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**THE FUNDAMENTAL APPROACHES AND INSTRUMENTS OF ENTERPRISE
DEVELOPMENT STRATEGY DEVELOPMENT AND IMPLEMENTATION
UNDER THE CONDITIONS OF MARKETPLACE TRANSFORMATION**

Introduction: The rapid changes of external environment increase the need of modern instruments creation for the development strategy of the social and economic systems realization. The special issue is to improve the mechanism of Development Strategy creation and implementation. The investigation of modern approaches and instruments of creation and implementation of the Development Strategy of enterprise has great current interest. **Goal:** reasoning of the principal approaches and instrument of creation and realization of Enterprise Development Strategy under the national economy transformation conditions. **Methods:** system analysis, scientific abstraction, algorithmic. **Results:** the set of economic activity factors are proposed as the result of analysis of current enterprise development strategy realization. The instruments of creation of the management decision algorithm for the identification and realization of effective enterprise development strategy are proposed. **Conclusions:** The process of strategy creation and realization involves the set of stages and steps of its' implementation. It begins from the economic activity problems analysis and external and internal environment conditions analysis; and finishes by the issues of development strategy implementation and assessment. The process of creation of the enterprise development strategy involving the management instruments of its realization is multidimensional and permanent for today managers. The issues of this instruments implementation are challenging at our days and need to be investigated more deeply.

Key words: strategy, strategic alternatives, strategy of enterprise development, strategic management, functional and resource strategies, mission, strategic goal, instruments of the development strategy realizations, strategic business unit, the algorithm of development strategy alternating.

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[6], [7], [8], [9], [10], [11], [12], [13], [14], [15], [16]

[2, . 76-77], [3, . 123; 5, . 18]. [6, 7, 9, 12, 16]. [8, 10, 13, 14]. [11, . 234-237]. [15, . 112-123].

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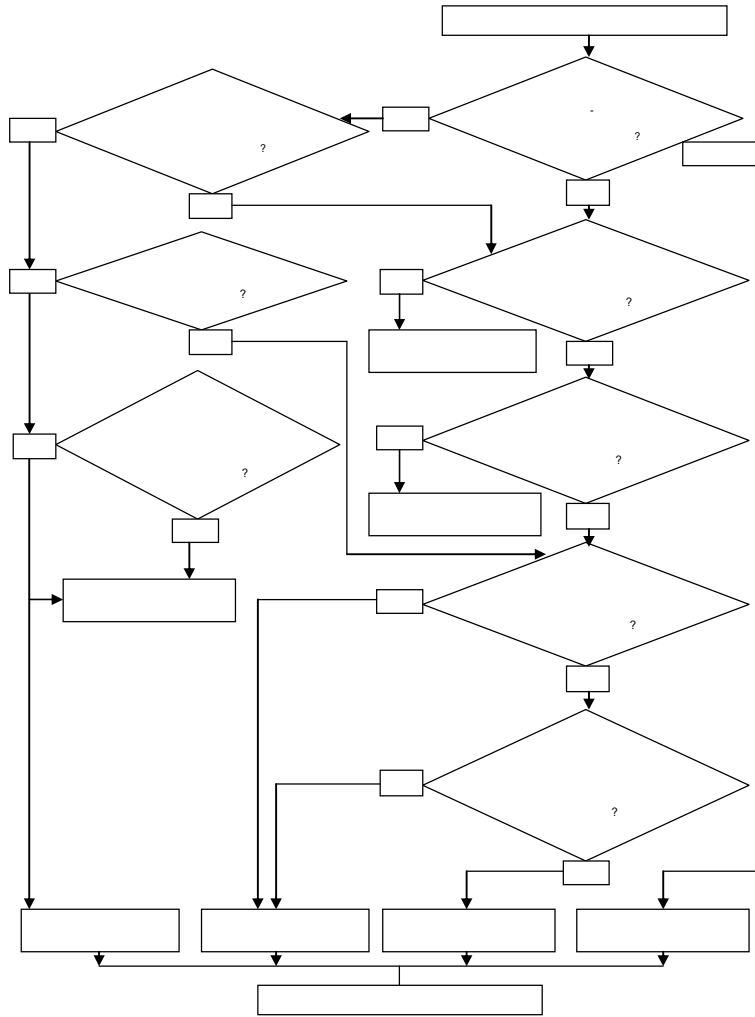
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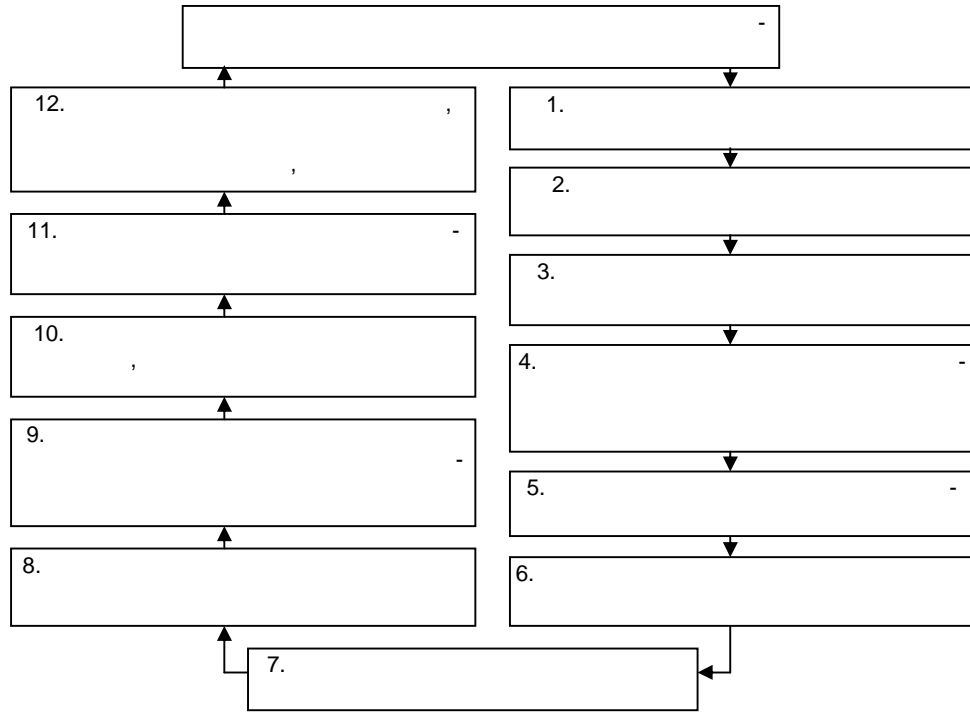
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