

technology industry [1]. The High Technology Park has a positive impact on the development of this sphere in the Republic of Belarus. The Park has created friendly conditions for the development of the technology business and has a special tax and legal regime. Thanks to it, such applications as Viber, Flo, Maps.me and others have come out. Due to the success in the IT sphere, the Republic of Belarus effectively competes in the global market of information technologies.

Main part. Strategic planning is the formation of business strategies, their implementation and assessment of the impact on the formulation of long-term goals, and means of their implementation. Successful management of strategic business development depends on arrangement of a strategic session. The strategic session includes setting goals in Marketing and HR departments, which is further clothed by financial goals. The outcome of this session is a clear vision of specific goals, which are divided into stages for a further implementation plan. The results of the strategic session are the effective implementation of the long-term and short-term goals of the enterprise.

The IT sector is one of the most dynamically changing industries, which requires continuous improvement and updating of the services provided. Modernization is an essential component of retaining market share. The primary strategic goal of the company is customer satisfaction. Moreover, in addition to this, attention should be paid to sales growth, the introduction of new technologies, improving the quality of services and etc. This leads to the analysis of the strengths and weaknesses of the company. Assessment of the external and internal environment allows determining which way is the most profitable to conduct business. Let's consider the analysis of the strengths and weaknesses of the company on the example of the IT sphere (Table 1).

Table 1 - Analysis of the strengths and weaknesses of the company

Strengths	Weaknesses
Demand for IT services among the population	Lack of specialists
High wages	High competition
The ability to work remotely	The need for constant updating of knowledge and skills in this field
Wide range of services	High staff turnover
Easy to attract investment	Requirements in knowledge of foreign languages
Fast professional growth	Following specific project deadlines
Comfortable working conditions	Multitasking

Source: Own development of the author based on [2]

As we see in Table 1, the IT sphere has its pros and cons, and requires careful analysis. Among the strengths, more attention should be paid to investing, as in the IT sector, attracting investment is one of the main tasks. In investment of projects attention is drawn to the prospects of the project / service, the scalability of the business model, equity, ease of integration. When investing in IT-areas, the most popular is the development of mobile applications and software, application services. Among the weaknesses, high competition stands out. This means that IT companies need to focus on providing unique and sought-after services in order to be interesting to consumers. It is also important to increase the literacy of the population in the field of information technology. To do this you should focus on justifying the importance of this process. Training can be carried out in the form of providing relevant and interesting information to the population of middle and old ages [2].

Conclusion. We can state that strategic planning methods are not only the basis for creating a business, but at the same time they help enterprises occupy a niche and determine their future prospects. And the main task of the company's managers is the correct use and editing of information obtained after entering the market research. This is especially important when business is entering such a popular and highly profitable industry as IT.

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CLASSICAL PROJECT MANAGEMENT IS A WAY TO MAKE THE PROJECT MORE MANAGEABLE

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Summary – The article considers one of the most common method of project management which is called "classical" or "traditional" management. It is necessary to define and achieve clear goals of the project balancing between the scope of work, resources, time, quality and risk. One of the main questions in project management is: What kind of

management should be applied in this project. The article describes the main stages of the classical project management and defines the sphere of management practice.

Резюме – В статье рассмотрены один из самых распространенных методов управления проектами «классическое» или «традиционное» управление. Ведь при управлении проектами необходимо определять и достигать четкие цели проекта при балансировании между объемом работ, ресурсами, временем, качеством и риском. Одним из главных вопросов при проектном управлении является: какое именно управление необходимо применить в данном проекте. В статье даны основные этапы классического проектного управления и было определено где обычно применяется данное управление.

Introduction. In the history of project management, many different methods of project management were created for almost any need. The main thing is to understand that the most important factors for your project are deadlines, resources, process compliance, or several factors at once – and then choose a management method that is focused on achieving this indicator. The most common method of project management, which assumed the task is transferred sequentially through the phases reminiscent of the stream, is "classic" or "traditional" project management [1].

The main part. The easiest way to manage a project is to divide it into successive phases. This is the essence of classical project management. This approach is desirable for those projects which are implemented in any strictly defined sequence.

Usually there are 5 stages of classic design management, but you can add additional steps if the project requires it as it is observed in 'Project management tools' [1]:

Step 1: The origin of the idea. The team of project executors, headed by the manager of "brainstorming" method determine the result or the final product.

Step 2: Planning. When the main goal of the project is defined, it is important to plan all processes or stages of its implementation, to indicate the most important tasks that contribute to the achievement of the goal, and to think out the list of works. At this stage, a calendar plan is drawn up, where the terms for each project process are prescribed, its budget is formed, and risks and benefits are predicted for all interested persons.

Step 3: Development. This phase is not typical of all projects. It is often included in the planning phase. But for some categories of projects, such as technological, the development stage is indeed inherent. At this stage, the configuration of the future project or product is determined, as well as the technical and technological methods for its implementation. For Russian practice, the term "development" is not used.

Step 4: Implementation and testing. This is the main part of the project. All the work on the real implementation of the idea is being carried out, for example, the construction of the object is being carried out or the code of the program being developed is being written. Each process is continuously monitored and verified with planned parameters. At the end of this stage final product is tested: Compliance with the requirements of stakeholders is identified, the found shortcomings are corrected.

Step 5: Monitoring and completion of the project. At this stage the result of the project is transferred to the customer. It is also possible to specify the level of satisfaction of the customer with the quality of the project execution. This phase can be characterized by a long interaction with the customer for improving the quality of service if the customer service is developed well.

The main advantages of the method:

- The customers and managers of the company are already determined in the first stage with the product that is planned to be obtained as a result of the work;
- The presence of testing and monitoring phases helps to detect errors and problem areas before the project is completed, it is what you need before launching real products;
- The approach helps to reduce the burden on the team and avoid a delay: Each stage of the project has a reserve time, which implies the worst events.

The disadvantages of the methods: The content, sequence and time of tasks are strictly defined and do not assume changes during the project.

Conclusion. Classical project management is the basis on which various methods of project management are built. Different projects need different amount of implementation phases – some need three phases, others much more. Due to the fact that classical project management is strictly tied to the time of tasks execution, usually predetermined at the planning stage. The tools of calendar-network planning are perfectly suitable for the implementation of the project within this approach. The base of the classical approach is construction and engineering projects, which have usually fixed content.

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