

Peculiarities of the Use of Strategic Analysis Approaches in the Concept of Lean Manufacturing of an Industrial Enterprise

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Keywords: lean manufacturing; strategic management; product team; organizational structure; industrial enterprise.

Abstract: This article discusses the problems related to the strategic management of industrial enterprise, using the example of OOO “Zavod Morshanskimmash”. The ways to improve the efficiency of its innovation and technological development and the performance of the enterprise are recommended. A strategic competitiveness is considered as a universal mechanism, implying a rational choice of strategic management among a multitude of alternatives, according to their functional significance, with coherence of all procedures for the formation of a set of strategies. It was found that to improve the efficiency of the enterprise, it is necessary to reform the organizational structure in accordance with the principles of lean manufacturing. The issues related to the choice of the management structure of an industrial enterprise were worked out. The features of the use of the matrix GE / McKinsey to identify attractive market segments were considered. The ways to improve the efficiency and effectiveness of an industrial enterprise based on the application of the principles of lean manufacturing are proposed.