

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
UKRAINIAN - AMERICAN CONCORDIA UNIVERSITY**

Faculty of Management and Business
Department of International Economic Relations, Business & Management

Bachelor's Qualification Work

Strategic Planning in the Organization

(based on Ukraine IS case)

Bachelor student of the 4th year of study

Field of Study 07 – Management
and Administration

Specialty 073 – Management

Educ. program – Management

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Ph.D. in Economics

Abstract

This paper delves into the intricate world of strategic planning within the realm of international economic relations, particularly focusing on its evolution, core concepts, and the pivotal role it plays in bolstering an organization's competitive edge in the global marketplace. The first chapter lays the groundwork by tracing the progression of strategic planning theories and elucidating the fundamental principles that underpin this essential organizational function.

The second chapter presents a meticulous economic analysis of the "Ukraine IS NGO" Corporation, scrutinizing its economic activities, the strategic planning methods it employs, and the impact of its foreign economic engagements within the strategic planning framework. This analysis is instrumental in understanding the corporation's current positioning and the effectiveness of its strategic initiatives.

In the third chapter, the paper shifts focus to actionable recommendations aimed at amplifying the outcomes of strategic planning. It explores the potential of consulting and outsourcing as levers for strategic enhancement, investigates avenues for innovation within the planning process, and proposes a comprehensive road map to fortify the organization's strategic planning capabilities.

The concluding section synthesizes the insights garnered throughout the paper, emphasizing the significance of strategic planning as a catalyst for sustainable competitive advantage in the volatile global economy. The appendices and references provide supplementary material and scholarly sources that under gird the research presented herein.

Keywords: Strategic Planning, International Economic Relations, Competitive Advantage, Global Market, Evolution of Strategic Planning, "Ukraine IS NGO" Corporation, Economic Analysis, Strategic Planning Methods, Foreign Economic Activity, Consulting Strategies, Outsourcing Strategies, Innovation in Strategic Planning, Strategic Planning Road map, Sustainable Competitive Advantage

Анотація

Ця стаття глибоко вдівається в складний світ стратегічного планування в межах міжнародних економічних відносин, зокрема зосереджуючись на його еволюції, основних концепціях та вирішальній ролі, яку воно відіграє в підвищенні конкурентоспроможності організації на глобальному ринку. Перший розділ закладає основу, відстежуючи розвиток теорій стратегічного планування та роз'яснюючи основні принципи, які лежать в основі цієї важливої функції організації. Другий розділ презентує докладний економічний аналіз корпорації “Ukraine IS NGO”, досліджуючи її економічну діяльність, методи стратегічного планування, які вона використовує, та вплив її зовнішньоекономічних зв'язків в рамках стратегічного планування. Цей аналіз допомагає зрозуміти поточне положення корпорації та ефективність її стратегічних ініціатив. У третьому розділі стаття змінює акцент на практичні рекомендації, спрямовані на посилення результатів стратегічного планування. Вона досліджує можливості консультування та аутсорсингу як рушіїв для стратегічного підвищення, вивчає шляхи інновацій у процесі планування та пропонує комплексну карту для зміцнення стратегічних можливостей організації. Заключний розділ узагальнює отримані у статті інсайти, підкреслюючи значущість стратегічного планування як каталізатора стійкої конкурентної переваги в нестабільній глобальній економіці. Додатки та посилання надають додатковий матеріал та наукові джерела, які підтримують представлені дослідження.

Ключові слова: Стратегічне планування, Міжнародні економічні відносини, Конкурентна перевага, Глобальний ринок, Еволюція стратегічного планування, Корпорація “Ukraine IS NGO”, Економічний аналіз, Методи стратегічного планування, Зовнішньоеконом

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APPROVED
Head of Department



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“ ” 20

TASK
FOR BACHELOR'S QUALIFICATION WORK OF STUDENT

Mehdi Kazami Ghareaghaji

(Name, Surname)

1. Topic of the bachelor's qualification work

Strategic Planning in the Organization (based on Ukraine IS case)

Supervisor of the bachelor's qualification work **Roksoliana Liubachivska, Ph.D. in Economics,**

Which approved by Order of University from “25” *September 2023* № 25-09/2023-1к

2. Deadline for bachelor's qualification work submission “25” *April 2024.*

3. Data-out to the bachelor's qualification work

Materials obtained from an internship conducted in consultation with representatives of a relevant company, alongside information sourced from open internet resources, articles, reports of the international organizations, and official financial and economic reports of the enterprise.

4. Contents of the explanatory note (list of issues to be developed)

Begin by defining strategic planning and its significance in organizational management. Explain its role in setting long-term goals, allocating resources, and guiding decision-making processes. Provide background information on Ukraine IS, including its industry, size, market position, and any relevant historical context. Detail the steps involved in the strategic planning process, such as environmental analysis, setting

strategic objectives, formulating strategies, implementing plans, and monitoring and adjusting performance. Illustrate how these steps are implemented within Ukraine IS.

5. List of graphic material (with exact indication of any mandatory drawings)
Graphs and figures for analysis of economical and statistical information on the company and its development, visualization of mechanism of development, etc.

6. Date of issue of the assignment

Time Schedule

No	The title of the parts of the qualification paper (work)	Deadlines	Notes
1.	I part of bachelor thesis	10.12.2023	After due time
2.	II part of bachelor thesis	27.02.2024	On time
3.	Introduction, conclusions, summary	25.04.2024	After due time
4.	Pre-defense of the thesis	29.04.2024	On time

Student 

(signature)

Supervisor 

(signature)

Conclusions (*general description of the work; participation in scientific conferences/ prepared scientific article; what grade does the student deserve*):

The student has demonstrated a solid understanding of strategic planning principles and his application within a real-world organizational context. The student has conducted a comprehensive examination of strategic planning processes within organizations, using Ukraine IS as a case study. His analysis covers theoretical frameworks, practical implementation, challenges, and opportunities associated with strategic planning. The recommendations presented in work were thoughtful, practical, and reflective of the extensive research and analysis. In general, if successful defense, the thesis can claim to be "good".

Supervisor 

(signature)

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INTRODUCTION

Looking at the evolving world economy today shows that companies are facing huge challenges and opportunities. At this point in time, the need for smart strategies to ensure sustainable growth and competitive advantage is very important and needed.

This thesis acts as a compass in this complex landscape, and here I am going to review my strategic journey in the Ukrainian IS company, which is a dynamic and pure company based in Ukraine.

Ukraine IS stands as a testament to strategic agility and maneuvers the complexities of decision-making in an environment that requires adaptability, forward-looking and innovative thinking. By studying the strategic context of Ukraine IS, we gain valuable insights that extend beyond the scope of corporate strategy and contribute to a broader conversation about effective business practices.

