

# Threat factors as symptoms of enterprise development

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## Abstract

In this article the question of an assessment of management from the point of view of influence of external factors and reaction to their influence is considered. At such stage of activity of the enterprise there are various events which define need of reaction of an enterprise management system. In article the procedure which will allow to increase stability of the company in the long term is considered.

*Keywords:* internal and external factors, management of the company, long term stability

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## 1 Introduction

This work is devoted to development of the procedure of productive business management [1]. The offered concept is directed to detection of ability of the organization to react in due time to influence of external large-scale circumstances due to timely readiness of a control system to influence their negative manifestation. The solution is conducted within a contour of full-scale strategic management in the context of coordination of problems of fundamental diagnostics, the advancing adaptation and continuous training. It will help to direct efforts for achievement of good results in the future.

## 2 Main problem

New methodological approach of accumulation of knowledge of management in process of elimination of serious mistakes and organizational malfunctions is considered. As the fundamental bases provisions of creation of purposeful systems in the conditions of ensuring stability of business are used. Such provisions allow to reveal levers of growth of the organization and with their help to develop actions of the transfer of a control system to new level of quality. Thereby there is an improvement of objective diagnostic aids of a condition of the organization. Introduction of such means allows to warn consequences of negative tendencies and to aim the saved resources at the development of the organization. At a stage of the formulation of requirements imposed to a control system levers of an assessment of overall effectiveness of the organization are defined.

## 3 Overview

At the heart of the real operation approach of external audit of the tools of an external environment allowing to reveal and rank key factors which influence activities of the enterprise is used. Such factors turn out on the basis of the analysis of case studies on branch, the enterprise, from personal interviews, evaluation reports, etc. The full-scale assessment is made on the basis of mechanisms of cost

control and carried in the long term from line items of synchronization of evaluation means of spanning and a covering of business [1]. The developed mechanisms is considered as tools of improving of structure of the organization for a measure of support of compliance to the whole leading activities and the general administrative process. The real tools are researched from a line item of influence of an external environment on key variables of purposeful management system which, in turn, reacts to manifestation of all external influences. Each such influence is estimated within the large-scale modified contour of the strategic management including the system consisting of seven interconnected tools [2]. It is about the labor-consuming procedure including modified and connected in time, offered by F. David, mechanisms of external and internal audit of the operating enterprise. Use of such procedure has allowed not only to prepare fundamental base for carrying out full-scale strategic planning, but also to receive temporary reference points of cumulative labor input of a preparatory stage. Further, only those which bring influence above of minimum admissible value are allocated from each group of factors.

Thus, we have created factors of influence on the enterprise and have defined degree of dependence on them that allows to approach formation of the external environment.

## 4 Decision

After identifying the main factors of influence on the company, the head of the company will be easier to make a decision, because they are available procedures for responding to manifestations of external factors. These solutions will be justified and will help the company or enter a new stage of development, or to strengthen the existing level and not allow competitors to gain market share.

## 5 Conclusions

The real work has shown what for effective management of the enterprise which is carried out within a full-scale contour of strategic management demands to reveal and analyse several hundreds of factors on average [5]. On their basis is

formed a clear idea of control levers. Such levers, already in turn, allow to receive dashing about for an assessment of influence of external and internal factors of influence. Having such estimated mechanisms at the order, to the

director will be not only it is easier to make the decision in each concrete situation, but also successfully and in due time to develop the enterprise and to keep his steady position in the market among competitors.

## References

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