

УДК 658.5

A. Mishchenko, S. Yaremenko

SYSTEMATIC EVALUATION UNIT QUALITY AND FORMATION OF STRATEGIC ALTERNATIVES ORGANIZATIONS

This paper describes, analyzes and proposes a number of recommendations concerning the following methods of estimation and quality formation of strategic alternatives:

— the conceptual direction of growth. This paper describes the features of growth on a basis of the matrix I. Ansoff. It is emphasized that clear boundaries between some strategies presented in the matrix do not exist. However, this structure can be efficiently used to narrow the set of possible strategic alternatives.

— basic competitive strategies. The concept of basic competitive strategies was proposed by M. Porter. It is analyzed in details in the article. It is emphasized that these strategies are essentially alternative, so any company must clearly understand the choice of competitive strategy.

— models (matrix) of the portfolio analysis. The paper contains description of the main models used for portfolio analysis and the author proposes a number of generalizing recommendations based on the practical application.

— methods of quality evaluation of strategic alternatives. The paper presents the key indicators for this assessment. Further stress is done on the comparison of both selected indicators and on a combined indicator of quality.

The illustration of the possible methods described in the example of the set of strategic opinions promotes the development of construction companies and their quality estimation.