

THEORETICAL AND METHODOLOGICAL CONSIDERATIONS ON SMALL AND MEDIUM ENTERPRISE STRATEGY

Vladimir-Codrin IONESCU
Toma PLEȘANU

Ph.D., associate professor, University of Bucharest, Romania
vladimir-codrin.ionescu@drept.unibuc.ro

Ph.D., professor, "Carol I" National Defence University, Bucharest, Romania
tomaplesanu@yahoo.co.uk

Abstract: In order to constantly create competitive advantages in relationship with the competing companies, small and medium enterprises must promote adequate business strategies which should take into account both the modifications occurring in the business environment and their organizational development stage. Designing and implementing business strategies in small and medium enterprises is of major significance both from a theoretical and methodological, as well as from a practical and an applicative point of view. In this context, the paper aims to reveal significant aspects concerning strategy foundation, elaboration and implementation in small and medium enterprises.

Keywords: small and medium enterprise (SME), strategy, designing, implementation, economic efficiency.

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