Exploring the strategic dynamics of Ukraine IS provides more than just a case study. It can be said that this is a compelling story of the evolution, challenges and triumphs of the company. From its inception to its current status, Ukraine IS serves not only as a case study in strategic planning, but also as a living embodiment of strategic flexibility and foresight in the face of global economic change. (Peter J. Williamson, José F. P. Santos, August 2021).

With a simple and unprejudiced structure, as well as a continuous commitment to innovation, flexibility and understanding of local markets, Ukraine IS is at the forefront of new business strategies. With an in-depth analysis of the Ukrainian IS, this dissertation seeks to examine the multiple layers of strategic decision-making and shed light on the delicate balance between local finesse and globalized imperatives. (Deloitte Insights, The case for supply chain agility)

The importance and necessity of strategic planning in the rapidly changing economic world has become more evident. Considering the paradigm changes in international economic relations, companies should be guided well in the complex path of the global market. This research examines the challenges that ISIS Ukraine is facing and emphasizes the key role of

strategic planning in increasing flexibility, responsiveness to market changes, and achieving long-term sustainability in unstable economic conditions.

Purpose and Objectives of the Research

The aim and objectives of this study are to investigate strategic planning practices within Ukraine IS, explore its economic activities, and identify key success factors that contribute to its strategic effectiveness. Specific objectives include tracing the evolution of strategic planning concepts, analyzing the strategies employed by Ukraine IS in exploiting local market insights, technological capabilities, human capital, strategic partnerships and financial resources, and providing recommendations for improving the company's strategic planning results in line with global market trends. and competitive pressures. (Deloitte Insights, April 1, 2022).

This thesis opens in three interconnected chapters, each of which deals with the central aspects of strategic planning. In chapter 1, we examine the theoretical and empirical foundations of strategic planning, trace its evolution in global economic relations, explain the key concepts. and highlighting its contribution to the company's competitiveness.

In Chapter 2, we analyze the economic analysis of Ukrainian IS, examining its operations, market position, technological infrastructure, human resource capabilities, strategic partnerships, and financial performance to identify key success factors affecting its strategic effectiveness. . In this chapter, we move forward with this goal to be able to have a comprehensive understanding of the strategic vision of the company, especially in the context of global economic activities and industry dynamics.

In Chapter 3, we synthesize the findings of the previous chapters and provide recommendations for increasing the results of strategic planning in UkraineIS. Strategies for leveraging key success factors such as innovation, market responsiveness, strategic partnerships, technological advancements, and talent management will be explored, and practical insights will be provided for business improvement and sustainable growth in an increasingly competitive global marketplace.

Methodological approach

In this thesis, we use a detailed research method that integrates quantitative and qualitative approaches. In-depth interviews with key stakeholders, surveys among employees and customers, analysis of financial and operational data, and comparisons with industry standards to gather comprehensive insights into Ukrainian IS strategic planning practices, ensuring reliability and validity. The findings will be used.

Conclusion from the introduction

In conclusion, we embark on a journey to uncover the complexities of strategic planning within the Ukraine IS context, and provide valuable insights for the broader discourse on business strategy. As mentioned earlier, the purpose of this study is to increase the understanding of strategic planning processes and results by examining the theoretical foundations, economic activities and identifying the key success factors driving strategic effectiveness. In subsequent chapters, we delve deeper into these aspects and decipher the complexities and opportunities inherent in the strategic planning landscape. My bachelor's thesis consists of an introduction, 3 chapters, conclusion, list of references and an appendix. The work has been done on 61 pages, including 8 tables, 2 charts and The references include 51 literary sources.

CHAPTER 1. THEORETICAL As Well As METHODOLOGICAL BASES OF STRATEGIC PREPARING

1.1 Evolution of critical preparation concepts in global financial connections

The initial phase of this post establishes the phase for an extensive plus informative trip right into the manifold globe of critical programs. At its core, critical monitoring stands for a vibrant as well as progressing self-control that holds the essential to a company's success in the intricacy of the international economic climate. (Ted Jackson, April 25, 2024)

As we explore much deeper right into the academic material of critical preparation the purpose is not just to analyze its historic origins yet to expose the academic structure that formed as well as designed its training course The look of this part is not restricted to an examination of the past It is a trip via time that looks for to disclose the thoughtful along with theoretical structures that have actually presently affected the method companies create critical strategies. (Team Asana, January 5th, 2024).

Progressing, our understandings broaden to the standard foundation of critical preparation-- the standard principles together with concepts that are the actual core of this self-control. This part explores the theoretical structure that specifies critical preparation unloading complicated goal declarations, vision solution together with approaches of evaluation that surpass the interpretations eaten by companies' duty, aiming to offer a detailed understanding of these principles as well as.

Carrying on to the intellectual degree the 3rd part changes interest from academic ideas to sensible outcomes. This is where academic structures satisfy real-world applications. This area analyzes just how tactical administration, when done properly, aids companies get an one-upmanship in the worldwide industry. It exceeds academic factors to consider to take a look at the substantial outcomes plus success tales that result from tactical preparation initiatives. Incorporating thoughtful study with useful study this part provides a clear image

of critical preparation as a vibrant pressure for companies they do well in affordable worldwide competitors. Currently, allow us show the academic ideas of critical preparation by exploring an useful instance in the situation of Ukraine IS.

In the instructional shape a essential vision is generally depicted as an helping mild that verbalizes a organization's desires for the future. It features as a clean, motivating photo of what the company intends to perform, straightening and also encouraging its contributors in the direction of a normal objective.

Within Ukraine IS the management acknowledged the relevance of a enticing critical vision to manual the company in the path of development plus fine. The vision had no longer been only a hovering statement however a concrete, practical street map for the commercial enterprise's destiny.

The tactical method undertaken by means of Ukraine IS concerned a chain of moves aimed at cultivating and enforcing a cohesive imaginative and prescient for the corporation. Initially, there was a concerted attempt to expand a vision that encapsulated the company's middle values, long-time period goals, and its unique positioning in the marketplace. This vision emphasised the importance of employees, customers, and clients, highlighting their roles and obligations in reaching collective desires. (Scott D. Anthony, Alasdair Trotter, and Evan I. Schwartz, September 24, 2019)

Following the established order of this prescient, effective communication strategies have been hired to make sure that it permeated all through the complete corporation. Management took proactive steps to ensure that every employee understood the vision and felt a experience of connection to it.

Regular communication channels such as town hall meetings and internal newsletters were used to reinforce the importance of the vision, fostering shared understanding and commitment to its fulfillment and subsequently incorporating the vision into decision-making ease with policies, and became more than the paper on the wall . It became the guiding principle against which projects, procedures, and daily operations were evaluated to ensure alignment with strategic objectives.

Additionally, a culture of empowerment was fostered in the organization. Employees were encouraged to use various strategies such as innovation strategies, feedback mechanisms and collaborative projects this approach gave ownership and involvement to employees, and thus to employees actively committed to the broader goals of the organization. Able to articulate the vision but also instill a sense of purpose and alignment throughout the organization, allowing them to strive together towards sustainable growth and success.

