Formulation of the problem. In the conditions of the formation and development of a market economy, the need to ensure the effective functioning of the enterprises of the construction industry is one of the most important factors of the economic prosperity of Ukraine. The development of the construction sector contributes to the solution of many social problems, namely housing maintenance of the population, achievement of social stability in society, increase of employment level, etc. The economic aspect of the activity of the construction industry enterprises is to promote the development of related industries, namely woodworking, chemical and building materials, and stimulate the development of the economy as a whole.

In modern conditions, the construction companies of Ukraine faced the task of independently determining the directions of their activities. Particularly urgent need has arisen in terms of strategy development and effective management, which allows the company to successfully develop in a competitive environment in the short and long term. In this context, the article corresponds to the modern needs of reforming the means of strategic management of the regulatory legal framework for socio-economic relations in construction.

Analysis of recent research and publications. Aspects of strategic management, including in the construction industry, were studied both by domestic and foreign scholars: H. Vissema, E. Gnatchenko, G. Grebnev, M. Gronskaya, N. Izharov, V. Yevtseyev, A. Klyuchnik, I. Litovchenko, G. Mintsberg, O. Nepomnyaschy, S. Nesterenko and others. In these works they consider the essence of management in the construction industry, factors of influence and mechanism of competitiveness management, structure of activity, creation of services...
in construction, etc. However, the study of domestic and world experience in the development of business entities does not solve the problem of developing a universal, easy-to-use toolkit for the development of management activities in the construction industry, which indicates the need to study the issue.

**Purpose of the article:** definition of the essence and features of strategic management of the regulatory legal framework for socio-economic relations in construction.

**Presentation of the main research material.** Management of construction enterprises in a market economy is impossible without planning economic activity at all levels: strategic, tactical and operational [9]. In our opinion, the most important is the strategic level, which defines the main directions of enterprise development. Formation of market relations creates the necessity of using strategic management methods at enterprises, the concept of which is based on the development of strategies for the effective development of enterprises in the long run, provided that competition between commodity producers is established.

In order to determine the essence of the strategic management of a construction company, it is necessary to refer to the definition of the essence of strategy and management.

Strategic management is the ability to simulate the situation; the ability to identify the need for change; development of the strategy itself; the ability to implement a strategy in life. Proceeding from the above we can propose several definitions of strategic management.

**Conclusions:** So, considering the theoretical and methodological aspects of strategic management, we emphasize that in practice, as a rule, extensive tools are used in the formation of strategies. Thus, strategic management of the construction sector is a process of consistent targeted actions based on strategic thought-oriented managers, flexibly responding to changes in society, orienting production activities to the needs of the construction market, and allowing the individual company and the industry as a whole to achieve its competitive advantage in the long run.