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Strategic Planning of Socio-Economic Development of Service Enterprises

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Abstract: This article is devoted to the interaction of the technological and process elements of the system in the socio-economic direction of service enterprises in the socio-economic direction of strategic planning methods and tools, economic and financial performance monitoring and implementation stages.

Key words: strategic planning, strategic planning system, quantitative and qualitative indicators of strategic goals, efficiency of strategic planning system in the enterprise.

The methods and means of strategic planning of the development of service industry enterprises in the process of fulfilling their specific functional goals and tasks in the socio-economic direction are aimed at organizing the interaction of the technological and process elements of the system at the stages of monitoring and realization of economic and financial results. At the same time, complex tasks with a generalizing and functional (specific) description are implemented in the field in various combinations of implementing strategies and individual measures.

However, in our opinion, the mechanism of strategic planning system development in service enterprises appears only as a set of tools for influencing technological processes. In the process of realizing the goal of increasing the economic and financial efficiency of the strategic planning system of service enterprises and its functional relevance, technological-process elements can help the organizational and legal development of the sector.

The interaction of all elements of the strategic planning system for the long-term socio-economic development of service enterprises should be consistent with the size of the resource supply.

In this case, as resource elements of the system, the material, technical, labor, financial and informational resources participating in the implementation of the functional tasks of the strategic planning system for the prospective development of the service and service sector economic entities meet the requirements of the targeted strategic orientation and are in accordance with the quantitative and qualitative indicators of its strategic goals. the strategic planning system should interact in a superior way to achieve economic and other results.

Therefore, the strategic planning of business entities in the service sector should include not only technological-process components, but also all types of resources involved in the strategic planning

process (Fig. 1). In our opinion, it is necessary to divide the general resource supply of system formation into two components.

One of the components of the resource directly ensures the implementation of the strategic planning process (managers, highly qualified specialists, the main means of production and working capital, current and future information of the enterprise, direct implementation of the strategic plan).

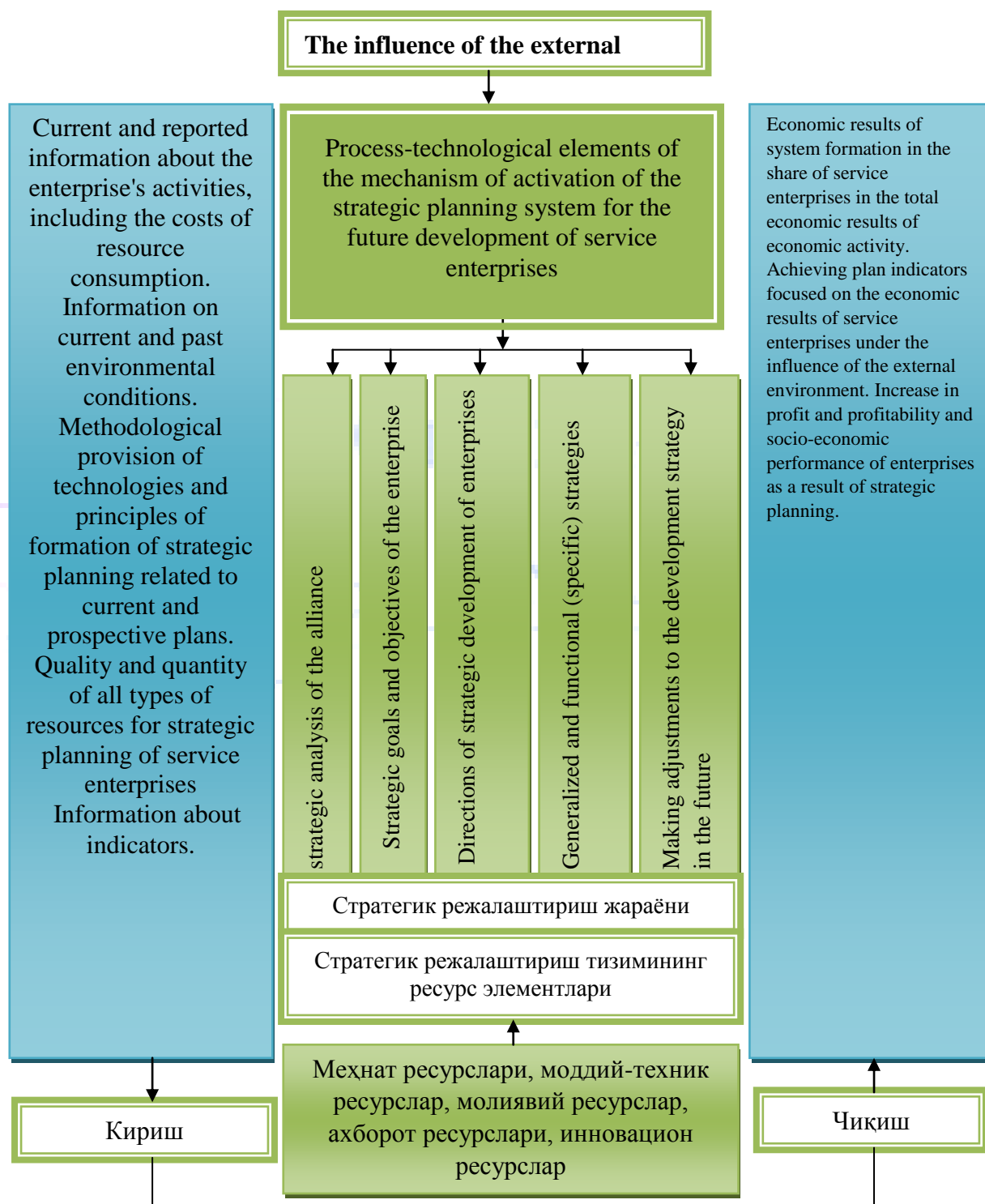


Figure 1. Elements of the strategic planning system for the development of service enterprises

