

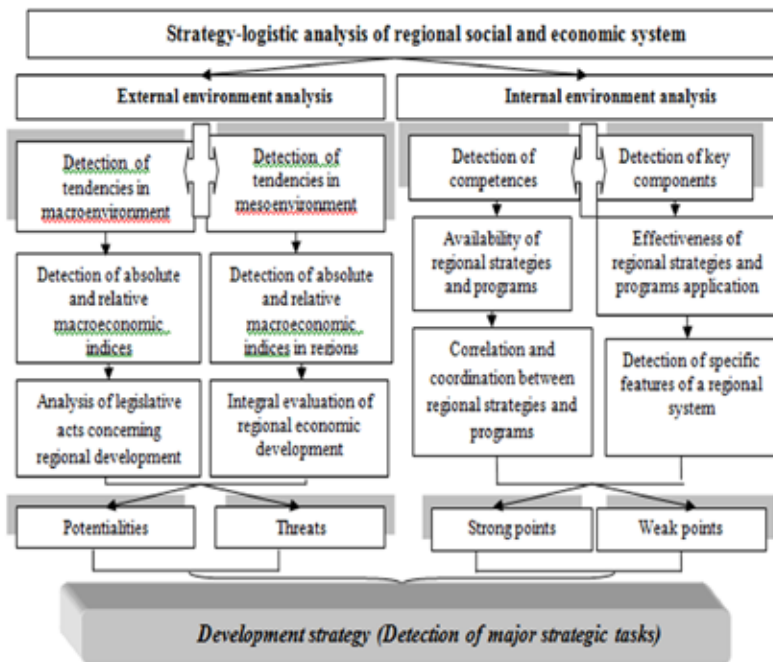
**STRATEGIC AND LOGISTIC ANALYSIS  
OF REGIONAL SOCIAL AND ECONOMIC SYSTEM**

Rapid changes of development conditions of territorial communities and regions is the evidence of the fact that we are living in global economic system. Why do then, when it comes to economic development, some communities (countries) or regions appear to have natural ability to mobilize necessary resources and channel their efforts in the right direction, while others seem to be unable to organize any work? Why do some communities quickly adjust to new economic conditions and overcome hardships successfully and others float freely? We believe, that low economic activity and slow business development in the constantly “unsuccessful” territories (regions) is determined not by the absence of opportunities for economic and business development, but rather by inability to focus on competitive benefits, as well as inefficient contribution to the local development by local citizens and organizations, inefficient support of local business community and unawareness of importance to apply integral approach to forming and implementation of the local development plan, which combines civil, social, cultural and business components.

Legislative establishments, executive authorities and municipal authorities show increasing interest in the instruments for the local economic development. It is not surprising, because the process of real economic and social development takes place on the territory of municipal formations where the economic activity is performed and the social and economic needs of the population are satisfied. The economic potential of the country is concentrated on the municipal territories. Here the national wealth is created and taxation background is formed.

Under the modern conditions of economics, in such a complicated environment the suitability of further implementation of former territory management and economic development systems is questioned. That is why the strategic management in modern Ukraine is on the formation stage. It is important to take into consideration the fact, that Ukrainian regions have already entered the stage of development, when the absence of well grounded development strategy is a serious hazard to their stable development.

Regional strategy is a strategic region development plan, that defines targets, tasks, priorities and directions for stable economic and social development for a long term (more than five years) [3]. We consider strategic and logistic analysis to be one of the key elements of the procedure of region strategy formation. By its nature strategic and logistic analysis is a stage, during which the factors of region resources potential are being systematically analyzed in order to define the current state of the matters (See Scheme 1).



**Scheme 1. Strategy-logistic analysis of regional social and economic system.**

*Note: Formed by the author in accordance [1-3].*

Analysis is a research method which lies in studying a subject through its mental or practical segmentation by dividing into parts or defining its characteristics, properties and relations. Thus we have distinguished the most important elements: 1.economic development analysis; 2. social development analysis; 3. industrial development analysis; 4. development analysis of other spheres.

It is important to emphasize, however, that each of the above mentioned elements enclose other characteristics in its structure. It is important to bear in mind that in spite of being analyzed separately, each of the parts constitutes an integral unity.

Thus we believe, that if every region of our country clearly and strategically analyzes its own activity and elaborates a well grounded strategy of its own development, a number of hazards, that prevented them from stable and steady progress, will be eliminated. Besides, all necessary resources will be mobilized and efforts of our country will be channeled in the right direction.

**Sources:**

1. Володькина М. В. Стратегический менеджмент. – К.: Знання, 2002. – 149 с.
2. Редченко К. І. Стратегічний аналіз у бізнесі : навч. посібник. – 2-ге вид. [доповнене].– Львів : Вид-во «Новий Світ. – 2000», «Альтаір. –2002», 2003. – 272 с.
3. The CM regulation “About confirmation of procedure for development and performing of regional development strategies implementation monitoring and evaluation” since 16.11.2011 N 1186.