

Секція 2. МЕНЕДЖМЕНТ ОРГАНІЗАЦІЙ ТА АДМІНІСТРУВАННЯ

STRATEGIC PLANNING IN COMPANIES (PART 1)

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Strategic planning is an important aspect in companies in all industries. Strategic planning process determines the future of the company. A strategic plan is developed to state the company's goals and outline the steps and milestones needed to achieve those goals. Although the pressures associated with project performance often override the broader social, economic and professional context in which strategic management takes place, it is these broader contextual areas that make strategic management an important issue for organizations. Rapidly changing social and technological challenges are creating a professional environment in the coming decades that will look very different from what organizations experience today. The article presents the concept of strategic management and the areas that organizations should apply to compete in the global market.

Often, great strategic planning begins with defining a company's mission statement. A great mission statement is a mission that is perceived as a human asset by the company and its members. When you define your company statement, you will start to get an idea of your company's goals and ambitions. As businesses begin to formulate and describe a strategic plan, some adjustments to the mission statement need to be made. Strategic plan should not go beyond the goals of the company. At this time, the following should be taken into account:

- Presentation of high-quality projects;
- Implementation of projects on time and according to the budget;
- Data base;
- Effectively connecting the workplace to the office;
- Standardization of construction systems and processes;
- Investments in staff and team training;
- Customer satisfaction.

Strategic planning is essential in determining the direction of companies. Having a well-thought-out strategic plan ensures that all stakeholders and

project team members are working toward a common goal. It defines the strategic plan of goals, the mission statement and all the processes performed within the project [4]. Strategic planning in companies typically involves a six-step framework. It is not one-size-fits-all model, but a recommended process with equal benefits for many companies.

1. Studying the company's mission: The company's mission expresses the project owner's perspective regarding the company's scope and goals. By defining the mission of the company, it is possible to determine the internal base.

2. Study of the in organizations business environment: Economic factors and related factors affecting business activity specific to the industry. A business environment survey reveals specific project opportunities and draws attention to risks and possible threats to the in organizations problems.

3. Analysis of company resources: In in organizations, the main resources include capacity, procurement system, marketing system, managment, personnel, finance. After identifying these key resources, their strengths and weaknesses are also identified.

4. Developing strategies: A strategy is developed by mapping out various possible areas of action and may follow one of several general strategy types that must be adjusted according to specific market and company conditions and company resources. In choosing the most optimal strategy, a careful analysis of costs and benefits should be taken into account in the implementation of the strategy.

5. Alignment and execution of strategies: A strategic plan balances all of the company's short- and long-term operations and goals to meet the overall mission. At this point, external communication with subcontractors should also be aligned, stakeholders and teams should understand the roles they have to play and the decisions they have to make in implementing the plan.

6. Review, measure, change: The strategic plan will result in strategic processes and systems that need to be evaluated and measured. Those that work should be learned from and standardized, and those that don't should be fixed.

Strategic planning in in organizations should take into account [3]:

- Analysis of potential in organization and business risks;
- Implementation of risk control measures at the business level and at the workplace;
- Elimination of uncertainties;
- Ways to mitigate risks if they occur.

The objectives of in organization planning revolve around the basic

management and balancing of three aspects: scope, time, and cost. Planning is ideally a continuous process and should be revised and modified as the projects progresses in real time. Good plan should be within the defined scope, cost and schedule without compromising the quality of the project. Following a representation of the project management triangle, peripheral objectives that contribute to the balance of these three aspects include these typical project planning objectives:

- include the planning of each activity in the entire project process.
- must identify and detail all methods.
- must reflect the outline of all in organizations machinery and equipment necessary for the implementation of the project.
- include procurement details of all necessary materials.
- reflect in detail the human resources and skills of the workers.
- include all required documents and drawings.
- include financial planning along with all in organization activities.

Companies face several obstacles when they want to expand their activities. First of all, the reasons that hinder business expansion should be determined. Pinpointing the obstacles helps reveal strategies to grow the company. The in Companies business plan should be constantly reviewed and improved to align with its goals and values.

It is impossible to grow a business without the right team. Without sufficient manpower, it will not be possible to increase the volume of work to be performed. In order to expand the team and develop the business, the company must allocate vacancies and recruit suitable employees. Undefined work responsibilities have been listed as one of the top five job stressors that result in employee burnout—and it makes sense. If it's not clear who does what in a company, it will lead to miscommunication and frustration. It is for this reason that clear expectations should be set for each role. [1]

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