

## **SUMMARY**

**Subject matter:** The implementation of the strategic planning process in the company: domestic and foreign experience (on the example of "Agro-Com" Ltd)

**Author:** Shidova Zalina Arsenovna

**Supervisor of studies:** candidate of economic sciences, assistant professor Shevchenko I.V.

**Topicality of the research.** Strategic planning is an organizational activity that can be used to ensure mutually beneficial integration between company and its business environment, and to support its capacity at the level required to achieve goals. What is more, effective strategic planning can provide sustainability and long-term development of the companies that are using it. However, strategic planning is not a widespread practice in the agricultural companies of Russia.

**Customer organization:** "Agro-Com" Ltd

**Objective of the research** is the development of theoretical principles and practical recommendations on the arrangement of the strategic planning process in the company.

**Tasks:**

- to determine the essence, types and models of the strategic planning;
- to reveal the main stages of the strategic planning process;
- to give a general description of "Agro-Com";
- to analyze preconditions for the implementation of the strategic planning in "Agro-Com";
- to design a model of the strategic planning process and work out recommendations on its implementation in "Agro-Com";
- to define the basic elements of the strategic plan of "Agro-Com".

**The theoretical significance of the research** lies in the enlargement of the scientific notions about the content and peculiarities of the strategic planning. The main ideas and results of the research were discussed and approved on the following conferences: "Young Science 2015" (Pyatigorsk) and "Modern trends in the development of science and technology" (Belgorod).

**The practical significance** lies in the use of the developed strategic planning model and strategic plan as a methodological framework for improvement of the planning system in "Agro-Com".

**Results of the research.** The analysis of "Agro-Com" allowed us to come to the following conclusions:

1. The managers of "Agro-Com" do not practice strategic planning as a systematic activity.
2. The final decisions in "Agro-Com" are made exclusively by the upper management.
3. The company does not have any framework or context within which the company's strategies are formulated (mission statement, vision).
4. Strategic analysis is used in the company solely to examine internal resources.
5. Company fails to achieve goals because its management system lacks such activities as control and appraisal.

**Recommendations:**

1. Initially, it is crucial for "Agro-Com" to create a team, which will develop strategic plan and therefore implement it.
2. It is important to choose the right person among team members, that will coordinate strategic planning process.
3. The company needs to hire a third-party consultant who will help to justify the significance of future changes.
4. It seems appropriate to use the strategic planning model, which was developed specifically for "Agro-Com", as basic technique during strategic planning.
5. We strongly advise company to use strategic plan, which was developed by us, as a template. Together with the above mentioned modelit will allow to highlight the strategic aspects of management in the overall management system of "Agro-Com".