

BUSINESS PLANNING IN THE ACTIVITIES OF THE ENTERPRISE

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Abstract: in this article, the principles and methods of business planning in the enterprise's activities in the current modern economic development processes are scientifically analyzed on the example of the national and world economy.

Keywords: Enterprise, entrepreneurship, business, entrepreneurial activity, business plans, enterprise goals.

An enterprise is considered to be the main link of society, which, in order to meet the demand of the population and make a profit or perform other public functions, produces products, exchanges, performs other works and services based on the use of private resources. , makes decisions about its activities, and the responsible person is an economic entity of various sizes, having the status of a legal entity. This definition applies to all enterprises, regardless of their purpose, activities, forms, types and forms of ownership.

Due to the fact that the tasks of planning the activity of an enterprise are known in a certain sense, its regulation in the process of planning and organizing production has been relatively little studied and generalized by modern science. Here, practice far outstrips theory. Nevertheless, it is necessary to regulate the specified performance indicators of the enterprise. In addition to changes in consumer demand, it depends on new situations in the life of the enterprise and the economic situation, relations with suppliers of raw materials and materials, political conditions, etc. The fact is that what is produced today may not be needed tomorrow or the day after tomorrow. Therefore, planning should focus not only on today, but also on tomorrow.

No enterprise can lose sight of the future in its activities. This is the main rule for the stability of the enterprise in market conditions. All employees, especially the management of the enterprise, must clearly know that any work that is easy to do today may become difficult or even impossible in 3-5 years. Therefore, the regulation of specified planned (forecast) indicators can be considered an integral part of the enterprise's activities and production forecasting and planning. Regulation is the process of organizing events and processes. It also means bringing the machines and their parts to a condition in which they can function normally and efficiently. With regard to planning, we are talking about the fact that previously developed plans and programs must be adapted to changing conditions, they must not be carried out at any cost, as in a planned economy, they must comply with market requirements, and must serve to achieve the goals of the enterprise, make production profitable and cost-effective.

Planning helps to achieve the fulfillment of your desires, the realization of dreams in our dynamic, rapidly changing world. Planning is a management tool. The entrepreneur offers the society goods and services that people need. In order to have these goods and services, they must be produced, brought and placed available to buyers. To design these actions, the entrepreneur uses business planning.

Business planning:

- ✓ formulates specific, market goals of the entrepreneur;
- ✓ determines the amount of resources needed to achieve them;
- ✓ designs the order of work.

Business planning is based on the knowledge, skills, experience of those who carry out this process. As a person presents a picture of the world around him, so he sees the solution to his problems and carries out planning. Vision, the vision of the desired state of the future, is the basic platform for planning in business. In the same circumstances, different entrepreneurs can make opposite decisions, since the knowledge, experience and skills that guide decision-makers lead to different visions of both problems and ways to overcome them.

For a comfortable existence, mankind needs the production and reproduction (ie repetition of production) of many goods. Understanding the purpose of this or that activity for society in business means understanding the mission. Awareness of the mission enables entrepreneurs to produce exactly the product that will be so needed and valuable for other people that they will buy it. Mission is purpose.

By organizing activities for the production of cars, food, entrepreneurs perform different missions. If one of the entrepreneurs takes on the solution of the problems of others, then they are ready to pay him, you can earn money on this. To produce goods, services for which people are willing to pay, to buy them is the goal of entrepreneurs. The more a customer needs a product or service, the more he is willing to pay for it. An entrepreneur who creates value (goods / services) for others who are ready to pay for it, gets the opportunity to compensate for the costs of production and receive income in the form of profit.[11:1]

A business plan is a special document. It is the embodiment of the entrepreneur's conceptual idea regarding the production of a product or the creation of a service by calculating the necessary resources, designing ways to organize production. This is a program for the implementation of a specific project. The ideas about the business formulated and described in the business plan make it possible to detect nuances that were not obvious at the level of the "vision", the entrepreneur's idea. An entrepreneur, with the help of a business plan, identifies what contributes and hinders future business, the payback period of the project and other significant points. A business plan is a combination of an analysis of the market situation and functional plans for the production of goods or the creation of services, the most important tool for entrepreneurial business planning.[11:2]

The business plan covers almost all the main stages of the development of an organization in a market economy, the amount of financial costs, project deadlines, personnel issues, possible risks, expected income, estimated payback time, etc.

In the course of planning business processes in an enterprise, very different goals can be formulated, for example:

For your own good. The first priority for the company is self-control. Suppose an organization starts work in a new area for itself or adjacent to its main activity. Here it is important to calculate the prospects of the project, to avoid possible risks. Therefore, it is necessary to carry out business planning.

To apply for a bank loan. Some time ago, a feasibility study that fit on a couple of pages was enough. Based on this document, the lender provided the required amount. Other aspects could be taken into account, for example, personal contacts of the borrower, the availability of recommendations, the amount of own funds involved in production, and so on. Recently, most lenders want to see a business plan for the enterprise in front of them to apply for a loan.

To attract additional investment. Individuals or other companies (possibly investment funds) can be investors in the development of an enterprise. If a public offering of shares is planned, a sound business plan will present the company in a favorable light. This is due to the fact that all information about the activities of the organization becomes transparent to potential investors. You can see sales volumes, the degree of development of production, future financial receipts, and so on. The time is not far off when business planning will be considered the basis for issuing securities. At the moment, this is practiced only as an additional development tool.

For the implementation of reorganization processes or production optimization. Many enterprises in the process of growth change the direction of their development, cover new areas of activity. In this case, it is much easier to choose a competent concept by drawing up a business plan. This will make it possible to clearly define the goals of the upcoming changes, outline tasks and deadlines.[11]

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