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BELARUSIAN NATIONAL TECHNICAL UNIVERSITY

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21.02 2022

MASTER'S THESIS

Company's strategy assessment at the micro- and macro-economic levels

Specialty 1-258001 Economics

(code and specialty name)

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Minsk 2022

INTRODUCTION

Relevance of the topic. Developing an organization's development strategy as a management function means trying to take into account in advance all external and internal factors that provide suitable conditions for normal functioning and development. It also determines the development of a set of measures that establish the sequence of achieving specific goals, taking into account the opportunities for the most effective use of resources by each production unit and the entire organization. This is of great interest in the context of uncertainty and risk, which determines the relevance of this research topic.

The word "strategy" comes from the Greek strategos, "the art of the general". The military origin of this term should not be surprising. It was strategos that allowed Alexander the Great to conquer the world.

The strategy is a detailed comprehensive comprehensive plan designed to ensure the implementation of the organization's mission and the achievement of its goals.

Several key points related to the strategy should be understood and, more importantly, accepted by senior management. First of all, the strategy is mostly formulated and developed by senior management, but its implementation involves the participation of all levels of management. The strategic plan should be based on extensive research and evidence. In order to compete effectively in today's business world, an enterprise must constantly collect and analyze a huge amount of information about the industry, competition and other factors.

The strategic plan gives the company certainty, individuality, which allows it to attract certain types of employees, and, at the same time, not to attract other types of employees. This plan opens up the prospect for an organization that directs its employees, attracts new employees and helps sell products or services. Finally, strategic plans should be designed in such a way that they not only remain coherent for long periods of time, but also be flexible enough so that, if necessary, they can be modified and reoriented. The overall strategic plan should be considered as a program that directs the activities of the organization over a long period of time, being aware that the conflicting and constantly changing business and social environment makes constant adjustments inevitable.

Strategic development is a set of actions and decisions taken by management that lead to the development of specific strategies designed to help an organization achieve its goals. The strategic planning process is a tool that helps in making managerial decisions. Its task is to ensure innovations and changes in the organization to a sufficient extent.

Currently, strategic development has taken its place in a number of management functions. In many ways, it has acquired a new content, enriched by synthesis with a humanized approach. Today, along with formal, quantitative methods, strategic development uses a creative, intuitive approach. Not being a

universal way to achieve success in business, it at the same time creates the basis for the successful operation of the organization.

In the process of developing strategic planning, a large number of methods and models of strategic analysis, formal ways of solving problems have been created.

The goal and objectives of the study:

The goal of the dissertation is to study the theoretical foundations of the development of the organization's strategy, to assess the current practice at the micro and macro-economic levels and to develop practical recommendations for its improvement.

The main objectives are as follows:

- 1) to study the theoretical foundations of the organization's development strategy;
- 2) evaluate the current practice of developing the organization's strategy;
- 3) develop proposals for improving the organization's development strategy.

The object of the study is the strategic planning of the organization.

The subject of the study is the development strategy of the organization.

The theoretical basis of the master's thesis was the fundamental developments presented in the works of domestic and foreign authors on the problem under study, such as: Beshaposhnikov A., Vesnin V.R., Glukhov V. V., Kabushkin N.I., Konareva L. A., Land P.E., Meskon M., etc.

The Master's thesis is based on the regulatory legal acts of the People's Republic of China, regulations governing various aspects of the activities of travel companies, periodicals providing analytical materials and data, a number of textbooks on economics, management and tourism, as well as information resources on the Internet.

The methodological basis of the study was: statistical, computational and constructive, economic and mathematical methods and others.

The practical significance of the master's thesis lies in the fact that the management analysis was carried out and, based on the research, specific recommendations were developed to improve the management of the company "Sanya-Coast Eastern International Tourist Service" LLC.

The master's thesis includes an introduction, three chapters, a conclusion, and a list of sources used.

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