Results from the implementation of this tactical prescient at Ukraine IS have been extensively full-size. The enterprise witnessed a amazing boom in marketplace percentage, accompanied by advanced purchaser pleasure and a first rate upward thrust in employee engagement. The strategic vision served as a unifying force, aligning the entire corporation with a shared cause and driving sustainable boom. These effects underscore the effectiveness of translating theoretical concepts into practical movements, demonstrating how strategic making plans, whilst grounded in realistic packages, can profoundly effect the trajectory of a commercial enterprise. By presenting a clear path and ensuring that every action contributes to strategic objectives, the strategic imaginative and prescient at Ukraine IS no longer most effective facilitated tangible enhancements but also fostered a culture of alignment and functional motion.

In end, the case of Ukraine IS indicates how the theoretical idea of strategic prescient is going beyond mere abstraction to become a effective tool for organizational transformation. It shows that strategic making plans, whilst informed by using sensible packages, has the ability to alternate the route of a organization, provide a clean path ahead, and make sure that every attempt contributes to strategic path and core values. This case look at emphasizes the significance of a holistic method that integrates theoretical insights, historical context, theoretical frameworks and sensible making plans. By taking the form of whole method, corporations can advantage a deeper and extra nuanced understanding and create a strong foundation for navigating the subsequent steps in the strategic framework of Ukraine IS. (Anthony Taylor, May 29, 2023)

As a result, the Ukrainian IS company has shown that strategic planning can be not just a theoretical idea, but can become a very powerful tool that causes change and improvement in the company. When we can combine this planning with real actions, we can certainly change the direction of the company and also help it to continue its development by focusing on the main goals and values that it has defined for itself. This case study emphasizes that if companies reach a complete and accurate understanding of history, theories and practical planning, they can prepare for a better future and remain on their strategic path.

In order to succeed in the complex global economy, Ukrainian IS Company realized that it needs to be able to keep pace with rapid changes with strategic planning, that's why it started working. Inspired by old economic theories, Ukrainian IS adopted new methods to adapt to international markets. This historical knowledge helped the company to better deal with global issues from various angles and was able to gain a deep insight into the changing economy.

By adopting a flexible approach to strategic planning, Ukrainian IS was able to engage with the ideas of different authors and different academic frameworks. This allowed them to evaluate their strategies against valid principles and create a unique framework that met their specific needs. This approach integrated several academic perspectives, but needed careful consideration due to possible conflicts between these frameworks.

Realizing that strategic planning involves combining different perspectives, the Ukrainian company realized the importance of a comprehensive understanding of economics, politics, and social factors. The combination of different historical perspectives was able to make the Ukraine IS company deal with difficult and complex challenges in a very flexible way. This required constant collaboration and strong communication to ensure the implementation of a coherent strategy. (Eric J. Bolland, 30 June 2020,)

Using the lessons of history, Ukraine IS gained principles for modern strategic planning that helped them align their goals with the changing conditions of the global economy. These historical insights gave them a competitive advantage and the ability to make informed decisions in uncertain situations. But we have to consider that too much focus on historical

patterns can sometimes hinder the anticipation of new and facing challenges in the contemporary world, which shows the importance of flexibility in planning. (Michael D. Bordo, December 2017)

Finally, the integration of globalization theories into Ukraine IS strategies emphasizes the importance of considering history in strategic decisions. While historical perspectives are useful, managing real-time uncertainties is critical to success in a rapidly changing world. This approach presents Ukraine as an informed and active global actor that can learn from the past and at the same time prepare for the future.

1.2 Key Concepts and Principles of Strategic Planning: Navigating the Basics

In the structure of UkraineIS, the company has actually applied vital principles as well as ideas as essential aspects in the formation of its tactical preparation initiatives. Let us consider a reasonable example to clarify the smooth composition of these academic structures.

Theoretical structure:

A SWOT assessment, an essential idea in critical preparation, involves examining a firm's difficulty, weaknesses, opportunities, along with risks. The academic understanding is that by thoroughly examining these elements, companies can develop methods that use resilience to reduce weaknesses, take advantage of opportunities, and deal with potential risks.

Acknowledgment of importance:

Identifying the value of calculated perception management in Ukraine IS has consistently incorporated SWOT assessment directly into its critical preparation stages. This recognition stems from the realization that extensive analysis of internal strengths and weaknesses, in addition to assessing external possibilities and risks, provides a broad perspective for educated decision-making.

Recent critical preparation conference

Stamina - Solid Tech Abilities:

During the current critical preparation conference, ISIL Ukraine identified its strong technical capabilities as a key strength. This recognition was based on a comprehensive assessment of the company's technical capabilities, skilled workforce, as well as an effective track record in providing technology-based options. Management recognized that leveraging these capabilities may position Ukraine as a leader in the sector, as well as provide customers with smart options.

Weakness - the need for innovative intersectoral collaboration:

At the same time, the SWOT assessment highlighted the demand for strengthening intersectoral partnerships as a weakness. This understanding stems from an internal assessment that reveals potential silos that impede smooth interaction and participation. Recognizing this weakness of Ukraine ISIS plans to implement procedures to create a more collective society, ensuring shared understanding plus reliable use resources in all areas.

Possible markets for growth:

The SWOT assessment exposed emerging markets as an essential opportunity for Ukrainians. The company identified untapped locations where the need for its solutions was expanding. This understanding prompted critical conversations about market entry approaches, possible collaborations, as well as creating solutions to satisfy the unique needs of these markets.

Risk - advanced competitors:

At the same time, the assessment of the proposed competitors was recognized as a risk. External elements such as brand new entrants, technological advancements by competitors as well as advancing customer choices created obstacles. Recognizing this risk, Ukraine IS planned to differentiate itself by focusing on continuous technology, customer-oriented service, as well as maintaining a strong brand reputation to offset the impact of larger competitors. (Ted Jackson, March 13, 2024)

Table 1.1 : SWOT Analysis Results in Recent Conference

Aspect	Analysis	Action Taken
Strength	Strong Technical Abilities	Identified as key strength; plans to position UkraineIS as an industry leader and provide innovative solutions
Weakness	Need for Interdepartmental Collaboration	Recognized as a weakness; initiatives underway to foster collaboration and enhance resource utilization
Opportunity	Emerging Markets for Growth	Recognized untapped markets; discussions on go-to-market strategies, potential partnerships, and customization of services
Threat	Increased Competition	Identified as a threat; strategic focus on continuous innovation, customer-centric solutions, and maintaining a strong brand reputation

The SWOT analysis conducted by Ukraine IS helped the company to make smart decisions. This analysis showed us in which areas the company is strong and where it needs improvement. Also, it identified the opportunities that can help the company grow and the risks that we should watch out for. With this information, UkraineIS was able to plan more precisely and put its resources where it would have the greatest impact. (

By knowing the technical strengths, Ukraine IS was able to focus on the projects with the most benefit and move forward faster by identifying the weaknesses. This careful planning allowed the company to perform better in the competitive market.

