

MANAGEMENT OF COMPANY'S STRATEGIC CAPACITY FOR SUCCESS

In current conditions the detector of long lasting company's success is a strategic potential of the company. Due to it the research of the strategic capacity as a management object gains the priority.

Review of the literature on strategic management allows us to offer a classification of specific company potential manifestations and highlight the strategic potential from a set of ones, ensuring the success of the company in the long run.

Research of the concept of "strategic potential" interpretations by different scientists enabled the following approaches to determine its nature: resource, target, structural and functional competitive. Determination of the nature of the mentioned capacity is offered on the basis of optimal combination of these approaches and marketing business philosophy.

Analysis of the literature on selected issues and creative update allowed to identify the main classification features of the strategic potential: concerning the enterprise environment, the degree of use, its possible use, form of existence, the degree of compliance with stated objectives, the formation focus, the degree of profit formation, the degree of use in core businesses.

As a part of its strategic potential for success, we considered the process of transformation of business opportunities into strategic success factors which provides: firstly, strategic analysis and SWOT-analysis, through which we get information on internal and external opportunities of the enterprise. Secondly, the formation of marketing strategy considering its internal and external capabilities, which provides their transformation into strategic success factor sand ensures achieving long-term success of the company.