

STRATEGIC MANAGEMENT PROCESS

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Abstract : Strategy general in a way of the firm position strengthening , consumers requirements satisfy and placed to goals to achieve aimed at management It is a plan . Clearly strategy choice - development possible was various roads and methods from within the most acceptable selectively to take means . The firm management plan following main function and divisions own inside receives : supply , production production , finance , marketing, personnel , scientific research and developments . Strategic to choose is business solutions and to competition tolerance their actions into a single system tie that means .

Key words : Strategy , management , governance system.

Strategy working exit managers main from functions is one . Some managers strong strategy working they come out , but him/her to life They cannot apply . Others average strategy working they come out and him/her skillful done Strategy how much good thought out and skillful done increased if the company position so much increases . Control good organization done companies are also unexpected unpleasant to situations face comes . Finally as a result good strategy at the market strong position takeover , unexpected to situations , strong to competition and internal to problems despite successful to work ground creates . To us As you know , management the following from determining consists of :

- " Where are we ?"
- " where to? " "Are we leaving ?"
- our activities goals " How ?"
- to the goal achieve roads " How ?"
- optimal path choice criteria from what consists of ?
- finally result how to be need ?

These questions answers future management in cycles use for goal and the results determination for extreme important . Strategic management the company far term goals and to the activity It is related . To say It is possible that the strategy (actions) style) and his/her clear tools expression management basically organization does and in the company management good on the road that it is placed indicator the most correct sign become service does .

Strategic management content of the following consists of :

- firm of business direction and main goals by designating to take ;
- the firm's external environment analysis to do ;
- in it internal situation analysis to do ;
- firm or of the farm middle in the joints strategy choice and working exit ;
- diverted of the firm portfolio analysis to do ;
- his/her organizational structure design ;
- integration level and management system selection ;
- the " strategy - structure - control " complex management ,
- firm of activity some in the fields policy and his/her character standards designation ,
- company strategy and of the results reverse connection to provide ,
- strategy , structure and management improvement . Of these all are shown in Figure 1 .

Strategy - the organization's organizational task and to their goals in reaching usable organizational behavior and to management approaches Business field to set a goal mark , short and far term define tasks (programs) , set goals achieve strategy by designating to take strategic the plan organization does .

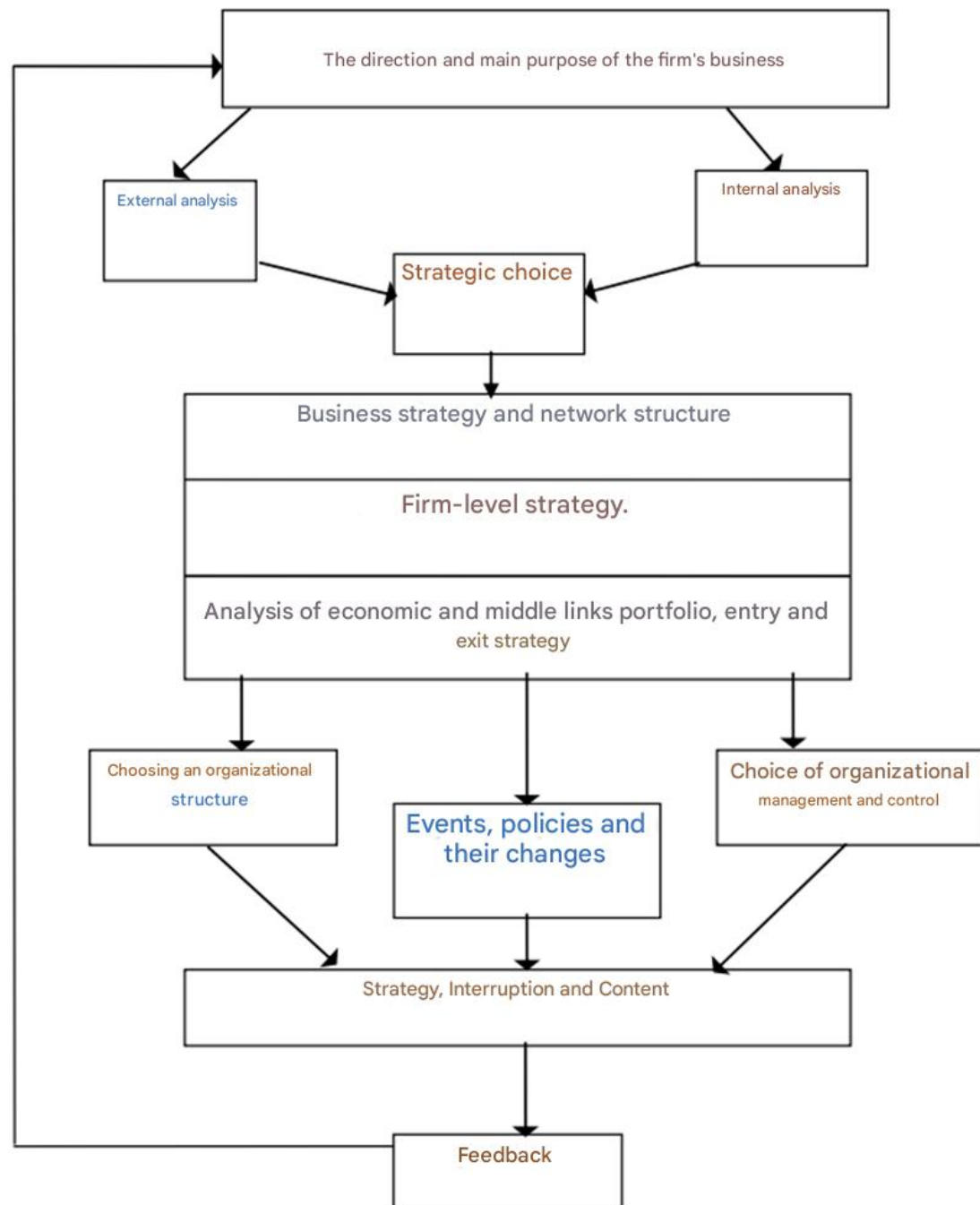


Figure 1. Strategic management content

Firm strategy create mutual 5 related parts consists of :

- 1) commercial of activity type determination and firm development direction designation , that is the goal clearly far term perspective to mark ;
 - 2) general goals of the work clear directions to convert ;
 - 3) intended to indicators achieve for chosen the plan skillful done increase ;
 - 4) selected strategy effective execution to grow ;
 - 5) done the work evaluation , market situation analysis to do , to do far term main directions , goals , strategy or him/her done increase to the methods corrections , new ideas input
- Company strategy row to questions from the answers consists of These questions will be of the following consists of :

- work how develop need ?
- customers how as satisfaction need ?
- from rivals how as surpass to leave possible ?
- variable market to the conditions how answer to give necessary ?
- the company some functional divisions how management need ?
- financial and strategic to goals how as achieve possible ?

Strategic see and company mission working output , goals determination and and strategy to choose is the company development direction in the designation main are tasks . Late structured strategic plans or own on time not included corrections none how result does not give .

Today of the day complicated and fast variable in the situation to compete for firm strategy working exit managers - strategic managers clearly to receive They should . task - whole organization of activity known one in the direction to go is to provide (they often complex (They are called managers .) business some functions (staff , supplies , production) (issuance , trading , settlement) providing functional from managers difference does and whole the organization strategic in terms of managing , in the company to oneself typical place occupies .

Today fourth industry revolution during every how enterprise and organizations for current topic this is modern management become is considered .

Enterprise and organizations develop for management knowledge , skills thorough our mastery need .

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