

CONCERNING THE ISSUE OF BALANCED DEVELOPMENT OF ENTERPRISE

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For effective management it needs a management system that allows monitoring strategic initiatives of enterprise. Strategic goals are included in the balanced system of indicators, are specific and individual for each enterprise and contribute to the formation of the target business strategy depending on the condition of its internal and external environment. Thus, the balanced system of indicators unites the tasks facing every employee and an enterprise a whole.

The main purpose of the balanced scorecard is to provide the functions of collecting, organizing and analyzing information that is necessary for making strategic management decisions and enhance business strategy, its formalization, conduct and bring to each employee of the company, providing monitoring and feedback to track and generate organizational initiatives within departments. This system retains traditional financial parameters that reflect aspects of events that have already occurred.

The building a system of management based on balanced scorecard will allow the company:

- to plan activities to obtain certain financial results;
- to clearly define goals and establish benchmarks activities;
- to direct the activities of all departments to achieve targeted financial results;
- to identify and allocate resources to achieve these goals;
- to improve information exchange and cooperation between the business units themselves;
- to optimize financial flows, defining critical periods in advance of the company and the need for external financing;
- to identify "bottlenecks" in the management and take management decisions;
- to use variance analysis plan / actual activities to correct by taking necessary management decisions;
- to adjust the goals in accordance with the changed conditions of business.

Thus, the balanced development of a company involves changing economic performance, the development of which is supported by all components by balancing the impact of income and expenditure in the current and future periods. With this system, the implementation strategy of the company is transformed into a systematic and understandable to each employee a sequence of steps, the implementation of which can be controlled at different levels of management, assessing the contribution of each process to achieve strategic goals.

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