|  |
| --- |
| **УДК 330** |
| **STRATEGIC CHOICE OF FUNCTIONAL STRATEGIES IN THE ORGANIZATION** |
|  |  |
|  | **B.G. Babadjanov**, PhD*Business Academy "Dimitar A. Tsenov"* *Svishtov, Bulgaria* |

*Abstract. In the dynamics of modern economic relations between organizations, it is clearly outlined the need of strategies having within themselves a vision getting more sagacious over a long - time period. This of course puts the management team in a position requiring clear and more specific views regarding the production of that kind of a strategy which will ensure the future growth of the business organization.*

*Key words*: *strategy, functional strategies, business organization*

*Аннотация. В динамике современных экономических отношений между организациями четко определяет необходимость стратегий, содержащихся в самом видении все более воплощенной в течение длительного временного горизонта.*

*Ключевые слова: стратегия, функциональные стратегии, организация бизнеса*

We will emphasize it that by this strategy the theory of the business becomes a real result. The aim is organizations to be able to perform tasks within the so-called uncertainty in the market. The strategy appears to be one of the main factors for further progress. This is it which does lead the organization through various stages of development and also appears the factor of a great importance that creates such attitude and setting within the organization, so that it is able to meet the challenges and threats with adequate manner turning negative factors in winning moves.

So the overall strategy of the organization is a kind of foundation and direction also for future-orientated perspective. Of course all this requires some setting up of a strategic vision and its implementation.

The strategy development is a process in which the organization formulates a set of actions necessary to achieve certain goals and generally its mission. In practice, through the development of the strategy and its implementation, we hope the intentions and expected benefits to the organization to be made for real. And in this sense of talking:

"The operation and development of corporate systems as any other type of system are characterized by a certain dynamics occurring as a result of the change of the strength and specificity of the interaction of the large number of factors. Due however to the fact that they possess the ability to reduce the degree of entropy, so they are non entropic and able to conduct a successful and long cycles of transforming resources into products. This itself indicates their ability to overcome the phases of instability and achieve dynamic equilibrium by means of the planning and management of the relationship between different factors, components and subsystems. "[1]

We must not forget that it is very important the creation of strategies of a functional level, which provide departments development in the organization, and so the necessary conditions for the real strategic goals could be created.

Of course from so what we can determine that the organization is a prominent system with their own specific dynamics determined by many factors differently on its behavior. So speaking, we note that the functional units forming a constructive attitude in the organization need a strategic software.

Functional strategies are different for every single organization. They represent the essence and trends set for development of each of the units which are structural parts of the organization. Through functional strategies the overall vision could be formed for further prospect. It is they which as a basis for development in each unit have the goal to extract the competitive advantages as a potential, so in that way it could be found a leading position of the markets. Of course there are different sorts of functional strategies that reflect the differentiation of the organization such as activities and departments.

"Using for a base the complex features of functional strategies in a strategic business unit can be reduced to the following sorts:" [2]

1. Marketing Strategy

2. Production Strategy

3. Human Resources Strategy

4. Technological strategy

5. Logistics Strategy

6. Financial Strategy

7. Environmental Strategy

There are other authors who systematized functional strategies by other criteria, as:

. "Depending on whether the strategy is pre-conceived or arisen spontaneously on the daily basis activities of the company we can see various kinds of them - from “conscious enough ones” to the “maximum spontaneous strategies" [3]

* Planning Strategies
* Entrepreneurial Strategies
* Ideological Strategies
* Umbrella kind of strategies
* Process Strategies
* Unrelated strategies
* Strategies of consensus
* Intrusive strategies

What it is said till now allows us to make the conclusion,that it is especially important by creation of functional strategies of the organization we have to keep in mind both of them,the changing market environment and internal organizational changes.

Of course this can be achieved through a strategic vision and flair to the uncertainty of the environment and its participants.

|  |  |
| --- | --- |
|  |  |
| **Список литературы** |
|  | Чиприянов, М. Методи за стратегически изследвания и решения. Абагар, В.Търново, 2008 |
|  | Сирашки, Хр. Стратегическо управление. А.И.Ценов, Свищов, 2012 |
|  | Милчева, Г. Стратегическо управление. Авангард прима, София, 2011 |