

A general Plan of Strategy Management for Entrepreneurial Enterprises

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Keywords: Entrepreneurial. Enterprise. Strategic management. General plan of management

Abstract. Entrepreneurial enterprises shall work out correct strategical management plan, to perform strategy management effectively according to innate resources ,which is a topic worthy of noticing by the whole society. the strategy of entrepreneurial enterprises is primarily to determine or reflect the decision about the target of entrepreneurial enterprises , and determine what kind of economical organization the entrepreneurial enterprises want to become . This article discusses the distinct characteristic of strategic management of the entrepreneurial enterprises, and puts forward the general plan of establishment and implementation of the entrepreneurial enterprises.

Introduction

The so-called strategy refers mainly to the organizer's own survival, stabilization and development, based on the change of the external environment and internal resource conditions make a whole scheme for the organization's development objective and the paths to realize the organization's objective.

On this basis, it is necessary to realize commerce act of creating market value by optimal combination and utilization of all classes of resources... Entrepreneurial enterprises refer to part of entrepreneurial enterprises in pioneering period, which can display capability on account of their own advantages in the future, possessing sustainable growth capability, capable of obtaining higher return on investment.

At present, our entrepreneurial enterprises generally lack long-term development strategy in their developing process; the administrators of the entrepreneurial enterprises should work out the strategic plan in line with its own enterprise characteristics, forming the long-term development objective, and implement and realize them.

The distinctive feature of entrepreneurial enterprises strategic management

The first is the lower complexity of strategic management. In general, strategic planning implemented by mature enterprises is more complex, which should be rigid controlled with respect to strategic analysis, selection , formulation and implementation The difficulty of the strategic management programming of the entrepreneurial enterprises will be greatly reduced. in consideration of the generally smaller scale of the entrepreneurial enterprises, the exploring stage in which the development of the product and widening of the market, strongly uncertain all classes of activities by enterprises, very few enterprises can work out extremely intact strategic planning . At the same time, the opportunity for market development is also transient, a large number of the entrepreneurial enterprises can succeed, because they can grasp the opportunity of market development, and before this they often have no time and energy to implement the elaborate market survey, let alone analysis of the overall competitive structure of its own industry. For the entrepreneurial enterprises, their business plan is between making no plans and detailed plans, i.e., the plan is necessary but less complex than mature enterprise with respect of programming.

The second strategic management mainly focused on the market required by the survival and development. Due to the stability in the operating, mature enterprises can implement the detailed strategic selection and analysis. In the process of strategic choice, either integral strategy of the enterprise or the selection of the competitive strategy for operation of business can be contemplated

more detailed. On the other hand, extensive readjustment facing by the entrepreneurial enterprises is to maintain survival, the strategic planning focal point of the entrepreneurial enterprises should focus on the acquisition of the related resources required by the enterprise development, and of the corresponding space required by their keeping a foothold on the market. So, entrepreneurial enterprises shall pay more attention to the strategy about the competition of market management and technological innovation, and rarely involved in the strategy of the level of the enterprise management.

Third, the strategic management has dynamic nature. The administrative personnel of the entrepreneurial enterprises usually organize a corporation based on some advantage, resources or opportunity, at the start of its establishment work out rational strategy according to its own technological resource, talent and fund. The time limit involved in the enterprise strategic management is generally shorter, and more specific, but with the continuous development of the company, new changes will take place in its internal resources and conditions as well as external industry environment at the same time. Entrepreneurial enterprises must implement the adjustment of their development strategy based on the change of their internal and external conditions, thereby adapt to the requirement of the development, and take hold of the opportunity for market development, the development approach of the enterprise showed marked difference from the beginning of its undertaking. At the same time, the development of the enterprise in the later period developing and pioneering spirit of entrepreneurship, enterprise technical ability is quite big. Therefore, the development of the entrepreneurial enterprises is a process for their continuous modification of strategy and pursuance of market opportunity. Enterprises are in dynamical drift with respect of strategic management planning at their different stages of growth.

General plan of the establishment of the entrepreneurial enterprises

After the analysis of the external environment and internal condition, the entrepreneurial enterprises implement the establishment of the enterprise strategy from the following four aspects.

