

Influence of the external and internal environment factors on formation of anti-crisis strategy of activity on the modern enterprises.

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For maintenance of effective development of the modern enterprises there is an objective necessity of formation of effective system of anti-crisis management. Search of directions of an exit of subjects of managing from an economic crisis is directly connected with elimination on the reasons which it predetermines. For this purpose it is necessary to look at the careful analysis of the external and internal environment to collect the information on each factor, which will predetermine them and on the estimation basis of real position of the enterprise in the market environment to find out the reasons of its crisis condition.

It is necessary to give special attention to working out of anti-crisis of the strategy activity on the enterprise and definition of its tactic realization. Working out of anti-crisis strategy of the enterprises activity should consist of such stages: the first stage - viewing of existing mission and system of the purposes for the enterprises which function in market space; the second stage - the analysis of internal and external factors of a crisis situation; the third stage - the analysis of alternatives and a choice of adequate anti-crisis strategy.

Process of the formation the mission to enterprises provides creation of the mechanism of economic safety which compound: security of scientific and technical, technological, industrial and personnel potential from the direct and indirect economic threats, connected with an inefficient scientifically-industrial policy of the state, formation of the adverse external market environment. The involved potential acts as the basic stabilizing factor of anti-crisis development, the guarantor of economic growth and the enterprise independence. The mechanism of economic safety provides actions for preservation of the created potential, search

of additional sources of resource especially financial maintenance, ways of competitive struggle concerning a gain of strong positions on external and home markets, manufactures of competitive production. In modern conditions of an environment becomes a source of problems for modern heads because from a survival of the enterprises depend on external factors in rigid market space more and more. By results of the analysis of external factors the environment there should be made effective strategic decisions, differently the enterprises will be limited only to supervision over process of the manufacture. At this stage there is also a threat to be delighted gathering of the information in the absence of accurately formulated purposes of the analysis. After carrying out of this fact all decisions should be oriented on use all possibilities and protection frames from the threats connected with changes in an environment. Should not be forgotten the fact, that it is necessary to remember that the strategic analysis of activity of the enterprise pertinently to carry out using differentiation of environment of its activity, in particular on a microhabitat and microenvironments. The internal environment (microhabitat) of the enterprises, where concrete decisions concerning business are made, is interpreted as universal and depends on the form of its organization. In a microhabitat the decision concerning enterprise activity are accepted in the conditions of influence on it which forces from the nearest environment (microenvironment), defining which factors are suppliers, the consumer, a labor, financial institutions, competitors and investors. The enterprise contacts to these forces constantly and consequently should predict force of their influence and consider the last in achievement of realization of the basic concepts of activity of the managing subject.

So, anti-crisis strategy formation of the enterprise activity should occur to the account of influence of the external factors and internal environment which provides necessity of the application complex and system approach concerning their analysis (diagnostics).