

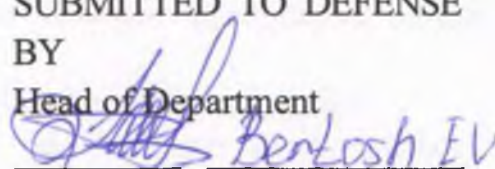
MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN NATIONAL TECHNICAL UNIVERSITY

FACULTY Marketing, Management, Entrepreneurship
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DEPARTMENT Business administration
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09.03.2022

MASTER'S THESIS

**Strategic competitive planning in Chinese organizations the forms and
methods of implementation**

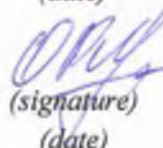
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ABSTRACT

Master's thesis: 95 pages, 21 fig., 10 tabl., 84 sources, 1 append.

STRATEGIC COMPETITIVE PLANNING, STRATEGY, ANALYSIS,
PEOPLE'S REPUBLIC OF CHINA, SUSTAINABLE DEVELOPMENT,
MANAGEMENT, PLANNING

The object of study in this paper is the strategic management of the enterprise.

The subject of the research is strategic planning at the enterprise.

The research methodology is based on the case study method, questionnaire and statistical analysis.

The principles of objectivity and reliability required consideration of different points of view on the essence of planning, its features in a centralized and market economy, in small and medium-sized enterprises. When analyzing literary sources related to strategic planning, attention was paid to the historical aspect, the possibilities of modern information technologies, and the assessment of the quality of planning.

The information base of the study was the work of economists who carried out a deep development of many theoretical and practical problems of planning, the decisions of the Central Control Commission and the Chinese government on China's strategic development, materials of official statistics of countries and enterprises.

The scientific novelty of the master thesis work consists in the development of practical recommendations for improving the existing practices of strategic planning in relation to the characteristics of Chinese enterprises.

The theoretical and practical significance of the study lies in the fact that the collected materials and the conclusions drawn can be used to improve planning at Chinese enterprises.

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