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	PECT-	,
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[2, 4, 5, 10]

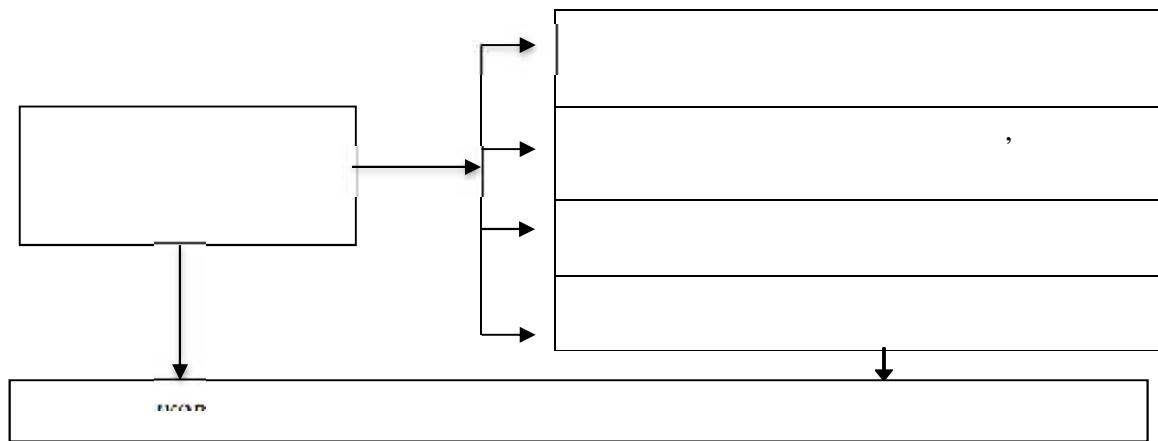
110

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graph LR
    subgraph Input_Layer [Input Layer]
        direction TB
        I1[1]
        I2[2]
        I3[3]
        I4[4]
    end
    subgraph Hidden_Layer [Hidden Layer]
        direction TB
        H1[5]
        H2[6]
        H3[7]
    end
    subgraph Output_Layer [Output Layer]
        direction TB
        O1[8]
        O2[9]
        O3[10]
    end
    I1 --> H1
    I1 --> H2
    I1 --> H3
    I2 --> H1
    I2 --> H2
    I2 --> H3
    I3 --> H1
    I3 --> H2
    I3 --> H3
    I4 --> H1
    I4 --> H2
    I4 --> H3
    H1 --> O1
    H1 --> O2
    H1 --> O3
    H2 --> O1
    H2 --> O2
    H2 --> O3
    H3 --> O1
    H3 --> O2
    H3 --> O3
    O1 --- L8[0.8]
    O2 --- L9[0.2]
    O3 --- L10[0.1]

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[17]:

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Interaction of strategic planning of economic development of manufacturing enterprises and regional marketing.

The aim of the article. The purpose of the article is the theoretical substantiation of issues related to the system of strategic planning of economic development of industrial enterprises and marketing at the regional level in order to determine the interaction between them.

The results of the analyses. The most characteristic features of modern strategic planning of the development of a production enterprise are considered: several strategic problems of the enterprise are solved; has a creative and iterative character; aimed at finding new business opportunities; It requires significant information, intellectual, as well as time

costs; the basis of planning is the approach «from the future to the present»; differs stochastic approach and flexibility; strategic plans are conceptual and descriptive, which contain mainly qualitative and interval quantitative indicators; strategy development is based on the principle of alternatives; the system of strategic planning determines the potential of the company's success and creates the prerequisites for the effective operation of the enterprise; The subject of formation of the main strategic idea is the higher strategic level of enterprise management.

Therefore, for business, the importance of the strategy is explained by the fact that clearly defined goals and guidelines for the development of the territory allow business entities to see the prospects of the economy, the prospects for development and state support of the industries, and, in accordance with new approaches and goals, declared by the local authorities in the planning documents, to build their own Plans for the future. In the conditions of objective incompleteness of information, the effect of external «deterrent factors» is multiplied, and therefore the mechanisms necessary to overcome them, which ensure the constructive nature of the processes of the flow of resources and capital in the economic space. One such mechanism is regional marketing.

Some aspects of the interaction of the elements of the toolkit, which are fundamental in the formation of the system of strategic planning of the development of production enterprises and socio-economic development of the region, taking into account the marketing approach, are explored.

1. Information interaction – the basis of the process of management of socio-economic development of the region, the mechanism for the development and implementation of both territorial strategies and strategies of production enterprises.

2. Interaction through methods of managerial influence.

3. Methods of economic interaction are a motivational component of the regional strategies of the region and the strategies of production enterprises.

4. Methods of socio-psychological interaction.

5. Interaction through project management and clustering.

6. Interaction through the demand management system.

Consequently, the main objective of marketing strategic planning is to build the activity of the territory and production enterprises in such a way that the organic and most efficient combination of production, satisfaction of the needs of consumers, profit and development of the region. The principles of marketing strategic planning are: coherence with overall strategic planning; based on the research of the marketing environment; cyclicity is a continuous process; flexibility – the ability to adapt the strategy to changes in the environment; multivariateness – taking into account possible changes of the environment at the stage of forming the plan.

Conclusions and directions for further research. *Thus, strategic planning of enterprise development in conditions of decentralization should be perceived as a powerful tool of state policy to ensure the balanced development of territorial communities.*

Consequently, three subjects of the national economy – government, business and the public, together, by consensus, create a joint strategy for the socio-economic development of the territory as a set of strategic goals, combined in the program of action based on the identified internal advantages and disadvantages of the socio-economic economic system, available resources, opportunities and threats to the environment.

Keywords: strategic planning, economic development, manufacturing enterprises, regional marketing, methods of strategic planning.