process that includes strategy analysis, planning, implementation, and control.

2. Innovative approach. Modern business requires a constant search for innovative solutions and management approaches to be competitive in the market.

3. Adaptation to changes. The business environment is changing rapidly, so it is necessary to constantly adapt to new trends and conditions, to change the strategy in accordance with the changes in the external and internal environment.

4. Training of personnel.

An important factor in the success of strategic management is the development of skills of employees who implement the strategy.

To a large extent, the stable, balanced development of the organization is determined by optimal investment management. The management of the company should think about the long-term investment policy aimed at defining the clear long-

⁸ Zhuravlyov, V.; Varkova, N.; Aliukov, S.; Khudyakova, T. Strategic Aspects of Ensuring Sustainable Development of Gold Enterprises of the Russian Federation. *Sustainability* 2018, 10, 4410. [CrossRef]

term goals of the enterprise, choosing the most profitable areas of capital investments, evaluating alternative investment projects and, finally, developing the right investment strategy. Note that the external environment of an industrial enterprise is characterized by many rapidly changing parameters. This requires a very quick response, which objectively proves the difficulty of achieving sustainable economic development. Based on the simulation model, taking into account the changes in the environmental parameters specific to the industry, the statistical probability of the onset of crisis events, the possible losses at the end of a certain period of the enterprise's activity are evaluated. The model provides three directions of enterprise stability: from the return area to the necessary bankruptcy area, which is possible in the transition zone during the operation of the enterprise during unsatisfactory management actions.

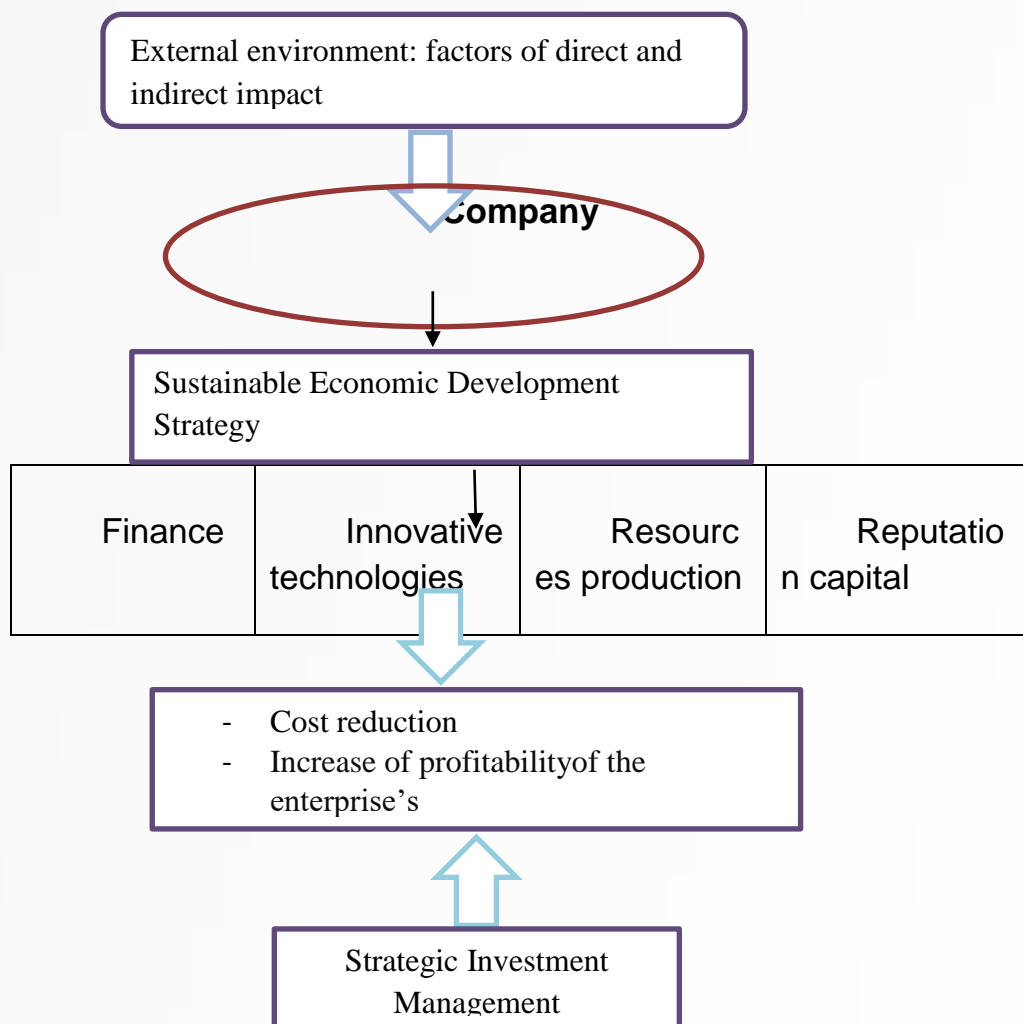


Figure 1.**Model of the mutual influence of sustainable economic development and improvement of investment management.⁹**

Each area of sustainability is characterized by the corresponding values of dynamic and static indicators. The dynamic indicators provide for the average daily rate of change of cumulative cash flows, which tends to decrease when the company enters the transitional area, and then to the area of necessary bankruptcy when the company's funds are sharply reduced and the company generates a loss.

To conclude, improving the strategic management of the enterprise is the main element of the success of the organization in the conditions of modern competition. The use of a systematic approach, analysis of the external and internal environment, development and implementation of strategies, monitoring and correction of results allows the enterprise to effectively achieve its goals. At the same time, it is important to take into account the changing market conditions, strive for innovation and development, and constantly improve the management system. Thus, companies that constantly improve strategic management have great opportunities for successful development and growth in the market.

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⁹ Ahmad, M.U.; Murray, J. Understanding the connect between digitalisation, sustainability and performance of an organisation. *Int. J. Bus. Excell.* 2019, 17, 83–96. [CrossRef]