

# The main features of strategy formation for sustainable companies development in economical crisis conditions

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## Abstract

© Medwell Journals, 2017. Recently, in the economic literature of particular interest are the aspects of sustainable enterprise development. At the macro level this concept means the continuous development, providing needs without compromising the needs of future generations. At the micro level, the sustainable development is interpreted in different ways. Stability was investigated in many works of economists such as GZ Scherbakovsky, MN Nechepurenko, ZV Korobkov VP Fofanov, YM Kiselev, VF Komarov The object of this study is the economic stability of the enterprise. This study, discusses the modern vision of sustainable enterprise development. The main objectives are the following: to determine the basic criteria of sustainable development; to identify factors, influencing on the stability of the enterprise; to systematize the important approaches to the content of the category of "sustainable development" of the enterprise and to highlight the importance of its components. During the investigation of the problem of sustainable enterprise development we used the methods of logical analysis, synthesis, generalization, inductive methods of establishing causal relationships. A matrix "tactics-strategy" which allows to interpret the path of sustainable development based on tactical and strategic objectives. A systematic approach to defining the sustainable enterprise development. The company activities. It has concluded that the management of sustainable organization development is a set of actions which are mutually interconnected. A large number of treatments used to confirm the relevance and significance of the problem. In order to achieve the greatest social and economic benefit and to get the opportunity to move to a new qualitative state needs to develop a set of measures for the management of sustainable enterprise development. In addition, it concluded that the concept of "sustainable development" includes a plurality of categories such as social, financial, investment and others.

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## Keywords

Crisis, Financial, Stability, Strategy, Sustainable development, Tactics

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