Determine the development prospects of the entrepreneurial enterprises.

The so-called vision of the corporate mainly refers to the development direction of the future enterprise, determine how company develop, what status it will be in , what kind of the development ability it has, etc. it's necessary for the administrators of the enterprises to understand the future change and the market opportunities in the corporate business if the entrepreneurial enterprises want to form clear vision, treating the market development environment, competitive environment and counter measures all-round and objectively, thereby putting forward attractive important concept ,laying out the enterprise's reasonable action, and activating this company's strategy .

Form the mission of the entrepreneurial enterprises.

Formulate the mission of the entrepreneurial enterprises, depending on the capacity, resources, and reality of the socioeconomic development, which shall not only accord with the reality, but also be comprehensible by each employee and for this reason generate the self-confidence and cohesive force.

The administrators of the entrepreneurial enterprises shall take into consideration of the following points in the formulation of the company's mission" the mission to be borne for the country. Entrepreneurial enterprises should possess the deep feeling for Serving the Country through Industrial Development, implement the various routes, guidelines and policy , provide rich and reliable products, thereby meet the need of the current society, maximize the overall interest of the country, and pay taxes on time The second, the mission to be borne for the society . To promote the overall prosperity and stability of the society, so as to realize the comprehensive and harmonious development of current society, support the development of the public welfare with the practical action, protecting our ecological environment. The second is the mission to be borne for the personnel. provide the personnel with ideal working environment and favorable development opportunities , help to give personnel full play adequately, create the environment of the trust, respect and harmony, making personnel share the achievement of the enterprise's development , promote sense of

achievement and sense of pride . The fourth is the mission to be borne for related benefit. With the win-win of both parties involved as the aim of development , help earnestly every copartner to obtain more rational effectiveness of operations, utilizing more stable operational plan of production, thereby create value persistently.

Establish the strategic target of the entrepreneurial enterprises.

Entrepreneurial enterprises can allocate corresponding resources, according to the need required by realization of target only if entrepreneurial enterprises set up the correct strategic target, thereby settle the day-to-day operations management activity, point out the task and responsibility appropriately. The lack of a clear goal leads to the transformation from mission of entrepreneurial enterprises to an empty shell. First, the goal of entrepreneurial enterprises should have three levels: the first level is the goal of entrepreneurial enterprises established by society, for instance, high quality products and target provided by enterprise, so operating activities by entrepreneurial enterprises are sure to take into consideration of the sustainable target. Enterprise must take into account the business ethics and the target of social responsibility in the production operation. The second level is the overall goal of entrepreneurial enterprises, for example, entrepreneurial enterprises shall strengthen the self-remolding and technique refinement , thereby improving the life of the personnel of enterprise, guaranteeing the labor safety with promotion of the economic interest as their aim. The third level is the target of the personnel in the entrepreneurial enterprises, for example, increasing the personnel's economic income and benefits, perfecting the social security system and promoting the enthusiasm of work of the personnel. the targets determined by entrepreneurial enterprises must meet the following requirements: have a clear and specific ideas instead of too abstract ones; the target of the entrepreneurial enterprises shall not only be measured, but also be described with quantized index: the goal of the entrepreneurial enterprises need not only to have definite time limit for realization, which shall be active and above reality, but also be of challenge and operability..

