

Strategic Planning – a Tool for Social and Economic Development of the Far Eastern Federal District

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Abstract—Social and economic status of the territories is characterized by progressive and balanced strategic development of the Russian economy. In this regard, trade production and commodity relations are one of the forms of economic relations, which ensures the relationship between producers and consumers. The state and development of the territory is determined by indicators system formed in the retail segment of the consumer market. The urgency is determined by the need to adopt an integrated system of strategic planning of the meso-level (industry) of the region, with systemic interaction with economic entities engaged in production and economic activities in the Far Eastern Federal district, in order to implement the directions of the State program "Social and economic development of the Far Eastern Federal district". The aim of the research is to develop conceptual and theoretical positions of the integrated system of strategic planning in the framework of socially significant tasks. To achieve the goal, the following tasks were solved: 1) the significant role of trade in the social and economic development of the territory was determined; 2) the importance of sectoral economic entities as the primary component of the social and economic development of the territory was highlighted; 3) the domestic experience of strategic planning is investigated and generalized and the author's scientifically grounded opinion concerning construction and achievement of strategic goals of social and economic development of the territory with application of financial tools is presented. In the course of research, the authors used philosophical, general scientific and theoretical cognition methods. The practical significance of the research results is determined by the need to introduce into practice the financial and economic activities of the tools of the financial management system aimed at achieving the state goals of social and economic development of the territory.

Keywords—Far Eastern Federal district, retail market segment, economic entity, competitiveness, innovations, retail trade system, goods turnover.

I. INTRODUCTION

Social and economic development of the Far Eastern Federal district is one of the key propriety areas of the general social and economic development of Russian territory, which is determined by the State Program of the Russian Federation "Social and economic development of the far Eastern Federal district" [1]. One of the most important goals of this Program is to cover the needs of labor forces and settling population in the region; enhancing the quality of life of citizens of the territory. The realization of this goal is possible by creating comfortable living conditions for the population in the Far Eastern Federal district. This is supported by the development of the retail segment of the consumer market. The sphere of trade is one

of the most important branches, its condition and efficiency of functioning directly affect both population's standard of living and the development of the country's economy [2-3]. It should be taken into account that the primary role in this context is given to the economic entities of the retail segment of the consumer market, through which production develops and the needs of the population of the territory are met. The expansion of the consumer market strengthens the inextricable and permanent population connection, on the one hand, with suppliers and manufacturers, on the other hand. Operability of economic entities in the retail segment of the consumer market, creates opportunities of implementing social objectives in the Far East Federal district: 1) provide employment by means of job creation; 2) payment of salaries that determines the level of social and economic development of the household; 3) payment of tax payments in budgets of various levels determines the contribution of the territory in the overall social and economic development of the region and Russia in general.

II. RESULTS

A. Analytical review of the condition and development of the retail segment of the consumer market

The development of the retail segment of the consumer market in the Far Eastern Federal district depends on the goods availability for the population of the territory, i.e. the ability to meet consumer demand. The main indicator characterizing the economic substantet and development of retail segments of the consumer market is the turnover, which reflects the volume of sales of consumer goods to the population of the territory. In the structure of the total turnover of the Russian Federation, this indicator of the Aar Eastern Federal district ranks 5% (Fig. 1)

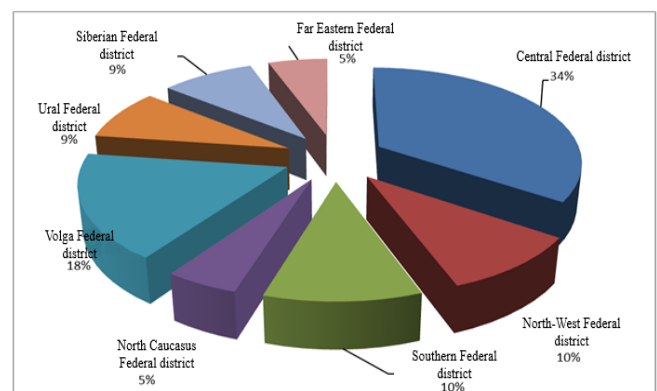


Fig. 1. Trade turnover structure of the Russian Federation as of December 31, 2018