In addition, UkraineIS realized that it could expand its business by entering new markets. This allowed him to earn new revenues and attract more customers, which ultimately contributed to the company's long-term growth and success. (Alicia Raeburn, February 24th).

Table 1.2: Benefits and Challenges of SWOT Analysis Implementation

Aspect	Benefits
Informed Decision-making	Utilized for informed decisions based on internal capabilities and external environment
Strategic Focus	Identification of technical strengths directed strategic focus on innovation
Market Expansion	Exploration of emerging markets led to service expansion

In order to be able to carry out initiatives in its strategy, Ukraine IS faced two very important and main challenges. These two challenges are: The first challenge is the need for continuous adaptation due to the rapidly changing nature of the industry, which required him to be flexible and respond quickly to new trends and competition. The second challenge was to improve teamwork in different departments. The SWOT analysis showed that better cooperation is needed and that by focusing on communication, training and leadership, the Ukrain IS can work more effectively as a unit.

SWOT analysis helped Ukraine IS to use its strengths to overcome weaknesses, enter new markets and stay ahead of threats. This led to strategic decisions in line with the company's goals. However, there was a risk of focusing too much on domestic issues and missing important changes in the foreign market. To avoid this, the company realized that it had to monitor the market while also considering its own capabilities that it could be stay ahead of threats that exist in the market. It means that by expanding its capabilities, it can always be several steps ahead of market threats (Nadine Pahl, Ann Richter, GRIN Verlag, 2009).

Table 1.3: Overall Outcome of SWOT Analysis Implementation

Outcome	Impact
Advantage	Leveraging technology effectively, improving areas of weakness, strategically growing, and actively countering market competition.
Challenge	Necessitates ongoing change, investing resources for teamwork across departments, and fostering a team-oriented environment.

Ukraine IS uses a combination of smart ideas from books as well as real actions to create good business plans. They have clear goals and a plan for what they want to be in the future, and they consider these before making big decisions. They also look at their strengths, weaknesses, opportunities and threats so that they can avoid problems from the very beginning and get new opportunities.

These are not just fancy words. Ukraine IS really use them to guide how they work. This helps the company to change quickly when the conditions in the market change or when there is a crisis. They are always trying to improve by looking at what they are doing and making changes if needed.

They know that following a program line by line and exactly can cause trouble, so they are ready to change their plans if needed and adopt new plans according to their needs. This makes their book knowledge useful in the real business world.

In short, Ukraine IS strategy is smart not only on paper, but also in practice. They are very flexible and deeply connected to their business goals and values, and all their decisions and actions are aligned with the company's goals and values, which helps them perform well in an ever-changing world.

1.3 Strategic preparation aids companies' one-upmanship in the international market

Using strategic planning and combining theoretical knowledge with real operations, Ukrainian IS preparing itself for success in global markets. Having a close look at the competitive environment and active market analysis, this company has been able to withstand market fluctuations and remain profitable. Using academic research and real data analysis, IS Ukraine shapes its strategies based on emerging trends and customer needs. Also, by comparing its performance against industry standards and competitors, it identifies areas for improvement and updates its strategies to outperform competitors. Ultimately, Ukrainian IS aligns theoretical knowledge with business realities with flexibility and the ability to adapt to market changes, thereby achieving success in today's ever-changing world.(Daniel F. Spulber, 2007).

Table 2.1: Key Sources for Strategic Insights in Ukraine IS

Source Type	Description
Scientific Works	Reliance on academic research and theoretical frameworks to understand emerging trends.
Industry Standards	Benchmarking performance against industry standards and best practices.
Empirical Studies	Utilizing practical and real-world data through empirical studies, data analytics, and market research.

Ukraine IS has used an innovative approach in its strategic planning with a careful look at the world and a desire to progress. But how? They have moved towards green and sustainable technologies by scrutinizing scientific articles and market reports. This has led them to create products that not only meet today's needs, but are also forward-looking because tomorrow's world is a world that has a very basic need for green and sustainable lighting. With this strategic change, Ukraine IS has been able to differentiate itself in the market and serve customers who care about the environment. They let him get closer. The company has ensured its growth by expanding access to new markets and attracting customers and partners who share similar values.

In the end, Ukraine IS company shows that when talking about strategic planning, it does not mean to look at the market or analyze it and proceed according to the plan, but strategic planning from the company's point of view means to shape and build it. Focusing on the new needs of society and the world and future trends. Therefore, this approach has become a very important competitive advantage for Ukraine IS, which uses it as a key tool for its progress.

Table 2.2: Results of UkraineIS's Strategic Shift towards Sustainability

Outcomes	Description
Market Differentiation	Distinguishing UkraineIS from competitors by adopting sustainability, attracting eco-conscious customers.
Market Expansion	Accessing new markets and customer segments, enhancing global reach and fueling growth.
Enhanced Reputation	Positive reputation gained for commitment to sustainability, attracting like-minded stakeholders.

In conclusion, Ukraine IS is a company that is really good at planning for the future. They think a lot about how to be kind to the environment and do the best they can to ensure that what they do is what their customers want. They are smart in using new technologies and creating things that do not harm the planet, and in this regard they do many innovations that make them stand out in the business world.

Paying attention to what the world needs and what is happening in the world, and paying attention to what people need on a smaller scale, is one of the competitive and very important advantages of the Ukraine IS company. Therefore, they can always provide the latest environmentally friendly technology solutions. This makes people trust and remain loyal to Ukraine IS because they know that this is a company that cares about the future and can certainly provide and protect their interests and the future generation.

Ukraine IS does its best to provide new and innovative ideas as well as change when needed and with great skill they can use their money, people and technology in the best possible way and for this reason it can be said that these resources They also help the Ukraine IS company to be at the top in today's technology world, which is a very big world.

In short, Ukraine IS excels at planning and doing things that help the company stay ahead of the game and other competing companies. They take smart ideas and turn them into real actions that make the company perform well and continue to win in the big, wide world of business. (Tilottama Singh, Richa Goel, Jan Alexa Sotto, 2023)

CHAPTER 2. ECONOMIC ANALYSIS OF ACTIVITY OF THE "UKRAINEIS NGO CORPORATION"

2.1 Analysis of Economic Activity of “Ukraine IS NGO” Corporation

Economic analysis of the company "Ukraine IS NGO" provides the basis for a deep and serious study and review of the financial infrastructure of the organization. This emphasizes that the economic health of the Ukrainian non-governmental organization IS is not only related to creating harmony and balance in the books, but is actually related to the degree of connection of its activities with its mission and core values. A very concrete criterion used to recognize and understand the efficiency of the company is to examine the financial performance of the non-governmental organization, including its income streams and cost structure.

