Problem statement. The current state of Ukraine’s development is characterized by growing market instability, inherited system of managerial decision-making, increased complexity and unpredictability of the environment. In the context of the domestic economy integration into the international economic space, the capability of an enterprise to pursue an adequate competitive policy is gaining priority. Elaboration of business strategy and ideology is impossible without a profound study of market entities, similar products and competitive advantages, introduction of innovative processes at enterprises and attraction of investment resources. All this enhances the need for application of strategic approach to management of enterprises and seeing the prospects of their future advancement.

The urgency of the issue under consideration is emphasized by the necessity for improving the staffing policy by means of inviting specialists, able to generate ideas and put them to life, continuous upgrading of staff qualifications, providing incentives and development of personnel’s creative and innovative thinking.

Recent research and publications analysis. The classic theory of strategic management was started by such scientists as I. Ansoff, M. Mescon, A. Thompson, J. Strickland, M. Porter and other scholars. At the same time, the issue of applying a strategic approach to management, its forms and methods are still understudied both in theoretical and practical aspects due to perpetual changeability of the internal and external environment.
The paper objective is research into the topical issues of introducing the strategic approach to management of domestic enterprises.

The paper main body. The diversity of the modern business world, intensified competition, and dynamics of the environment stipulate the multivariance of scientific concepts and practical models of strategic management of business development. To raise the efficiency of domestic enterprises’ activity, it is necessary to research the theoretical and practical aspects of introducing the strategic approach to management. Foreign business leaders have extensive experience of working out and implementing strategies which allows them to achieve significant results.

The main idea of strategic management is elaboration and realization of a successful strategy. An important component of this process is organization of activities of a team of strategic managers who occupy a unique position, running the entire enterprise. Their duties differ considerably from the work of functional managers ensuring realization of concrete business functions (personnel, supplies, production, sale, services to clients, accounting). Fulfillment of these functions requires a sufficient level of expertise, competences and practical experience as to possibility of implementation of the best practices in strategic development.

As international experience proves, most of successful enterprises work on their development strategies regularly. The main task of such management is profit, guaranteed not only today, but also in a long-term perspective. Implementation of a strategic management system in Ukraine is a reasonably required process in the sphere of business management organization, which enhances the preparedness of enterprises to adequately act, taking into account unpredictable changes, and encourages a grounded, coordinated fulfillment of short-, middle-, and long-term tasks.

Conclusion of the research. Presently, businesses in Ukraine need to introduce the strategic approach to their management through integrated and consistent actions, aimed at achievement of quality long-term changes. Business leaders should focus on effective management of strategic opportunities
by a comprehensive realization of the inner potential of their enterprises in the external environment. Introduction of the strategic approach to management of domestic enterprises will facilitate attainment of the set goals, formation of a proactive reaction policy, raising competitiveness and effective activity. To our mind, the state should play an equally important role in this process, being its motivator, by developing an integral system of strategic documents at the national, regional, and local levels, which are a guarantee of the outlined prospects and a landmark of the future progress.