According to analysts, the competition level in the industry, as well as the taxes and duties level, income and consumption level which are of prime importance for the development and formation of the retail segment of the consumer market of the Far Eastern Federal district [4]. Moreover, the condition of the retail segment of the consumer market of the Far Eastern Federal district is influenced by general economic factors of the Russian Federation (the national currency exchange rate, inflation, western sanctions) and individual characteristics of the territory's development. Social and economic development.

B. Strategic planning of indicators of social and economic development of the territory

In accordance with Federal law No. 172-FZ of June 28, 2014, strategic planning is carried out at the federal level, at the level of constituent entities of the Russian Federation and at the level of municipalities [5]. Article 3, paragraph 1 of the Federal law No. 172-FZ defines the concept of strategic planning, which is understood as "... the activities of strategic planning participants on goal-setting, forecasting, planning and programming of social and economic development". Based on the social and economic importance of the retail segment of the consumer market and taking into account the conditions of development of the Russian economy in the framework of strategic planning of meso-economic indicators, priority is given to financial management systems at the level of the primary component of the economy – the economic entity (micro-level). Financial management of an economic entity is determined by the process of developing a system of financial plans and planned (regulatory) indicators to ensure the development of the enterprise with the necessary financial resources and improve the efficiency of its financial activities in the coming period [6]. As part of the implementation of RF Government Decree of April 15, 2014 No. 308 "On the approval of the state program of the Russian Federation" Social and economic development of the Far Eastern Federal district", the introduction of strategic planning in the practice of financial management is relevant. Nowadays, strategic planning of the main indicators of financial and economic activity of the economic entity of the retail segment of the consumer market is carried out on the basis of decisions of state authorities [7]. It follows that, the social and economic development of the territory of the Far Eastern Federal district is determined by the relevant ministry and agency. In this situation, the plan of turnover (of the territory) is given priority, taking into account the levels of financial management: 1) meso-level (industry) of the studied territory; 2) micro level (economic entity). The goods turnover of the studied territory (region) is formed under the influence of a set of factors: production, financial and economic, social and demographic, natural and climatic. As part of the strategic planning of the economic entity of the retail segment of the consumer market, the whole set of factors is classified: internal and external [8-9]. Therefore, there is a need for systematic monitoring of external and internal environment factors in order to adjust the planned indicators or develop a solution that has an impact on the negative phenomena elimination (table. I).

TABLE I. STRATEGIC PLANNING FACTORS

External	Internal
Political, economic, social, technological	Raw materials potential of an economic entity (financial analysis)
Industry competition, demand and preferences, suppliers (quality of goods)	Level of professional competence of the head and qualification of the staff

In summary, it is necessary to emphasize that the state executive authorities at the present stage of economic development and within the framework of the implementation of strategically important tasks in the Far Eastern Federal district are given exceptional importance in building a system of strategic planning and ensuring the implementation of forecast indicators of social and economic development.

C. Structure and basis of strategic planning design

The strategic plan of goods turnover occupies a leading place in the overall strategic plan for the development of the territory. With the features of the Far East Federal district is necessary to construct the structure of the retail segment of the consumer market of the region based on the preferences and composition of consumers, which enables the design of indicators of social and economic development. In the literature, this aspect has special attention in the works of authors (scientists), such as R. Bakhtizin, V. Vasilyev, V. Suslov, V. Geets, G. Gorelov, E. Gribov, L. Guryanov, T. Klebanov, D. Kononov, N. Lychkin, S. Solokhin, M. Enright, B. O'huellachein and T. Leslie, G. Weisbrod, P.-O. Gurinchas, H. Rey, N. Paseshnik, N. Tereshchenko, T. Cheremisin, A. Lavrenov, A. F. Zimin , E. V. Zhilin, etc. [10-15]. To substantiate the spacial arrangement of the retail segment of the consumer market of the Aar Eastern Federal district, it is possible to use Moran's I [16] (formula 1):

