

ABSTRACTS

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DEVELOPMENT THE ENTERPRISE COMBINED INNOVATIVE STRATEGY BASED ON THE BALANCED SYSTEM SCORES

The necessity of improvement of technology of development of innovative strategy of enterprise is certain on the basis of the balanced system of indexes and formulation of key aspects of support of strategic development.

For the construction of the combined innovative strategy of enterprises existent strategies must be divided into ingredients. For distribution of strategy on ingredients the method of the balanced system of indexes was applied. The basic setting of the marked conception must consist in embodiment of strategic reference-points of management of enterprise in realities of economic activity, and also to connect certain strategy with cost indexes and current activity of enterprise.

For the construction of the combined innovative strategy it is suggested to determine an integral criterion after that strategy will be estimated. Such criterion is an index of the net discounted profit, but as criterion for the estimation of measures, that is included in innovative strategy, prognosis of influence of measures on the height of volumes of sales of products of enterprise.

On this basis it is suggested to apply the pattern of the forecast growth (SGR), that consists in determination of maximally possible annual height of the level of volumes of sales, based on the pre-arranged coefficients of charges in economic activity, debt and sum ratio to payment of dividends. Basic maintenance of suggestions in relation to this model consists in that the height of assets must equal the height of account payable and property asset.

The basic idea of determination of the combined strategy consists in that for her will be selected only those measures during realization of that, a height of volumes of sales will be the more set size. Thus, SGR is a basic criterion after that the strategic plans of enterprise can be determined

The system of basic coefficients and factors that influence on forming of the combined innovative strategy of enterprise on principles of pattern of the forecast proof growth is offered. It is suggested to determine the integral estimation of efficiency of development of the combined innovative strategy on the basis of method of adjustment of norm of discount.

There is discounting after a higher norm taking into account those risks that influence on realization of innovative strategy. The calculation of the net discounted profit from realization of the combined innovative strategy must be based on the prognosis of increase of volumes of sales, account of charges during realization of measures of innovative development, account of the limited nature of financial resources of enterprise and to adjustment of norm of discount.