

STRATEGIC PLANNING OF ACTIVITY OF THE ENTERPRISE ON THE EXAMPLE OF PJSC AVTOVAZ

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INTRODUCTION TO THE TOPIC OF THE COURSE WORK

The **purpose** of this course work is the analysis of the strategic planning of the company

Coursework **tasks**:

- explore the essence of planning in a modern enterprise;
- to analyze the strategy of AvtoVAZ;
- compare the planned indicators of the development strategy of the enterprise with the actual results achieved and the assessment of the implementation of the plan.

I.I. STRATEGIC PLANNING IS...

- **Strategy is** the determination of basic long-term goals and objectives of an enterprise, and the adoption of course of action and the allocation of resources necessary for carrying out these goals".

I.2. KEY ELEMENTS OF STRATEGY PLANNING PROCESS

- Inputs
- Enterprise profile
- Purpose and objectives
- External environment
- Internal environment
- Analyze of an alternative strategies
- Evaluation and choice of strategies
- Implementation and control

I.3.THE ROLE OF STRATEGY

Strategies is important in all types of organizations since it performs the following functions:

- setting a direction of development
- corresponding division's goals with the overall strategy of the enterprise
- ensures the coordination of the efforts
- encourages enterprise's managers to better assess their strengths and weaknesses
- the plan determines the alternative actions
- distributing of limited economic resources
- it demonstrates the possibility of actually applying the basic functions of planning