$$I_m = \frac{N}{\sum_i \sum_j W_{ij}} \frac{\sum_i \sum_j W_{ij} (X_i - \bar{X})(X_j - \bar{X})}{\sum_i (X_i - \bar{X})^2} \tag{1}$$

where N – the number of considered territories in the studied region; \bar{X} - the average value of the analyzed indicator; W_{ij} – the values of the weight matrix.

The expected value of the Moran I is determined by the formula (formula 2):

$$E(I) = \frac{-1}{(N - 1)} \tag{2}$$

The local MoranI (formula 3) is used to identify groups of municipalities of the studied territory (region) that have general trends in social and economic development):

$$L_{Imi} = \frac{(X_i - \bar{X}) \sum_j W_{ij} (X_j - \bar{X})}{\sum_i (X_i - \bar{X})^2} \tag{3}$$

The indicator gives partial estimates of the studied territory. This allows us to predict the expected turnover taking into account changes in the price index and the structure of the retail segment of the consumer market, based on the consumers number of the territory and income [17]. The implementation of strategic indicators on turnover affect other indicators of the strategic plan: 1) manpower program; 2) marketing expenses plan; 3) profit plan; 4) income plan; 5) expenses, etc. Consequently, strategic planning is an element of an integral system with its connections and dependencies. In the generally accepted method, "... the plan of retail turnover... is drawn up by total volume and by product groups" [7]. Provided that, a significant role in the planning of goods

turnover is given to economic entities of the retail segment of the consumer market, which operate on the basis of the interests of business owners and create conditions for profit growth and increase in the value of net assets. Consequently, in our opinion, the system construction of strategic planning of the territory of the Far Eastern Federal district should be carried out taking into account the potential and achieved current and strategic values of indicators, which is determined by a deterministic and stochastic, spatial dependence. For this purpose, accounting and analytical information on economic entities operating in the retail segment of the consumer market should be accumulated in a single center (generalization) of the territorial level. The single center conducts systematic monitoring of the financial situation and performance of each economic entity and in the aggregate. This gives opportunities for assessing the competitiveness level and ensuring competent strategic planning at the territorial level.

III. CONCLUSION

Today, there is no ambiguous opinion in the Russian economic science regarding the system of ensuring strategic planning. We tend to believe that scientists and specialists in the field of accounting and analytical work, such as S. Boronenkova, N. Necheukhina, V. Zalevsky, I. Kalnitskaya, S. Kozmenkova, M. Kuzmina, Yu. Mishin, L. Popova, L. Horuzhiy, T. Shimokhanskaya, etc.; from the young scientists, we can distinguish experts such as B. Antonyan, S. Derevyashkin, S. Kinderov, M. Krasnova, I. Manzhosova, L. Pronyaeva, E. Ryabova, A. Khodorov, A. Shigaev, A. Chepulanis et al. Strategic financial planning is an element of a integral system of financial management, which is based on accounting and analytical support (AAS), which is recognized by the scientific community as an innovative direction in the field of accounting and analytical work and financial management [18-20].

Integrated system creation of accounting data will allow to fully implement the functions of financial management at the federal, regional and municipal level. AAS within the framework of an economic entity expands analytical capabilities to develop and justify more effective management decisions aimed at achieving the strategic goals of social and economic development of the Far Eastern Federal district. A consistent approach to the methodology of building an integrated accounting system at the territorial level and AAS at the level of the economic entity of the retail segment of the consumer market will create an innovative mechanism for the implementation of the state program of social and economic development of the Far Eastern Federal district. The directions of further research will be the justification of spatial differentiation of the retail segment of the consumer market in the Far Eastern Federal district and modeling of retail trade turnover for the social and economic development of the region.

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