

MANAGING DUAL STRATEGIES: SETTING ASPECT

Nowadays very fast changes of categories, functions and workload of processes implemented at enterprises predetermine the necessity of prompt response to the above processes and determination of strategy development conception. In particular, one of the conceptions is adaptation to changes in the competitive environment simultaneously in two time periods which can be facilitated by the development of a dual strategy.

The review of modern economic literature allows distinguishing the following characteristics: 1) strategy as a basis for management decision; 2) strategy as a mechanism of coordination; 3) strategy as a goal.

Under this approach, a dual strategy is aimed at maximizing current performance and developing resources. It allows the competition in the future due to increased output.

Managing dual strategies requires a dual system of planning: short-term planning for one or two years and long-term planning for five years or more.

Systematic character of dual strategy development process predetermines its structure with certain elements, relationships between them and conditions restricting the relationships in the system. The block of enterprise's dual strategy development includes the following elements: mission, terms, purpose, strategic local goals and implementation tools.

The local goals in the suggested scheme of the dual strategy management process include: 1) competitive forecast 2) strategic development substantiation; 3) mobilization of resources to ensure efficiency in future; 4) leadership advantages achievement. Particular sets of tools are selected for each of them, regardless of forecast periods.