Technology formation of the mission of micro-level management enterprise in aviation

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Abstract: This paper briefly analyses the status of implementation of strategic management methods in micro-level enterprises of the radio engineering sub-sector with an emphasis on one of the most important tasks of the development of a company strategy: the choice of the general purpose of its activity (mission). It also proposes a technology for developing the mission of an enterprise, taking into account the market research trends in the development of functional tasks of core technical systems and the technological base of research, development and mass production of these technical systems. Furthermore, it presents a diagram of stage-by-stage development and annual refinement of the mission considering the development of the world and domestic market.

MIP: Engineering-2019
Cybernetics, Economics and Organization of Mechanical Engineering Production

Krasnoyarsk
Russia
The majority of Russian enterprises work using, in fact, 3 - 5-year (long-term) planning. The term "long-term planning" may be preferred to "strategic management“, because the latter term does not mislead with the planning horizon and indicates the importance and focus of this work. But many corporations for a number of reasons do not perceive the methods of strategic management and there is a tendency to pay more time to current issues, and, as a consequence, it does not remain to solve long-term strategic problems.

To ensure the competitiveness

To see and in a timely manner to eliminate the negative elements of the activities, leading to stagnation

Significant problems in the development and implementation of the strategy do not allow high quality:

Coordinate the work of all corporate divisions - scientific research, production, marketing, Finance, personnel, customer service, information technology

To develop a high-quality business model that ensures profit in the conditions of the chosen strategy
The methodology and scheme of development and selection of the mission explicitly allows to ensure the unity of the enterprise goals and the basis for motivation of employees. It is done to obtain the basis for the allocation of resources, to ensure the overall tone of the enterprise, to create a business environment, to identify those who cannot identify their interests, to simplify the goals and translate them into specific tasks and to provide a concretization of goals.

Thank you for your attention!