Дипломная работа\_Разработка стратегии компании ТОО

Стр\_63

[ВВЕДЕНИЕ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819009)

[ГЛАВА 1. РАЗРАБОТКИ СТРАТЕГИИ ПРЕДПРИЯТИЯ, ТЕОРИЯ И МЕТОДОЛОГИЯ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819010)

[1.1 Современное виденье разработки стратегии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819011)

[1.2 Основы и методы разработки стратегии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819012)

[1.3 Типы стратегии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819013)

[1.4 Принципы стратегического контроля](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819014)

[ГЛАВА 2. АНАЛИЗ СОСТОЯНИЯ ТОО](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819015)

[2.1 Характеристика компании ТОО](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819016)

[2.2 Основные игроки на рынке DIY в РК их положение на рынке](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819017)

[2.3 Анализ финансовых экономических показателей ТОО](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819018)

[ГЛАВА 3. РАЗРАБОТКА СТРАТЕГИИ ТОО](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819019)

[3.1 Виды сценариев и методы их влияния](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819020)

[3.2 Расчеты затрат на введение стратегических планов и полученные выгоды](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819021)

[3.4 Сроки внедрения и ответственные лица за результат выбранной стратегии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819022)

[ЗАКЛЮЧЕНИЕ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819023)

[СПИСОК ИСПОЛЬЗОВАННОЙ ЛИТЕРАТУРЫ](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202020-2021%5C%D0%A1%D0%A6%D0%98%D0%94%5C2024%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%92%D0%90%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8%20%D0%A2%D0%9E%D0%9E%20%C2%ABPleasure%C2%BB%5C%D0%94%D1%80_%D0%A0%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B0%20%D1%81%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D0%B8%20%D0%BA%D0%BE%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D0%B8.docx#_Toc144819024)

# ЗАКЛЮЧЕНИЕ

Термин "стратегия" следует рассматривать как конкретную модель действий, предпринимаемых для достижения установленных целей организации. Содержание стратегии включает в себя правила принятия решений, сформулированные для определения направления основной деятельности.

На первом этапе необходимо проанализировать внешнюю и внутреннюю среду компании, чтобы изучить и оценить динамические изменения внешних факторов в отношении угроз или возможностей компании; выявить внутренние сдерживающие или стимулирующие факторы компании.

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