

Strategic planning for SMEs: key factors and applicable complementary models

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Abstract

Modeling in strategic planning is essential for aligning and efficiently implementing organizational strategies. Strategic planning involves establishing a clear vision, defining long-term objectives, and allocating the necessary resources to achieve them. In this context, three complementary types of modeling for SMEs are presented: structural, functional, and dynamic/simulative, each having a specific role in supporting the decision-making process and strategy implementation. Structural modeling focuses on analyzing the internal organization of a company, defining the organizational structure, the relationships between its components, and aligning resources with strategic objectives. Functional modeling details the operational processes and activity flows needed to achieve strategic goals, emphasizing efficiency and resource allocation. Dynamic/simulative modeling adds a level of flexibility by simulating scenarios and forecasting the impact of decisions in the face of external changes and uncertainties. Each type of modeling brings specific benefits, contributing to a deeper understanding of organizational behavior and optimizing strategic performance. These approaches are fundamental for the adaptability and long-term success of organizations in dynamic economic environments, facilitating proactive and informed strategic planning.

Keywords: dynamic/simulative modeling, functional modeling, strategic implementation, structural modeling