



Приложение на SWOT-анализа като инструмент и предпоставка за ефективно управление на икономиката на селските райони в България

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Introduction

The analysis SWOT is detail from the management used wide in developing strategies for development of the regions The units of time of them of the clientele as well. He permits the international impacts to be analyzed and the home state of the region to be diagnosed Building an adequate strategy-system as well by quantities for rule with him with goal to the units as well and development.

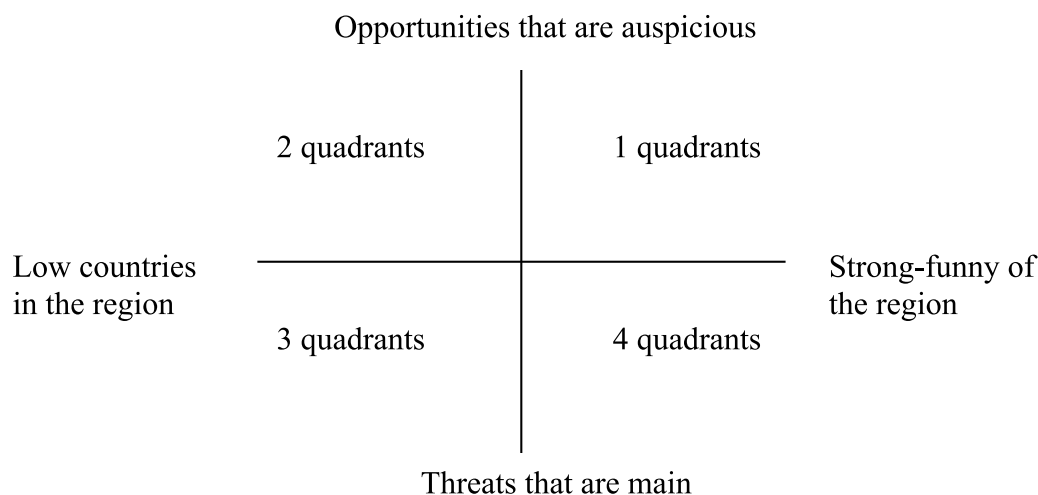
The goal of the present article is to reflect the part and the effect For the amplification using the analysis swot in the management of the economy of the arcadian districts in Bulgaria, in частността of the rustic municipalities to the northeastern district of the planning as well. The message on this goal is reduced to the treatment on viewing showing several base issues as well first her message means on swot-, the analysis as the working instrument for the operation; second practical develops her

1.Message and meaning of the analysis swot as a working instrument for operation

The analysis swot constituted strong analysis The low countries in the region as well or the business unit and of the opportunities and the threats as well with the one who surrounds a center (c Strengths, weaknesses W, opportunities OS, which T processes,). The strategic successes can be achieved by his use and they come down to the menace possible minimums produced by the low countries in the region, respectively the business unit and the unfavorable possibilities of the foreign medium.

Using the analysis swot affords to be priced in the practice The present and future status of the region or the business unit; To be chosen the most appropriate strategy for development pleasantly the concrete conditions in the region;, the effective system of the government in the region or the business unit to be built. In the solution of swot - analysis 4 possible situations, showed graphically as co - ordinate system of four quadrants that can be named, can be individualized As

Figures.1. 1.Situation Analysis





A first quadrant presents situation, that the auspicious opportunities in which, The outside middle matches with the strong parties of the region or the business unit.
second

A second quadrant reflects situation, that the coast or the business unit can exploit the provided opportunities of foreign medium due to soft spots in her management in, The domestic social-economic medium.

A quadrant third presents situation, that the failings of, of region or clientele company.

A quadrant fourth views the situation, that the unfavorable course-menaces of foreign medium as well обезсмислям the strong parties of the region or the business unit in,.

Most frequently the confronted situations fall under a second or fourth quadrant in Bulgaria in the rustic regions. Put differently even the district should have the needed favorable почвени climatic conditions for development of agriculture The ideal center for диверсифициране as well of the economy activities, if the international invoice micron - macroeconomic as well political, and the development other blue of this potential had eaten natural дадености, by them there isn't real benefit, as well in another case if the foreign medium provides possible.