As an important resource component of the strategic planning system of the long-term socio-economic development of the service enterprise, the labor of employees, the main means of production, material elements of working capital, financial and information resources used in the process of providing services are considered.

Allocation of the resources involved in the development of the activities of business entities in the service sector to the resources involved in the service and labor process, in our opinion, both to determine the effectiveness and efficiency of the formation of the strategic planning system, and to the general economic and other results of the long-term development of economic entities in the service sector necessary to determine the share of economic results of the prospective development of the industry under the interaction of technological-process elements of the strategic planning system.

Management specialists of service enterprises on the implementation of strategic planning based on the use of interrelated material, labor and information resources by means of process and technological elements of strategic planning, in certain directions, the current, medium and long-term development of the economic entities of the industry against the negative factors of the impact of the macro and micro environment. and addresses both economic and organizational issues of achieving quantitative and qualitative results in the initial phase of a strategic planning system that directly and indirectly contributes to economic growth.

In our opinion, obtaining the necessary results in the process of planning the enterprise's activities requires determining the concentrated impact of all the structural elements of the interrelated system on the general financial results of the socio-economic development of this enterprise in the long-term perspective.

In our opinion, having an economic result can be represented by the share of the overall economic result of the long-term development of business entities in the service sector. This situation is consistent with the strategic planning and technological and process structural elements that contribute to the dynamics and trends of effective development and reduce the negative factors of the exogenous and endogenous environment.

At the same time, it should be noted that quantifying the economic results of the formation of a strategic planning system in the current activity and future development of service enterprises is a difficult task. Therefore, the group of regulatory, legal, innovative, economic, social and cultural factors of the external environment cannot be determined through financial losses associated with changes in the performance indicators of enterprises in the service process. .

In our opinion, as another method of determining the size of the economic result of the strategic planning system as a share of the total economic result of the activity of the service enterprise, the process of the strategic planning system, which consists of the existing planned calculation methods and methods that increase the value of the actual economic results of the enterprise achieved with the support of the strategic planning system it is necessary to realize the technological elements on time. In this case, the amount of expenses for the consumption of all types of resources (labor, material-technical, informational, financial) in the process of strategic planning can be equal to the economic results of the system's activity. Encouraging the positive factors of the external environment and eliminating the negative factors in achieving the planned economic results of the service enterprise, the compatibility of costs in the strategic planning system is considered as the level of compensation for the costs of resource consumption in order to achieve the planned results of the sustainable development of the enterprise in the future.

Also, the economic effect of the interrelated effects of process and technological structural elements of strategic planning is calculated as the share of the final economic effect achieved by the economic entity

during a certain period, and is equal to the value of the unsuccessful decrease in the economic result in the conditions of actively resisting the negative socio-economic trends in the development of the service industry enterprise.

Strategic planning is very important in service businesses for the following reasons:

- it helps to determine the purpose of the enterprise, i.e. corporate tasks, to evaluate the specific goals of the enterprise and to solve the issues of achieving them;
- strategic planning adapts the enterprise to the conditions of the external environment, as it is an important element of the analysis of the factors of the external environment and the research of methods of adaptation to its negative effects;
- makes it possible to effectively distribute the existing resources of the enterprise, analyze its activities, and effectively use capital funds.

The strategic plan is developed by the top management of the enterprise. Also, all levels of management participate in their implementation. In an enterprise, strategic planning makes comments about long-term production, in contrast to current plans.

The annual level of the effective indicators of the strategic planning system for the long-term socio-economic development of enterprises and the necessary increase in the efficiency of the strategic planning system corresponding to the achievement of the planned economic indicators in order to determine the dynamic change of the efficiency of the strategic planning system for the development of the enterprise in the medium and long term at comparative prices aimed at the structural structure of service industries in order to take appropriate measures to maintain its indicators, it coordinates the process and technological implementation of strategic planning and the provision of resources to the processes of providing services to consumers.

Therefore, for the long-term socio-economic development of the enterprise, the annual levels of the established effectiveness of the strategic planning system should take into account the significantly changing costs of the strategic planning system for individual years.

It cannot be ruled out that the negative impact of environmental factors in various combinations will be constantly high during individual years, which is related to the expenditure of a large number of expenses for certain years in order to ensure the stability of the industry or enterprise in the near and long term. In this case, the annual level of efficiency can objectively reflect the efficiency of using the resources of the strategic planning system.

When determining the efficiency of the strategic planning system of the service enterprise, it should be assumed that the summary indicator of efficiency cannot express the efficiency of using certain types of resources by evaluating them only.

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