

Summary

Subject matter: The development of an organization's strategy in the aspect of its sustainable growth.

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Customer organization: "Elegant-F", Ltd., registered on May 2, 2004 at: 360000, the Kabardian-Balkar Republic, Nalchik, Kulieva pr., 28a

Topicality of the research: Nowadays many companies have developed the tendency to choose the path of the sustainable development for their business. As a rule, a company can achieve sustainable development through the thoroughly planned actions, accurately selected strategy and strategic plan.

Objective of the research is the analysis of the theoretical and practical aspects of the provision of the strategy sustainable development.

Tasks:

- To reveal the essence of the notion "strategy" as an important constituent of the management strategy;
- to examine the principles, criteria and ways of the assessment of the organization's sustainable development;
- to explore modelling of the organization's sustainable development by working out the strategy;
- to analyze "Elegant-F" strategic management;
- to work out the strategy development model including some concrete strategic programs for "Elegant-F", Ltd.;
- to propose the ways of the realization of the elaborated "Elegant-F" development strategy;

Theoretical and practical significance of the research:

Theoretical significance of the research is the extension of the scientific ideas of the sustainable development, and the role of the strategic management in the sustainable development of every country.

Practical significance of the research is that the proposed development strategy including the recommendations for the improvement in the work of an organization can be used in the practical work of “Elegant-F”, Ltd.

Result of the research. The result of the research was the strategy development model for the company under study including the stages whose realization in our view will promote the company’s sustainable development.

Recommendations: we have developed 6 strategic programs:

1. “The formation of the innovative company, competitive in the market of services to the population in the shoe repairing and shoe making business”.
2. “The company’s work potential: continuous development and improvement”.
3. “Work stimulation and motivation, improvement in the company employees’ life quality”.
4. “The development of the system of quality management and the stage-by-stage category growth – the achievement of not only the first but also the highest category of the consumer services organization, providing shoe-repair service”.
5. “The realization of the diversification strategy: the increase in the range of the services offered by introducing a new type of activity”.
6. “Cost-cutting by minimization of the expenditure on production, transportation and storage”.