

THE STRATEGIC DIAGNOSIS ANALYSIS - AN ESSENTIAL STAGE OF STRATEGIC MANAGEMENT PROCESS IN SMALL AND MEDIUM ENTERPRISES

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Abstract: The strategic diagnosis analysis aims to assess the potential of small and medium enterprises by evaluating their inner resources and the business environment within which these enterprises perform their activity. As a first stage in the strategic management process, the strategic diagnosis analysis ensures the premises for founding, elaborating and operationalizing a competitive managerial strategy. In this context, the paper presents the conceptual criteria which are essential for thematically framing the strategic diagnosis analysis, and the main instruments that can be used by the small and medium enterprises in this strategic managerial process stage.

Keywords: small and medium enterprise, strategic diagnosis analysis, strategic segmentation, strategic profile, technological profile, strategic group.

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