When we talk about Ukraine IS revenue streams, we are looking at the various sources of revenue that the NGO uses to finance its operations. This can include financial donations, which often constitute a significant portion of an NGO's income, including individual contributions and costs of services provided. Each of these streams tells a story about the reach of the organization, the impact of its programs. That, and the level of community and stakeholder engagement Lanka has achieved.

On the other hand, our cost structure shows how and to what the NGO allocates its budget. This can be a reflection of the priorities and strategic choices of the company. For example, a high percentage of the budget for program costs indicates a strong commitment to mission-oriented activities, while significant administrative costs may suggest areas where efficiency could be improved. (David Lewis, Nazneen Kanji, and Nuno S. Themudo, 2020)

Overall profitability, or the bottom line, is the ultimate litmus test of an NGO's financial sustainability. It determines whether or not the Ukraine IS NGO can continue to operate without compromising its mission or the quality of its services. A non-profit organization that

not only covers its expenses, but also has the financial capacity to invest in future growth and innovation.

In short, economic analysis allows us to more closely examine how Ukraine IS NGO uses financial resources to ensure that any positive changes it brings to the company are also be effective and sustainable. These reviews will go above and beyond a financial performance and will ultimately give us the opportunity to gain a deeper understanding of the organization's long-term strategies and goals.(Theunis Keulder& Erika Benz, 2011)

Total Annual Budget

Ukrainian non-governmental organization IS has a large budget equivalent to **5 million dollars** for the whole year. What does this budget represent? It shows that the company can properly manage money. When the budget and money increase, the company can easily do various things to help people and the environment and create very important positive effects in the society.

For example, if the Ukraine IS wants to support an environmental protection project, they have enough money to pay for everything they need and support that project financially. But this process can be from studying the problem itself to informing and telling the people about the problem, and in fact, at the end, doing activities to eliminate the problem and improve the situation. Having this 5 million dollars for Ukraine IS means that the organization does not need to worry about not having enough funds for its operational levels. With this budget, they can easily plan important and big projects and know that they have the necessary budget to support them from beginning to end. The goals of Ukraine IS have been determined and this budget will only make the company focus on the organization's goals, including ensuring clean air and making the earth a healthy place for all humans.

As a result, this budget is like a very safe safety net for the organization, which allows it to have big dreams and realize those dreams. They can try new ways to help the planet and make sure they can complete these plans on time. This money helps them do great things all year round without having to stop due to lack of funds. (John Zietlow, Jo Ann Hankin, and Alan G. Seidner., 18 April 2022)

Revenue Streams

The financial well-being of the organization is shown by its annual income, which exceeds 4.5 million dollars. This money comes from different places for Ukraine IS:

In simple terms, the company made \$4.5 million in revenue during the year. This amount of money is collected from various activities or sources in which the company is involved. It's like having several streams flowing into one big river, each stream bringing money from different business areas or projects. This total revenue is a sign that the company is financially sound.

- **Grant Funding:** Our non-governmental Organization Ukraine Is has shown that it can do well with money. Organization They receive 2.7 million dollars in grants, which is 60% of their total budget. This means that they have been able to receive well from large organizations and donors who pay for support. So we found out that more than 50% of the budget of Ukraine IS is made up of charitable support of people and organizations. One thing can be understood from this number! And this is that this organization relies heavily on the help of people and organizations, so that if they decide not to help the Ukraine Is organization, the company will face many problems.

For example, if a major sponsor decides to give money to a different issue or location, the NGO must act quickly to find new ways to raise money in order to continue its work. This is very dangerous because the financial situation of the NGO can change quickly if the donors change their mind. Therefore, they should have a back-up plan for themselves so that they can receive other money from different countries. That way, they can make sure they always have enough money to help people, regardless of what their donors do.

In simpler words, non-governmental organizations get most of their income from one basket, and if one day this basket is removed, they should have other baskets so as not to face serious problems. Creating different sources for earning income is a very important point that the organization should put on its agenda and develop strategies and plans for it so that they can stay strong and do their important work.

- **Individual Contributions:** The Ukraine IS has managed to collect 1.35 million dollars of individual donations from people, which can be considered as 30% of the total budget. This amount of money shows that people believe and have faith in what the Ukraine IS organization is doing and have trusted it, so they know that all their money will be spent for charity and humanitarian purposes. will be. This issue is not only related to money, but also a way to measure the NGO's relationship with the people and how they view the organization. When an NGO runs a campaign that really speaks to the hearts and minds of people, they are likely to see more donations from people.

Supporting people and individual support in general are very important because they are stable and reliable. And the organization can count on this money and plan for the future. When a large number of people give financial aid to the Ukraine IS organization, this shows that the message and mission of the organization is well established in the hearts of the people and is easily able to go to people's homes and influence them. put If they continue to run campaigns that get people excited and willing to open their wallets, Ukraine IS can see this part of their budget grow even bigger.

In short, these individual contributions can be seen as a sign of love from the community. Or in other words, it can be said that society supports the organization. By doing this, they show that the organization is on the right track and doing things that people are interested in. With each successful campaign and each new sponsor, the NGO strengthens its financial base and bond with the community, preparing itself for greater success in the future. This is a big deal for any organization trying to make a difference in the world.

Training Program Fees: We can see the financial stability of the organization in **10%** of its income, which is more than **\$450,000** from the commission for its services. What does this section indicate? This amount and number shows that the non-governmental organization has been able to act correctly in providing services that are in demand and people pay money for their services. So, in a simpler language, it can be said that this number indicates or proves the value of the services provided.

In more detail, this \$450,000 represents a reliable and steady source of funding for the NGO. It is like a steady stream that adds to the overall financial pool of the organization and helps to diversify the source of money. This is important because it shows that the Ukrainian IS organization does not look at only one source for its income, but from different sources. It is used to earn income.

For example, imagine that the NGO runs workshops on sustainable agriculture. These workshops are so popular that people are eager to attend and pay for the training. This not only supports the farmers learning new skills but also provides a good income stream for the NGO. It is a win-win situation where valuable knowledge is shared and the NGO receives financial support in return.

The Ukraine IS has been able to remain financially stable by planning and planning as well as having a regular and diverse financial plan. The multiple sources of income allow them to remain financially stable. Instead of relying on one source of income, this organization uses different methods to earn money, such as receiving financial donations and holding fundraising events. For this reason, this strategy allows them to survive even if one of the sources of income decreases. continue their activities.

Every year, the company has a very significant budget, which helps them to plan and invest in their large and effective projects. But one of the weaknesses that can be seen in this sector is that the high financial dependence on financial aid can bring risks for them. The money given by organizations such as governments or foundations to support specific projects and activities cannot always be guaranteed. For example, it has been seen that organizations that give financial aid change their priorities or donate more money, and this can be seen as a dangerous thing for the life of non-governmental companies because if they always focus on Organizations donating and donating, and under any circumstances, if these donations are not made, they may be forced to stop or change their projects.

