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THE STRATEGIES OF MANAGEMENT GROWTH

Many companies consider the management of growth using the same strategy, which they had used, when they had just begun their business. Many companies start from thriving. They possess definite abilities and knowledge. When they face the problem of survival during the nearest period of time, they can still use the same abilities and knowledge. In the other case they can obtain the wrong kind of knowledge and won't be able to develop the necessary abilities. Finally, these companies can give way for new abilities and knowledge but it can happen too late.

The aim of the thesis is to identify the phenomenon of company growth and analyze the role of strategies in the process of company development.

The tasks are to study current scientific papers about the problem of successful company growth and describe ways of its achievement.

The key to the long life of the corporation and its thriving is the even stable growth. In order to achieve the stable growth and avoid stagnation the company has

to learn how to increase and expand its business, to prolong the phase of enlargement and to accumulate and use the new knowledge on the new products and markets quicker than its competitors do.

Managers shouldn't leave the growth to the mercy of fate. They have to possess such a plan, which would ensure the even constant growth of sales for the years ahead but not for short separate flashes. The strategy of product and market orientation, which the company is going to stick to, the volume of sales and the size of the company, which the company plans to reach during a certain period of time, must be reflected in the plan, and what is the most important, the innovations and structural forms of organization that will allow to support the expansion of the company and its diversification. [1, c. 34]

The growth of the company is stipulated by three strategies:

- the increasing of production volumes (scaling)
- duplication
- granulation

Scaling starts from the clear visioning of goods, technologies and the circle of consumers. This vision is the base for growth, at least till the time when considerable changes in the situation happen. This vision should reflect the wish of the company to grow, be short and clear to all the employees. The main emphasis should be made on the definite product, technology or a segment of the consumer market.

Duplication is opening of new subsidiaries abroad, when the company should get to know everything about the conditions of the local market and apply this knowledge in the adapted produce, marketing and manufacturing. Both duplication and scaling stipulates learning about mass production and mass marketing. But at the same time duplication stipulates the individual connection which is established between the central and local management, manufacturing departments, marketing departments, sales departments and the consumers themselves.

The strategy of duplication stipulates the attentive investigation of new competitors, differences in legislation. It is necessary to study how to find the best ways for promotion of the product on the local markets and decreasing of risks,

connected with the rates of exchange the local currencies. The alliances with local companies can encourage the enlargement of knowledge because these companies have clearer understanding of the situation on this market that makes beneficial influence on marketing and product manufacturing. Actually, it's not necessary to purchase local companies as there can appear some problems in the process of mutual work, especially if we speak about the company, which is situated in another country [3, с. 114].

Granulation ensures the best results in growth, when

- the growth with using the strategies of scaling and duplication has its limits.

The company has taken possession of all possible markets for itself, the demand on the produce decreases, the interest of the consumer changes, the strengthening competition makes further growth too expensive for the company.

- A new effective technology appears which can replace the produce of the company or when new possibilities for business appear. The companies should try to examine new technologies which can be of great interest in the future.

- the company has great experience in control of business activity, internal exchange of knowledge and effective studying of different scenarios of development of new markets and competitors.

There is no one best strategy. In the process of growth several strategies can be applied. The main thing is to include in the plan the principles of organisation improvement, obtaining and transferring of knowledge.

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