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GOALS OF DIVERSIFICATION FIRM STRATEGY IN THE DEFENCE INDUSTRY SECTOR

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Abstract. The article is devoted to the question of determining the goals, which the strategy of defense-industrial complex of Russian Federation is subordinated. It contains the impact of the state's strategic goals in the sphere of regulating the Russian defense industry on the company's goals. The main regulatory and legal acts are presented that regulate the military-industrial complex development. The scheme of the enterprise strategy formation process at macro- and micro-levels is analyzed. The example is presented about the interconnection between the leading enterprises' strategies and the strategic goals of Russian Federation, identified in the state program «Development of the defense industry complex». It is noted that in the diversification process, the defense-industrial enterprise has goals and tasks that are not inherent in the special-purpose products market, which is due to the growing role of environmental factors, which become a new challenges for the defense industry complex enterprises. The main goals that can be pursued by the enterprise within the framework of the production diversification strategy are singled out. The conclusion is made about the need to organize competitive production through corporate, organizational and technological restructuring of the enterprise and reducing costs.

Keywords: diversification; strategic objectives; strategic targets; defense industry sector; civilian industry product.

JEL codes: L 19.

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