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The Issue Of Modern Strategic Management In Enterprises Or Firms

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ABSTRACT

Strategic management is a management function focused on long-term goals and actions, as well as a set of long-term measures and approaches aimed at improving the vitality and strength of an individual or a group of individuals in relation to competitors. Strategy formulation is the direction of action and its clear tool is a key part of management and an important sign of good governance.

KEYWORDS

Strategic management is the continuous planning, monitoring, analysis and evaluation of all the needs that an organization needs to accomplish its goals and objectives.

INTRODUCTION

Strategic management typically assumes financial and non-financial benefits. Strategic management sets the direction for the organization and its employees.

Unlike once-implemented strategic plans, effective strategic management constantly plans, monitors, and tests an organization's performance, resulting in increased operational efficiency, market share, and profitability.

Having a defined process for managing an institutional strategy will help organizations make logical decisions and quickly develop new goals to adapt to evolving technologies, market and business conditions. Thus, strategic management helps an organization to have a competitive advantage, improve market share, and plan for the future.

The essence of strategic management is to develop a long-term strategy necessary to win

the competition, to implement management on a real scale of time. The corporation's developed strategy becomes the business plans of the current production, which must then be put into practice. Strategic planning can predict a firm's or organization's 10-15 year plans when it comes to averaging.

Advantages of strategic management:

Evaluate the strategic direction of the enterprise;

Develop an action plan for development and work accordingly;

Becoming a strong competitive firm;

Ability to see far.

METHODS

Through the scientific article, research methods such as comprehensive study of strategic management, analysis, study of forces and obstacles driving the production enterprise (gas station), observation, SWOT-analysis, targeted development were used.

RESULT

At present, the people of our country do not pay attention to electric cars. The reason is that the conditions for electric cars in our country are not enough. However, as time progresses, so do techniques and technologies. It is obvious that electric cars are the car of the future.

Advantages of electric cars over cars:

Fuel is not needed at all, economical;

Prevents air pollution;

It is possible to recharge the battery at home;

There is a possibility of energy recuperation.

Disadvantages:

The efficiency is low;

The inability of electric vehicles to travel long distances (temporary problem).

If we take a certain gas station. Nowadays, with the development of modern times, the range of cars is growing. On average, if we take a 10-year strategic plan, there is an assumption that cars will be replaced by electric cars. Well, will the gas stations be empty after the electric cars enter our country? In order to prevent gas stations from becoming empty and to prevent unemployment, it is necessary to install equipment to support electric vehicles inside gas stations. Unemployment will be prevented and gas stations will be able to resume operations.

SWOT analysis of the implementation of strategic management at a

manufacturing enterprise (gas station)

Strengths	Weaknesses
<ul style="list-style-type: none"> Enterprise development; Act to achieve a specific goal; 	<ul style="list-style-type: none"> Lack of financial resources; The development of new modern technologies does not meet the demand
Opportunities	Threats
<ul style="list-style-type: none"> Introduction and support of electric vehicles on the territory of Uzbekistan; There is a population interested in electric vehicles; 	<ul style="list-style-type: none"> Lack of penetration of electric mobile phones into the territory of Uzbekistan; Production of self-supporting vehicles

Feedback: A common axiom in management is that a qualified manager can manage any job. Most managers are more generalists than professionals, however, many successful managers start their careers in specialist roles. Successful managers lead their work in leading brigades, divisions, divisions, and companies and develop their companies based on strategies and plans. Through strategic management, the future of the company is considered. A manager who thinks about the future will keep pace with the times. That is, what is the current demand and why will the demand increase in the future. Through SVOT analysis, we can see that our country also needs electric cars, and there are all the conditions for this. It's just a matter of supporting it. After some time, this will be resolved.

The manager, who has been working through the strategy, thinks the company will prosper. There are also managers who do not take their work seriously. Well, a manager who meets the requirements of the time and knows every field develops a company strategy, thereby developing himself and the company he works for.

Conclusion: Strategic management is nothing

more than planning for predictable and unforeseen situations. This applies to both small and large organizations, as even the smallest organization faces competition, and by developing and implementing appropriate strategies, they can gain a sustainable competitive advantage. It is a way to set strategic goals and continue on the path to achieving them. It has to do with decision-making and implementation about the future activities of the organization. This helps us determine in which direction the organization is moving.

Strategic management is an ongoing process. Strategic planning is followed by tactical and then operational planning.

CONCLUSION

The first process of strategic management is to analyze the organizational environment. Many studies have shown that firms engaged in strategic management are more profitable and successful than those without the benefits of strategic planning and strategic management. Firms control the future when they engage in forward planning and careful evaluation of their priorities.

A key aspect of strategic management is that firms' ability to solve problems and prevent them is improved through strategic management. Helps firms make changes and communicate to their employees the need for better change. Strategic management helps to establish order and discipline in the company's activities, both internally and externally.

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