

# Enterprises' competitiveness advancement of Serbian agrarian sector through strategic planning and organizational changes

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## ABSTRACT

Serbia has a great potential in agricultural sector, which has not been completely used. Along with adequate agrarian policy, agriculture can provide a significant contribution to economic development of the country. It has been, due to its connection and influence on other sectors, extremely important for development of Serbia. Besides it employs, directly or indirectly, many people, it also provides inhabitants' food safety and contributes to rural development and ecological balance, it also participates significantly in foreign trade. In such conditions, developmental behaviour of enterprises in Serbian agrarian sector implies searching for concepts and instruments which adjust goals and possibilities of enterprises with challenges and threats from the environment. The developmental goals define anticipated effects, conditions or situations which the enterprise desires to achieve. The developmental policy comprises a selection of principles and criteria by which the enterprise will be guided during decision-making in the field of managing growth and development. In order to achieve the developmental goals, must formulate a direction and a method of the enterprise's performance in agriculture. Managing growth and development of the enterprise implies formulating a strategy, as a unique concretization of the developmental policy.