The article is devoted to the components of business strategy of enterprise development. It is proved that business strategy of enterprise development on the strategic targets of enterprise development, business activity, strategic adaptation of enterprise development. It is established that, from our point of view, a business development strategy is an active strategy that involves: rapid action of the enterprise to change the trends of external processes of society; flexibility of processes that take place at the enterprise, taking into account the intensity of use of enterprise resources; constant search and implementation of innovations in the activities of the enterprise, namely in production, commercial, economic, social, sales and management. These contradictions are the driving force of the system development, which is characterized by irreversible, directed, natural changes.

**Keywords:** strategy, enterprise, enterprise development, business strategy of enterprise development, globalization.

Components of Business Strategy of Enterprise Development in the Conditions of Globalization

The author’s approach to the essence of business strategy of enterprise development is as follows: business strategy of enterprise development is a defined long-term program of actions based on strategic targets of enterprise development, business activity, strategic adaptation of enterprise development. The business strategy of enterprise development is related to the development of the enterprise through strategic targets that reflect the goals of enterprise development.

Problem statement. The author’s approach to the essence of business strategy of enterprise development is as follows: business strategy of enterprise development is a defined long-term program of actions based on strategic targets of enterprise development, business activity, strategic adaptation of enterprise development. The business strategy of enterprise development is related to the development of the enterprise through strategic targets that reflect the goals of enterprise development.

Selection of previously unsolved parts of the common problem. Strategy and targets are interchangeable. As targets and strategies are developed within the enterprise, a typical hierarchy is formed: at the upper levels of management are elements of strategy, at the lower – is transformed into targets. Thus, strategic targets in the enterprise are usually determined by the focus on ensuring a stable position both in the market arena (for example, from the point of view of competitors and consumers) and in the domestic arena (for example, from the point of view of employees).

Statement of the basic material. The author’s understanding of the essence of the business strategy of enterprise development is schematically shown in Figure 1.

From our point of view, a business development strategy is an active strategy that involves:
- rapid action of the enterprise to change the trends of external processes of society;
- flexibility of processes that take place at the enterprise, taking into account the intensity of use of enterprise resources (labor, material, financial, technical, information); posthumous search and implementation of innovations in the activities of the enterprise, namely in production, commercial, economic, social, sales and management.

The components of the business strategy of enterprise development are shown in Figure 2.
Let’s analyze in more detail the components of the business development strategy shown in Figure 2.

Due to the processes of globalization, actions for the formation of strategic targets in enterprises are based on taking into account the values of the system of all networked enterprises and units. The process of determining strategic targets is reduced not only to management actions regarding the choice of the trajectory of the enterprise over time, but also to determine the links that are important for growth, competitiveness of the enterprise [1, p. 439].

The highest level of strategic targets of enterprises is the «strategic vision», i.e., the general targets for their future actions. According to the “strategic vision” scientist I.B. Gurkov [2, p. 43] identifies general objectives, which are expressed by qualitative characteristics of the future state of the enterprise and quantitative parameters that describe its desired state.

The «strategic vision» is closely linked to the company’s mission. Strategic targets at the enterprise begin with the search for answers to the following questions: «Where should the enterprise head?», «How will the external environment of the enterprise change in the near future?», «How will this change affect the enterprise as a whole?» [3, p. 18].

The mission of the enterprise is a «codex» that defines its economic, social and managerial «philosophy». There is a broad and narrow meaning of the company’s mission. In a broad meaning, the mission — is the philosophy and purpose, the meaning of the enterprise. In a narrow meaning, it is a clearly formulated statement about what or why the enterprise exists and functions at all, given the understanding of the mission as a statement that reveals the essence of its existence, which reveals its difference from others [3, p. 20].

Thus, strategic targets are the goal to which the company strives, and strategy is a means to achieve this goal.

The second component of the business strategy of enterprise development (Figure 2) — is a strategic effort in the form of business activity.

If there is no strategy, then there is no way to determine which actions and decisions of the company...
contribute to the desired results (strategic efforts), and which lead in the wrong direction and only "spray" resources [4, p. 68].

Business activity is a kind of generalized concept that characterizes not only the efficiency but also the dynamics of enterprise development under market conditions. Business activity is a complex, characteristic reflection of the efforts of enterprises aimed at ensuring the dynamics of development and achievement of goals in different areas of activity [5, p. 314].

The analysis of business activity of the enterprises is carried out for the purpose of revealing of vulnerabilities and definition of ways of their elimination. The analysis data play a crucial role in determining the competitive policy of enterprises and are used in assessing the implementation of the tasks set before them, the creation of a development program for the future [4, p. 163], associated with internal factors of enterprise development.

Based on the experience from the study of literary sources and analyzing the views of various authors on business activity, O.I. Marchenko provides a relevant definition of the concept of «business activity». Business activity is a complex, integrated in many respects characteristics of the enterprise, which determines its state in the market, security and efficiency of use of all types of resources and business results [5, p. 144].

In general, the analysis of business activity at the enterprise is carried out directly at two levels: qualitative and quantitative. The qualitative level of assessment can be applied in the form of comparison of the researched object with others of the same type to it. Quantitative level of assessment is characterized by the dynamics of indicators of efficiency of production and economic activity in general.

As for the third component of the business strategy of enterprise development (Figure 2) – strategic adaptation, it, first of all, provides a balance of interests of all economic entities. Adaptation as a «principle of preparation» for the opportunities and threats of the external environment allows to make the best use of «pleasant surprises» and reduce the strategic vulnerability of the organization on two fronts: external and internal [6, p. 118–120]. Strategic adaptation is associated with the transformation of goals due to unpredictable changes that could have irreversible consequences for the enterprise [7, p. 169].

More accurate understanding of the concept of «strategic flexibility» provides S.O. Komarinsets, namely, is a characteristic of the enterprise, which allows to respond adequately and quickly, with the lowest costs to relevant strategic changes both outside and inside the enterprise [8, p. 258].

The environment is the main factor that forces the company to change and transform its values (corporate culture) and resources (structure, size, internal connections, business features, level of management competence, leadership style / strategic leadership) to achieve flexibility without which prospects are impossible entrepreneurial development [8, p. 259].

Therefore, the manifestation of the synergistic effect of strategic flexibility (the effect of the interaction of internal and external environments of the enterprise) is a consequence of adjustments made to the strategy as a result of its implementation. Strategic synergy usually depends on the quality of the management process (managerial synergy), ie on the readiness of the management team to implement the chosen strategy of enterprise development.

Conclusions. The essence of the business strategy of enterprise development proposed by the author should have the following criteria:

- uniqueness (application of its own exceptional strategy);
- feasibility taking into account the available resources (financial, personnel, raw materials and technologies);
- flexible adequacy (own strategic changes must be adequate to external changes);
- economic, financial, production or social efficiency.

It can be argued that the business strategy of enterprise development, first of all, will help guide staff in the right direction, reflecting the value system, the views of the top management of the enterprise, its vision of the future.

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