

STAGES OF STRATEGIC PLANNING

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The article deals with the essence of strategic planning, defined milestones, goals and strategic planning function. The strategic planning algorithm is justified.

Strategic planning, which appearance D.A. Aaker applies to 1960, is associated with a change in strategic direction and ability. Its main provisions, according to scientists, are the following: extrapolation of the past doesn't not adequately reflect the future deviations from the previous forecast, and new trends require strategic adjustments. Strategic planning is focused on market environment, in which the company operates. Thus, the focus is not only on the prediction, but also on the in-depth market research, particularly on research activities of competitors and customers' needs. Thus, the company hopes to examine the existing situation and to anticipate changes that may have strategic implications.

M. Porter sees the goal of strategic planning in the study of each component of the competition, assessing the value of its key factors and providing a complete picture of market potential.

In contrast to D. Aaker, M. Porter believes that strategic plans should be developed for ten years or more, which will ensure continuous improvement of activities, resulting company will have unique capabilities and competencies required, corresponding to its strategy.

It should be noted that control systems, presented in Table, are not mutually exclusive, but complementary and developing. Here strategic market management includes all four management systems: budgeting, forecasting, typical for long-term planning, the elements of strategic planning and tools for making strategic decisions in real time. Strategic market management is complemented by periodic process planning methods, by which the company retains a high rate of strategic responses, regardless of the planning cycle.

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