



The role of foresight economic analysis in the enterprise strategy

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To reach the strategic objectives the manager might use also methods of strategic analysis as well as methods and techniques of anticipation analysis. The anticipation economic analysis has a decisive role in the strategic step of one enterprise in the establishment of its objectives and predictable performances as well as in the evaluation of the future possibilities for actions. At the basis of anticipation analysis there are the information resulting from obtained results during the internal and external strategic diagnostic. To substantiate the action possibilities will compare the objectives to anticipation performances of the enterprise and concurrencies in the view of reaching the strategic objectives.