

Abstract of the Article
"Conceptual Basis for Cluster Strategy Development"
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The question of methodology of cluster strategy development, which is based on the enterprise strategy as a cluster constituent, are considered.

The most important stage of the process of cluster functioning management is elaboration of its development strategy. As a cluster is a set of enterprises united to produce a certain kind of product or service, the strategy of its activity should be designed from the basic level of enterprises.

Successful functioning of any subject of market relations is impossible without strategy specification. Forming enterprise strategy with the method described in the article will afford an opportunity to create an overall cluster strategy on the basis of participants' strategies.

The article represents the method of enterprise strategy development as an enterprise is a cluster basis. Also the question of enterprise mission design has been considered, the components of forming cluster development strategy on the basis of local enterprise strategies have been defined, the approach to mission development as an attribute to an open system has been presented, the essence of the strategy has been specified as well as the process of its realization, the strategic positioning of an enterprise has been carried out. The enterprise strategy development has been examined through the stages which give an opportunity to conceive the process more clearly.