

Innovation strategy of the company

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In forming the strategy of innovative development of company, which defines ways to achieve the objectives, usually set a number of conditions, based on the development of general purpose, which determine the contents of some strategic decisions on directions of activities. All elements of the strategic decisions of the company are closely interrelated and change one of them requires a change in the remaining conditions. The set of decisions determines the resulting integrated result that the system creates innovative strategies of the company.

The main objective of innovation management – development and production of new products, which requires solving a number of problems related to the organization of interaction of the various services of the enterprise to balance all parties updated production, search of innovative solutions in the field of technology, organization, management and training of professionals.

The company, which does not implement an innovative strategy or does not account for its strategic features, will not be able to function effectively within the environment that is rapidly changing. To date, one of the first places in the market takes a company which carries out research and development in the production of implants. Therefore, the company should engage in strategic planning of their activities.

Development and substantiation of effective innovation strategy implies a sequence of steps:

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1. Assessment of the status and conditions of functioning of the enterprise (the analysis of external and internal environment, setting goals, in the short term, to determine the scope of necessary changes).
2. Formation strategy (the strategic direction, planning, strategy, program development).
3. Evaluation of programs (evaluation of all possible programs and adjusting them in line with the policy of the enterprise).
4. Implementation strategy (development plans, business units, structural changes, budgeting)
5. Strategic control (monitoring the implementation of the strategy as a structural unit, and now, in general, operational management).

The innovation development strategy «comprehensive benefit» – is direction of innovative development that ensures both a positive effect for the innovator enterprise from the innovative investment of capital (profit growth) and the satisfaction of consumer needs within the accepted price.

The strategy of innovative development «break-even point» – a line of innovative development, characterized by covering costs of manufacturing products for investment companies and increasing consumer audience by expanding assortment of products, and consumer satisfaction of basic needs, matching the price and quality characteristics.

Innovative Development Strategy «award winning customer» – is direction of innovation development, characterized by loss ratio for the consumer. Last receives innovative products with quality features that correspond to the price. This area of innovation may be the companies that direct their activities mainly on technological novelty products without prior assessment of its potential profitability, and focuses primarily on conquest consumer.

The strategy of innovative development of «innovation» is the direction of innovation development, specializing in the creation of new or

redesigned old products market. Manufacturers are developers of innovative products, which are created in powerful research departments and design offices. By introducing innovative products they receive or profit by their large knowledge-intensive and therefore pioneer to market or fail due to lack of demand innovative products. Such firms are most at risk. Consumers get high-quality innovative product.

The direction of innovation development «quality – price» different characteristics matched an innovative product of its pricing policy based on changes in the environment, with increasing demand price increases, while reducing the interest of consumers to new products is to reduce the cost, this type of innovation characteristic of companies that are engaged in the manufacture of goods analogues. Enterprises-oriented innovators to innovate, reducing the cost of manufacturing, while providing her level of quality required by the majority of consumers. Due to low prices and average quality company is always competitive.

The strategy of innovative development «costly» – an innovative way of development, characterized by loss-to-innovator of enterprise, customer satisfaction and quality characteristics of innovative products. This trend may be in companies that were the basis for the old marketing research.

The strategy of innovative development «image effect» – the direction of innovation development, characterized profitability for the company-innovator and handicap for the consumer who does not get innovative products with quality that meets the price. This line of innovative development can occur in companies where orientation enterprise innovator focused on imitation «fashionable» trends when accumulated image of the company allows you to display new products, not always thinking about the benefit of the consumer, ignoring the criterion of «cost-benefit».

The strategy of innovative development «effect unmet consumer» – is an innovative way of characterizing businesses that create innovations for the needs of a narrow market segment. They avoid competition with large corporations, looking for are not available for these areas of activ-

ity, providing unique product characteristics, their products are generally exclusive nature, are high-quality and expensive. Consumers remain dissatisfied because the price is too high.

The «black circle effect» innovation strategy – is direction of innovative development characterized by losses for the innovator and the consumer. The latter receives products whose quality characteristics do not match the price

This area of innovation can occur when either company – innovator nor the consumer does not have sufficient rights necessary competence to assess profitability.

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Improvement of the logistic process in the enterprise

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The correct organization of logistics processes, from the purchase of raw materials, supplies and components to the delivery of finished goods to the customer, makes it possible to save current assets and in this sense is an important tool in the management of the production and commercial activities of the enterprise. Correctly created organizational structure of the enterprise should be considered as a powerful strategic tool, which allows coordinating all structural departments and directing their activities to achieve their objectives within the mission. Management of an organization only becomes optimum when based on the logistic concept. In the process of managing an enterprise, the problem of effectively organizing logistics processes necessarily arises. Among the most common types of their organization in modern enterprises are:

- ▮ distribution of logistics functions between departments;
- ▮ creation of their own logistics unit;
- ▮ outsourcing – engaging specialized company to carry out tasks.

In the first case, if the enterprise does not have a logistics department, then the processes of managing the commodity, financial, information, transportation, etc. flows should be ideally coordinated between the relevant services.

Otherwise, logistics costs will increase consistently. In such an organizational structure, the head of the enterprise would have to control the