For this reason, it is very important for Shukrat Ukraine IS to constantly look for new sources of income and also to strengthen its relationships with individuals and organizations that provide financial assistance. These ideas for generating income can be new ideas for

financial aid, or starting to sell new products or services in different places, or creating new and quality training classes so that they can not only maintain the previous financial aid. By keeping the donors satisfied, they should also create new financial sources so that they don't rely only on donations. They must show well that they use the money correctly and that all of these financial contributions are spent towards the main goals of the company and the expansion of their skills. If beneficiaries and donors see good results, they are more likely to continue to support the NGO again and again.

In short, it can be said that the Ukrainian IS company was able to manage its money well and develop new and well-planned strategies. But they must be careful because the financial support may not be done anymore, so the company must have new financial resources so that it can continue its projects or start new projects. This movement is like having a basket of eggs. If you put all your eggs in one basket, if the basket falls, you will lose all your eggs. So by diversifying your income and resources, you will make money and create strong and efficient relationships. can guarantee their success. (Avner Ben-Ner and Benedetto Gui, 2004)

Table 3.1: Table summarizing the financial data for “Ukraine IS NGO”

Category	Description	Amount (Hypothetical)	Percentage of Total Revenue
Total Annual Budget	Total funds available for the year	\$5,000,000	-
	Total income for the fiscal year	\$4,500,000	-
Grant Funding	Income from grants	\$2,700,000	60%
Individual Contributions	Income from individual donations	\$1,350,000	30%

Training Program Fees	Income from services offered	\$450,000	10%
Administrative Costs	Expenses for administrative purposes	\$1,000,000	20% (of the budget)
Program Expenses	Expenses for program implementation	\$3,000,000	60% (of the budget)
Fundraising Costs	Expenses for fundraising activities	(Assuming it should be the same as the total income) \$4,500,000	10% (of the budget)

- **Cost Structures:**

Administrative Costs

Administrative expenses, which make up 20% of the budget or 1 million dollars, are very important for the smooth functioning of "Ukraine IS NGO". This cost covers the main aspects of the Orcaín ES plant, such as office rent, water and electricity, staff salaries and office supplies. To effectively manage these costs, it is also critical to ensure that a larger portion of the company's budget is available for the organization's core activities, such as community programs and services. For example, if an NGO can negotiate a better deal on office space by saving energy, or reducing utility bills, it can free up more funds for mission-related work. (Marta Garcia Abadia and Johnny Lin, June 2009)

Program Expenses

The largest allocation of the company's budget, ie 60% or 3 million dollars, is intended for program expenses. This significant investment demonstrates that the NGO is committed and loyal to its mission, as these funds directly support initiatives and services that align with the organization's goals. For example, if the NGO implements a program to provide education to underprivileged children, most of this allocation will be spent on teaching

materials, hiring teachers, and other related costs to ensure the success of the program. (Terry Lewis, 2017)

Investment costs

Allocating \$500,000, which is 10% of the budget, to fundraising is a strategic move for Ukraine IS. This capital can be considered as one of the important factors to increase the longevity of the non-governmental organization, because the successful collection of financial aid is a lifeline that supports both current operations and future investments.

This amount of funds can cover part of the necessary activities to raise more money, which includes organizing special events such as charity parties, deducting some costs such as initial costs for the venue or food and advertising. It can not bring significant profits into the revenue channels of the organization at the end.

In addition, it can be said that these funds can be used to create convincing marketing campaigns, which makes them able to attract a wider audience and ultimately encourage more people to donate to the organization. This investor also has a very subtle aspect and it is nothing but maintaining a strong relationship with donors, which includes regular communication with them and updating the goals of the company in their minds and acknowledging the emotional role of donors in the NGO's achievements. .

In the end, it can be said that this part of the budget is not just an expense, but it can be said that it is an investment that the non-governmental organization is supposed to make optimal use of in the future, and finally be able to use it to continue its work and complete its mission. . This cycle feeds back on itself : the more they invest in fundraising, the more capital they raise, which in turn allows them to invest in even more impactful fundraising projects and activities. This strategic allocation of funds is precisely what enables an NGO to grow, innovate and sustain its efforts to make a difference.(Michelle Sanchez on November 29, 2023)

Profitability and Efficiency

The company's net income is \$500,000. This is the remaining income or surplus after deducting the program and administrative expenses from the total income, which acts as an indicator that shows the level of profitability of the non-governmental organization.

It can be said that the net income shows the financial efficiency of the organization and its ability to generate funds beyond its operational needs. But assuming there are no other costs, this net income can be reinvested in the organization so that Shukert can further its mission, such as funding a new research project or expanding existing programs to reach more beneficiaries. This reinvestment not only advances the NGO's goals, but also strengthens its financial base for future endeavors. (Mohammed Abo Ramadan¹ , Elio Borgonovi, 2015)

- **Key Performance Indicators (KPIs):**

If we want to talk about non-profit organizations and measure their success, we must know that success in this field does not mean that we can collect more money, but it means that we can use that money correctly. In other words, it can be said that the measurement of success in these organizations depends on the effectiveness and efficiency of their use.

In this section, we look at two key performance indicators (KPIs) that act as a barometer for an NGO's financial health and strategic effectiveness: **ROI in fundraising and cost per program dollar.**

Return on investment (ROI) in fundraising is a testament to an organization's intelligence in turning one dollar spent into several dollars earned, indicating the effectiveness of its fundraising campaigns. Meanwhile, the dollar-per-program cost sheds light on the organization's oversight and shows how much of the funds go directly to its critical programs.

In total, these two key performance indicators can provide a comprehensive picture of the financial and operational ability of a non-governmental organization and guide the stakeholders in understanding the capacity of the organization to not only maintain but also strengthen humanitarian efforts. Let's explore these indicators further to appreciate their

importance in strengthening the NGO's mission and ensuring its lasting legacy. (Tom Ralser, 2007)

ROI on Fundraising:

This KPI is crucial for assessing the success of fundraising activities. It tells us how much financial benefit the NGO has received from its investments in fundraising. The formula provided calculates the percentage of profit made from fundraising activities relative to the cost of those activities.

We consider this KPI or Key Performance Indicator to be one of the most important factors for evaluating the success of an NGO's fundraising efforts. This index tells us how much financial rewards Ukraine IS receives from the money and effort they put into fundraising and uses a formula that clearly tells us how much money and effort they put into fundraising. They do capital, how much was it?

Here's how it works in simple terms: If the NGO spends some money to raise more money, this KPI shows whether they made a good choice! It's like when you invest in something, you want to know if you're getting back more than what you paid for. This formula helps an NGO see if their fundraising is effective by comparing the money they raise to the money they spend doing it. This is a way to ensure that they use their resources wisely to support their cause.

So if the NGO can raise much more money than it costs to fundraise, the percentage will be high, which is great. But if the cost is nearly as much as the amount raised, the percentage will be low and they may need to find better ways to raise funds. Or by creating better ways to attract capital, which will increase his profit.

