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GROUNDING THE ANTI-CRISIS DEVELOPMENT STRATEGY OF THE ENTERPRISE

A strategic crisis management plan describes a set of pre-determined actions and decisions that an enterprise takes to effectively manage a crisis. This plan outlines the steps an organization will take to prevent, prepare for, respond to, and recover from a crisis. The strategic plan needs to be developed in advance of any crisis and should be flexible enough to adapt to the changing circumstances of the crisis. The plan has to be clearly communicated to all stakeholders, and everyone in the organization has to be aware of their role in implementing the plan.

The key components of a strategic crisis management plan include risk assessment, crisis communication, crisis response, and business continuity. Risk assessment includes identifying potential risks and weaknesses and developing strategies to mitigate them. Crisis communication involves developing effective communication strategies to inform stakeholders about the crisis and the organization's response. Crisis response involves taking immediate action to overcome the crisis and minimize its impact. Business interruption involves ensuring that critical business functions continue to operate during and after a crisis. By including these key components in the strategic plan, a company can effectively manage crises and minimize their impact on the organization.

Another advantage of a strategic crisis management plan is the ability to minimize losses and damages [3]. By forecasting potential crises and developing contingency plans, businesses can respond quickly and effectively to mitigate the impact of a crisis. By minimizing losses and damages, businesses can protect their reputation, financial stability, and long-term viability. A strategic crisis management plan can also contribute to business continuity. By supporting business continuity, enterprises can minimize the impact of the crisis on their operations and prepare for a quick and successful recovery [2]. By identifying potential risks and developing contingency plans, businesses can ensure that critical operations and functions continue even in a crisis.

An effective strategic plan requires a thorough analysis of the organization and its environment, including both internal and external factors. One of the most important components of this analysis is a SWOT analysis, which involves identifying the strengths, weaknesses, opportunities, and threats of the organization. SWOT analysis is a widely used method in strategic planning, and its results can be used to develop strategies that maximize a company's strengths and opportunities. By identifying weaknesses and threats, the organization can take steps to address these issues and minimize their impact on the strategic plan.

Another important component of an effective strategic plan is the analysis of the competitive environment. This involves identifying and assessing the organization's competitors, including their strengths, weaknesses, and strategies. By understanding the competitive environment, an organization can develop strategies that allow it to compete effectively and gain a competitive advantage. This analysis can also help an organization identify potential opportunities for growth and expansion.

Establishing metrics to measure success is another key component of an effective strategic plan. Key performance indicators (KPI) are measurable values that demonstrate how well a company is achieving its key business objectives. By setting appropriate KPI, organizations can track their progress and make necessary adjustments to their strategies and action plans. This allows them to stay on the right track and ensure that they are making progress toward their goals. The use of a balanced scorecard can also be useful for organizing strategic goals in key areas and ensuring their consistency with the overall goals of the organization [1; 5].

The development of a comprehensive strategic plan for crisis management of enterprises is essential to ensure the survival and sustainability of the organization. To do this, it is necessary to identify possible internal and external threats and determine the most appropriate crisis management measures to overcome them. In addition, during strategic planning, enterprises should be guided by the current state of anti-crisis public administration in the respective countries, as this can provide valuable information on effective anti-crisis strategies [4]. Determining the requirements for strategic planning in crisis conditions includes a techno-economic feasibility study of potential measures, identification and tracking of the development of key performance indicators and improvement of the overall structure of crisis management of the organization. An Important part of creating a strategic anti-crisis plan is to propose a sequence of actions for developing an anti-crisis plan and then

implementing it. Crisis management should also take into account marketing strategies, which play a crucial role in the overall strategic planning of all aspects of the company's activities. In general, the development of a comprehensive strategic plan for crisis management requires a multifaceted approach that takes into account various internal and external factors and includes effective anti-crisis measures.

Therefore, a strategic crisis management plan should be based on a comprehensive approach to enterprise management. This includes taking into account the unique characteristics of the enterprise, such as its size, industry and market position. In addition, the plan should be regularly reviewed and updated to ensure its relevance and effectiveness. By adopting a strategic approach to crisis management, businesses can better protect themselves from potential risks and ensure their long-term success and viability.

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