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Strategy for development of Maestros of silence company up to 2016

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STRATEGY FOR DEVELOPMENT OF MAESTROS OF SILENCE

COMPANY UP TO 2016

By

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STRATEGY FOR DEVELOPMENT OF MAESTROS OF SILENCE
COMPANY UP TO 2016

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Abstract

This research considers the problem of the absence of a plan for strategic development of a fledgling company, Maestros of Silence, operating in Moscow's soundproofing market. To solve this problem, there was set the aim to develop a mid-term strategy for this enterprise (up to 2016, inclusive). In turn, to achieve the aim defined, within the frames of this research there were sought the answers to five research questions that implied defining the essence of the strategy and the principles of its development, determining the relevant methods of strategic planning, analysing the factors that influence the business of Maestros of Silence at the level of external and internal environment, as well as picking the strategic alternative for the development of the company.

To find the answers to the defined questions there were used the methods of collecting the secondary documentary, survey and multiple data, as well as questionnaire survey method aimed to obtain primary information. At the same time, in order to study the collected data, there was used a cause-consequence analysis, mathematical calculations, the graphical display of quantitative information, as well as application of the methods of strategic planning (PEST, Five Forces Model, strategic group analysis, KSF-analysis, segmentation, SNW and SWOT).