

Project development using integrated functions Microsoft Excel

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All internal nature of any enterprise is based on system of planned decisions. All of them are subordinated to main objective of the commercial organization – earning income.

For this purpose in large firms are being created the information systems, whose statistics are estimated by means of various systems of the analysis.

One of the most effective approaches to strategic planning is the project approach. At this approach the organization of the process elaboration and introduction is formed by way of the innovative project.

The project approach allows to investigate resource, technological and financial opportunities of the enterprise.

One of universal methods of projectis development modelling organizational decisions on the basis of system approach, of mathematical and other methods of representation of projected object acts.

For this purpose the marketing service is organized: one expert or the whole system of departments.

To estimate opportunities of firm in the time interval and correctly to define volumes of the output, I have created the special program - the Assistant in the strategic planning.

The purpose of my program is the search of the effective distribution of resources between divisions of the enterprise.

The program distributes the entered parameters proportionally by quantity of the working days in the planning period. Plans of the activity of separate divisions will depend on their specificity.

As a methodical basis are taken: parameters of the profitability; units of the measure; the monitoring system, the account and the estimation systems; motivation of performance of planned targets.

Creating such a program of planning, I pursued two basic purposes: the opportunity of development of the «internal strategy» to show the opportunity of the effective distribution of resources of the enterprise. In fact, such resources as the capital, technologies and people are rather limited.

As a result, comparing total estimations, we predict our fate of the market. The analysis and the forecast of the development of the branch in which the company functions, requires the answer to the following questions: How the branch will be arranged?

The plan consists of two parts: productional economical part and operatively scheduling planning.

The set of financial parameters by means of which the operating subsystem can influence economic activities of the enterprise, forms financial levels through which the system of control of the enterprise functions by means of financial methods.

The enterprises are guided by the goal only will be produced which can bring profit.

In the modern world conditions promptly change and strategy should be developed so that, if necessary, it could be liquidated.

Considering changing conditions of the business running, before every enterprise has a problem besides it to solve questions of achievement of the goals, novelty to approach surviving in competitive struggle in the innovation way.

In conditions of market economy it is not enough for head to have simply good production, he (she) should watch closely the new technologies arising in the market, and plan their in the enterprise, for to not lag behind competitors.