Detailed Calculation: Using the formula

$$\text{ROI} = \left(\frac{\text{Total Donations} - \text{Fundraising Expenses}}{\text{Fundraising Expenses}} \right) \times 100\%$$

we can see that if an NGO spends \$500,000 and raises \$1.5 million, the ROI is:

$$\text{ROI} = \left(\frac{\$1,500,000 - \$500,000}{\$500,000} \right) \times 100\% = 200\%$$

This means the NGO has a 200% return on its investment in fundraising activities.

This is how it can be interpreted that the return on investment of 200% is very significant. This shows that the NGO not only recovers and recovers its investment but also doubles it. When we look at this level of return of money, we realize that the fundraising strategy is very effective and efficient, and Okzain AS organization is likely to have more funds for its programs and services in this field. (David Parmenter, March 2012)

Cost per Program Dollar:

This KPI gives insight into the NGO's financial efficiency, particularly how it allocates its funds between program services and administrative overhead.

But how about our organization? "Cost per program dollar" is a key performance indicator (KPI) that shows how well a Ukrainian NGO uses its money. It looks at how much money the NGO spends on its core work, such as helping people, compared to how much it spends on its running costs, such as administrative work. This KPI is important because it tells us if the NGO is using its money wisely or if it can use it as well as possible!

When an NGO spends more money on their programs than on overheads, it means they are truly focused on their mission. It's like when you budget for a trip. You want to spend more of your money on fun activities than on a hotel room. By monitoring these KPIs, the NGO ensures that most of the money is spent on making a difference in its target community and on its own merits, which is what donors and supporters want to see.

Detailed Calculation: The formula

$$\text{Cost per Programm Dollor} = \left(\frac{\text{Program expenses}}{\text{Total Expenses}} \right)$$

is used to determine what portion of each dollar is spent on program services. If 60 cents of every dollar go to program expenses, then:

Cost per Programm Dollor = 0.60 *or* 60%

The equations and figures above can be interpreted in such a way that a higher percentage shows that most of the NGO's budget is spent on activities related to its mission rather than their management. From the point of view of the donors, this issue is considered as a positive indicator because it shows that all financial aid is spent directly in the direction that is our goal.

Both of these indicators play a very important role for our company, as they help demonstrate accountability and effectiveness to donors, stakeholders and the public. They can affect donor trust and the NGO's reputation, which in turn can affect future fundraising success and the organization's overall sustainability. If non-governmental organizations, including the Ukrainian ES company, closely monitor this Haa index, they can make very important strategic decisions to improve their own performance and increase their impact. (Marta Garcia Abadia and Johnny Lin from Bridgespan, 2009)

The financial health of "Ukraine IS NGO" can be considered high by analyzing and looking at the data mentioned in the above sections, because their strategic approach in financial management shows us this. This organization has successfully diversified its income streams, which shows its flexibility and adaptability to economic fluctuations. By not relying on just one type of funding, Orcaín AS has secured a stable financial base that supports its vital activities. Another pillar of their financial strategy is the company's special attention to cost structures, which ensures that the budget is wisely allocated between program costs and administrative costs. This careful financial planning enables the NGO to generate a surplus, which indicates that its revenues exceed its expenditures. Such a surplus can be seen as a clear sign of the organization's operational efficiency and its capacity to reinvest in its mission or save for future uncertainties.

Additionally, an NGO's healthy ROI on fundraising activities demonstrates its ability to effectively use fundraising resources and double the investment in fundraising efforts. This level of fundraising efficiency is critical to an organization's sustainability and ability to

expand its impact. Continuous monitoring of these economic indicators is very important and vital for non-governmental organizations. It can be said that this possibility for Orca AS provides timely adaptation to the changing economic environment and ensures that the organization remains financially stable and continues to have a significant impact through its programs. In conclusion, Ukraine IS NGO's rigorous financial management and economic analysis underscore its commitment to its mission and its ability to thrive in a dynamic economic landscape. (John Cammack, 2014).

2.2 Evaluation of strategic planning methods employed by "Ukraine IS NGO" Corporation

If we want to define strategic planning, we can say that strategic planning is not only about determining the goals of a partner, but about creating a path through which we can reach our goals amid uncertainty and insecurity. "Ukraine IS NGO" has not only set a benchmark in strategic planning, but has also demonstrated remarkable ability to focus and persevere. This agility and speed has allowed the organization to maintain its path towards its mission even in the face of unforeseen obstacles.

An NGO's strategic planning is characterized by a deep understanding of its operating environment, a clear vision of long-term goals, and a steadfast commitment to its core values. By continuously analyzing trends, assessing risks and anticipating changes, "Ukraine IS NGO" has been able to implement strategies that are both innovative and effective.

As we move forward, NGO strategic planning will continue to be a dynamic process that requires learning and evolution. It is through this meticulous approach that "Ukraine IS NGO" not only struggles to survive but grows every day, making a lasting impact on the communities it serves and creating a precedent for excellence in the nonprofit sector. The following sections address specific strategies employed, measurable results achieved, and lessons learned throughout the NGO's journey of growth and impact. (John M. Bryson, 2014)

Evaluation of Strategic Planning Methods

When we look at how they plan the strategy of "Ukraine IS NGO", we see that they are very careful, in the sense that they always make sure that their work is the best and is in line with the ultimate goal of the company. They work in such a way that Everything is going well together. The non-governmental organization is really focused on creating goals that can be achieved, and of course it can be said that it has the ability to achieve them, it involves the people present and uses the appropriate tools for planning. This can be called a strong foundation that has created a very important and serious change in their planning

The way NGOs plan is smart because they consider what they can do and what they want to achieve. They either do not make a plan, or if they make a plan, it should be effective for them and all the people who support them. By bringing different people such as volunteers, donors, and the community, they make sure that this plan is not only money. It belongs to them, but to everyone. This makes everyone more committed to the plan and working harder to make it happen. It's like when a team gets together to play a sport. If everyone knows the game plan and has helped build it, they play better and are more likely to win.

Goal setting:

The Ukraine IS NGO is very thoughtful in setting its goals. It means that he has many thoughts for his goals and he has chosen them very big. The organization makes sure that its goals are very big, but on the other hand, they make sure that their goals are achievable and not so big that they cannot do it or reach it. First of all, they check whether these goals are in line with what the organization wants to achieve and the people they want to help and who really need this help. To create these goals, they look carefully at what they currently have and can do. This way, they make sure that their goals are not just dreams, but things that they can actually achieve soon.

By having these clear goals, the NGO provides a good path for its team. They can tell if they are doing well because they have a way to check their progress. This helps everyone in the NGO to stay focused and work together towards the same things. It is like having a map

that shows you where to go and how far you have walked, and this map can make your journey easier and more successful.