So the represented ситуационен gives analysis to choose possibility to the management The proper strategy for development of the region

and the adequate measures for putting his current state of conformity with the conditions of national strategic reference framework, national strategic plan for development in rustic regions, and Лисабонската strategy. But ahead a system of measures for emending the current state to be offered and a future development strategy is needed in the region to be once

2. Developing swot analysis in an arcadian region in northeastern planned region like an implement and presumption for effective management of its economy

For the low countries in the given region as well to be obviously identified strong The opportunities and the threats produced by the foreign center that is important of measure for achieving the government goals and for building the proper strategy for development In the region in environments a very competitive medium needed as well of the one who changes dynamically is for strong and low country concept, opportunity-menace as well to be defined very precisely. This methodically would facilitate the procedure of developing the swot analysis. In this.

Another moment, that it follows to be turned at, Regard knows whether we will develop детайлизиран or keynoted swot analysis. We will show one generalized analysis swot in a rustic region in a northeast region of planning reflected in a table for the purposes of the present investigation 2. 1.

<p>Strengths of the region</p> <ol style="list-style-type: none"> 1) Auspicious soil climatic conditions of manufacture of different products; 2) Rich historic and cultural costlinesses permitting the development of ecological rude and alternate tourism; 3) A strategic location that is good; 4) A full potential for manufacture of biomass; <p>A nature potential for wood production.</p>	<p>Weaknesses of the region</p> <ol style="list-style-type: none"> 1) Senescent population-high degree of migration as well; 2) Low education degree of the rude population and lack of reservation managements businesses skills; 3) Lack of enough own capital and difficult access to credits for the small enterprises; 4) The arpo faint integrations food chains and lack of cooperation between the manufacturers in the region; <p>Patchiness of the property of the earth and non- decided judicial ancestral relations of the property and the command of the properties</p>
<p>Opportunities</p> <ol style="list-style-type: none"> 1) Making functioning systems of task forces for tutorial and consultations of the principle of information The qualification centers with an object of procedure provision of mechanized services legal and consultation businesses and unemployed-busy as well persons' education; 2) Bettering the social economic climate in the region by carrying initiatives for encouraging the предприемачество-the universe as well of employment in the region; 3) Attracting a resource finance by local national and tramontane And. 	<p>Threats</p> <ol style="list-style-type: none"> 1) The economy setting that is unfavorable to the moment Other as well for reducing budget funds for various social and transfers payments, grants, in the area conveyed;; 2) The dependence of rustic regions for farming that makes them worse productive and obstructs normal functioning of economy of them hard articulated.



3.Directions for advancing the management of the economy of the rustic regions in Bulgaria

For the attraction of the rustic districts in Bulgaria to be increased even if the economy of them was vitalized for optimum their rule consequence to be achieved We offer several directions for advancing the management of their economy

First, due to fact that farming is underlying support In these regions well it would be for the merchandise structure to be bettered, yes, Се диверсифицират The agricultural and non-agricultural activities for on them, the development of the farming мултифункционално model to be encouraged, which will stir in the major degree economy in these regions special of the regions, arriving in the category of undeveloped rustic district as under undeveloped rustic region follows to be understood, of a municipality or group of municipalities according to us with преобла

Promoting the erect and horizontal integration of the manufacturers is second, expedient Transforming the low points in the economy of the region in opportunity for attracting fresh of capitals of outside as well in the region Eg the weakness should be transduced in an advantage, that the accurate real judgments and the wanted future state are expected for, and excellent driving skills.

Conclusion

By the directions for advancing management of economy of these from northeastern region of planning' arcadian districts in Bulgaria, in частност so proposed We do not dissemble breadth in the explored problem or for proposing a ready recipe on effective government. Goal and our efforts are reduced exclusively on revealing the part and the effect of using the analysis swot like opportunity-implement as well for specifying adequate measures for proofing the ongoing.

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