

COMPARATIVE CHARACTERISTICS OF THE BASIC STRATEGIES OF THE ENTERPRISE DEVELOPMENT

Major approaches to enterprise development are suggested. Mutual links between the enterprise development approaches and their aims were found. It was ascertained that that the most popular of the approaches are those, which suggest forming the strategy as the enterprise development perspective under the current functioning conditions. These are the strategic and complex approaches.

A classic approach to defining basic corporate strategies, which form the grounds for modern enterprises development, has been analyzed. However, such classic basic corporate strategies as growth, stabilization and downsizing are not able to fully forecast the enterprise development perspectives. Thus, the research findings are as follows:

- The theory of basic corporate strategies of enterprise development was further elaborated. The new basic strategies set was suggested, which includes growth, stabilization, downsizing and restructuring.

- The comparative characteristics of the given basic strategies are offered. They provide a clear evidence that the suggested set of basic strategies guarantees the enterprise growth, ability to keep a market niche and a market share, sound downsizing or leaving the market with the minimum loss when the enterprise closes its activities as well as restructuring the enterprise.

The suggested approach to widening the basic corporate strategies allows for a more rational choice of the general strategy at the enterprise corporate level.