The fourth, formulate the strategic plan with feasible nature. Entrepreneurial enterprises formulate the strategic plan corresponding to their own strategic planning, whose purpose is to promote the strategic successful extent of the enterprises. the primary coverage of the Strategic plan are: before the implementation of the operating activities, the strategy has been formulated in advance ; established facing the future, the strategy must possess pertinence, the real implementation of business activities depends on the management and their subordinate understanding of the action in the possible range. Specifically, the strategic plan used to formulate the entrepreneurial enterprises should base on the following procedures: first, generate the overall goal of entrepreneurial enterprises. Because entrepreneurial enterprises are not business enterprise, as a rule, its overall objectives are not very complex. The second is to formulate the corresponding management strategy. Entrepreneurial enterprises should put forward production and business strategy and next essential target. A clear strategic plan of the enterprise can make the personnel of the entrepreneurial enterprises be clearer about the range of production and management, thereby occupy the more market opportunities, so as to promote the competitiveness of the market. The third is to work out the Medium and long-term development plan. Entrepreneurial enterprise managers should make a medium and long-term development plan lasting three to five years; make clear the focal point of production and management of the enterprise in the future. because of the restriction of many factors such as financial, material resources and manpower, entrepreneurial enterprises could never have a competitive advantage in industries, therefore, entrepreneurial enterprises should lay stress on specialized development in formulation of the Medium and long-term development plan, centralizing the advantage owned by their own , thereby strengthening its main expertise. The last is to allocate the resources reasonably. With limited internal resources, the entrepreneurial enterprises should be more efficiently to apply existing resources and potential resource, utilize the minimal consumption to achieve the optimal result, which requires the resource development of the enterprise can conform to the overall planning. Resources should be comprehensively utilized, and the utilization of the resources should realize the requirement of more application, and the utilization of resources should be more economical and sustainable development.

General plan of the implementation of the entrepreneurial enterprises

After working out the reasonable strategy, entrepreneurial enterprises will face another important issue, namely, the problem of strategic implementation; this is also the important content in the strategy management of enterprise. At present, a large number of the administrators of the entrepreneurial enterprises face a common problem, namely how to implement the enterprise development strategy established perfectly. The most common is the inconsistency in the internal management of the enterprises, thus causing the maximal deviation between the strategic decision and specific implementation. Therefore, performing the following procedures is necessary:

The first, Promote the ability of doing things right of enterprise employees a traditional thinking erroneous zone that we have to solve is, the strategy formulation of the enterprise is only the task of few administrators, which has nothing to do with the ordinary staff. A large number of entrepreneurs will cherish this kind of wrong viewpoint, mainly reflecting in no in-depth communication with staff nor discussing about the development strategy of the enterprises. now that employees do not understand the strategic intention of this enterprise, how do they implement them? In fact, the strategy formulation of the enterprise not only depends on the decision makers, but also need to absorb the valuable opinions of employees. Only in this way can the enterprise strategy unite the staff more closely, and make them work hard for common strategy. Thus, to promote the ability of doing things right of the enterprise employees and make the enterprise strategy be performed. Enterprise managers should coordinate and communicate with employees first, continue to infuse them with deep-layer connotation possessed by strategy, let employees truly understand the development strategy of the company.

The second is training the staff in time. Enterprise managers should pay attention to implementing training of the staff, , fully instill the idea of respecting the contacts involved in work, and build up long connection, make the staff comprehend the strategic intention posed by enterprise set out from the concrete work.

The third is to perfect the supervision mechanism of the enterprise. Entrepreneurial enterprises shall set up a supervision and inspection system capable of playing the actual effect, and conduct the effective supervision about the task achievement of our employees Supervision and inspection are important links that a company will implement tangibly. The strategic target of most enterprises is often reduced to a slogan, and the behavior of the organization and the members provide the service only for their own department or unit and personal interest, but lack the supervision mechanism adequate for self development of their own enterprise. Supervision mechanism of the entrepreneurial enterprises is in essence one of the important components of entrepreneurial culture, its role cannot be ignored regardless of what kind of enterprises. A complete set of enterprise supervision mechanism can be either active encouragement mentally and comprehensive functional promotion or the sufficient incentive materially, or both of them two above... The most important thing is to generate more humanized supervision mechanism that can transform the expectation and strategic intent of the enterprise administrators into measure to be performed by the party concerned.

The fourth, conclusion

To sum up, in order to break through the bottleneck of development, the entrepreneurial enterprises must learn to do the right thing, thereby implement their own management plan. Therefore, the enterprises should utilize its own advantages aiming at specific group of consumers, exercise their own advantage, work out reasonable and correct administrative strategy through absorbing extensively the opinion from all quarters; integrate all kinds of internal resources within the enterprise, build up the appealing corporate culture and talents' team, implement the general plan of the strategic management taking advantage of force of the teams.

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