

SECTION 4. ECONOMY AND ENTERPRISE MANAGEMENT

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STRATEGIC PLANNING IN AGRICULTURAL SECTOR

Concepts of “strategy” and “strategic planning” arose in management terminology at the end of 50-ies – at the beginning of 60-ies, when the problem of timely reaction on rapidly changes of environment had become urgent. Until this moment enterprises, including agrarian, mostly have been using long-range planning, that is famous as the method of “planning from achieved level”.

Today in terms of competitiveness, which is increasing in the world market of agrarian production, any wrong decision can lead to considerable losses and sometimes to the bankruptcy of an enterprise. Relating to it, the problem of clear and coherent strategy, policy of strategic management and planning for each enterprise separately as well as for the whole branch is becoming more and more important.

The article reveals the essence of strategic planning by the way of analysis of correlation between main terms and concepts, such as strategy and strategic plan, long-range and strategic planning.

It is necessary to distinguish clearly the concept of strategy – as a model of action,

and strategic planning – as a plan of future actions.

After the research it can be considered that the strategic planning in agrarian sector is a continuous formalized process of determining strategic aims, which is a basis for development of strategic plan of their achievement based on the chosen strategy, monitoring of stated aims’ achievement, correction of strategic priorities.

The main characteristic of strategic planning is the fact that it is aimed at management of changes. Strategic planning’s result is a strategic plan, which includes key tasks and resources needed for achievement of set tasks with the determination of executors and terms. However, in spite of its key role in development of state economy as a whole and an individual economic entity, for today the question of strategic planning use is developed insufficiently. Therefore it is noted in the article that strategic planning should be directed to the solution of existent in this branch macro-, mezo- and microeconomic problems and achievement of target goals.