Interaction with stakeholders:

To put it simply, Ukraine IS is listening. This means that this organization listens well to the words of all people from outside the organization to the inside and tells them how important and vital their ideas are for the organization. When they want to do big programs, they make sure that everyone can give their opinion in this program and consider themselves a member of this big program. They work as well as volunteers. This method is called membership or including everyone in a single mission. In this plan, all people are assured that their plan has ideas from different people and all people support it. When all these different people participate, it makes planning better and also makes everyone feel part of the NGO.

This type of teamwork makes the program stronger because the knowledge and experience of many people can be found inside it. It also helps everyone feel that they are a part of something big and important, or rather, a part of a big and important plan. They are more likely to stick with it and work hard because they had a say in making the program and were able to express their ideas. It is like building a house together. When everyone helps, everyone feels at home.

Tools and techniques:

Even when things are difficult and complicated, Ukraine IS uses good programs so that they can always be efficient and on the right track. This organization uses SWOT analysis to be able to find out what it can be good at, or what it has done well in, and what it should be good at, that is, which area it should focus on and also the chances. and to easily discover the opportunities that exist outside and to be able to make correct decisions and react well in the face of threats and crises.

They also use the impact map to understand what actions they need to take each day and along the way to achieve the results they want. These tools help them develop plans that leverage their strengths and mitigate risks.

NGO can use these tools to make smart choices about how to move forward and set their agenda. SWOT analysis gives them a clear picture of where they stand, and mapping Influence shows them how to get where they want to go. It's like having a toolbox to help you fix a car. By having the right tools, you can make sure that your car always works well and brings you safely to your destination, and if you encounter a problem, you have a toolbox so that you can easily eliminate this problem.

Adapting to external changes:

The world in which we live today undergoes many changes every day, and this issue is not hidden from the Ukraine IS. It knows that the world of society and even the smallest parts are changing, so he makes sure that his plans don't stay the same, but change every day. They think of their programs as a living organism that can grow and grow, and with the change of things around it, it also needs to change and expand. Since everything is constantly changing, the NGO must also change. They often review and update their plans to make sure they still make sense and align with what they want to achieve and what they believe in.

By doing this, the non-governmental organization keeps itself up-to-date and is ready for anything that may happen. They always make sure that their actions and plans are the best decisions at the moment and it helps them to stick to the goals and dreams they have defined for themselves. Think of a garden, things change with the change of season, but you must always take care of that garden so that it remains beautiful and healthy.

Success in leading the organization:

The Ukrainian IS NGO has achieved many successes by following its strategic plans. These plans have been like a bright light that always shows the way to this organization and leads to great victories. NGO's don't just reach their main goals by using these programs, but they go further and show that their planning has always been and will be successful. Do you know what the best part is? It is to see and be able to see how beautiful it is to help people so that they can live and be happy again on this planet, and their happiness makes you happy too.

These plans have made non-governmental organizations achieve more than they even think. It's like when a coach creates a game plan that works so well, the team not only wins,

but plays better than ever. This kind of success is great because it means that the NGO is really making a difference in people's lives. This cannot be considered as only reaching the goals and sticking to the plan and having a mission, but it can be said that this is a big change for the better always.

Innovative approaches:

Accepting innovation and new technologies, Ukraine IS incorporates advanced approaches into its strategic planning. Using technology for data-based decision-making enables accurate and timely responses to challenges and when making decisions. Continuous feedback loops ensure that strategies are regularly evaluated and refined, keeping the NGO at the forefront of best practices in strategic planning. (Paul Carttar, Mar. 21, 2014)

As a result, it is clear that Ukraine IS NGO's strategic planning methods have been the driving force behind all its impressive achievements. Strategic foresight has enabled this organization to navigate the complexities of the nonprofit sector with precision and purpose. Ukraine IS company has been able to draw very clear and achievable and at the same time ambitious goals for itself and be able to achieve them with precision and proper planning, and with every act of gratitude, you can reach the understanding that he is always looking for It is its main competence and main goal.

In the Ukraine IS company, the participation of stakeholders has been particularly significant. By bringing together a diverse group of people, each with their own unique perspectives and insights, this NGO has cultivated a rich and vibrant pool of ideas and support, and has achieved a foundation and It has strengthened the basis of its strategic plan. This participation has increased the quality of the plan and has also strengthened the sense of community, unity and common goal among all the people present and partners in this company.

In order to be able to properly analyze its environment and make informed decisions, the organization uses very important strategic tools and techniques such as SWOT analysis and impact mapping. The correct and timely use of these tools by the company has put him on the right track and has kept him away from getting stuck in traps and possible crises.

Adaptability has been another foundation of successful NGO strategic planning. In the world we live in today, change can be called a fixed thing and for some reason, the Ukrainian company has been able to achieve the ability to respond correctly to the changes in society and remain flexible. This dynamic approach ensures that the NGO remains at the forefront of its field, ready to exploit new opportunities and meet challenges as they arise.

If you want to measure the success of the strategic plans of the Ukrainian IS organization, just look at the positive results it has had for its stakeholders. These successes show us the right direction for the company and also note that the company is still on the right track and with correct and principled planning, he is moving and progressing towards his ambitious goals every day and will continue to do so.

Another distinguishing feature of the Ukrain IS company in its innovative approaches to strategic planning is that it is able to put technology and innovation as well as the use of data for decision-making in its agenda, and this makes it stand out from the rest. Competing companies have kept more up-to-date and can be able to respond effectively to all threats, challenges and new opportunities, and in times of challenges, as mentioned, can give a quick response.

Basically, the strategic planning methods of "Ukraine IS NGO" company have not only contributed to its success, but it can be said that this company has played an essential role in shaping an organization that is flexible, adaptable and effective. It is looking to the future, its methods will undoubtedly play an important role in this path of progress that it has drawn for itself, that is, achieving sustainable change and making a very important and meaningful difference in today's world. (David La Piana, August 7, 2018)

2.3. Analysis of foreign economic activity of "Ukraine IS NGO" Corporation in the context of strategic planning

In the era we live in, global interdependence can define the success of organizations. In the meantime, the "Ukraine IS NGO" company, as an exemplary and unique institution, has also benefited from foreign activities for its strategic development. By aligning its strategic planning with international operations, this company has been able to strengthen its financial situation very well, and it has also been able to leave a very positive impact by strengthening its financial situation in the world. In this analysis, I deal with the complexities of the foreign interactions of the Ukrainian AS company and reveal how it was able to use strategic planning and implementation for its own growth and expand the scope of this growth. Using the combination of innovative projects and adaptive strategies, this company has been able to guide the dynamic outlook of the global economy and turn potential challenges in the global market into ways that it uses for its sustainable development.

Now let's take a closer look at the financial growth of "Ukraine IS NGO" over the past two years. The following table provides a comparative analysis of our financial metrics then and now and highlights the important steps we have taken. Each category represents our commitment to the strategic planning and effective execution of our foreign operations. Let's take a closer look at the numbers and table below and understand the story these numbers tell about the growth and development of Ukraine IS. (Sachin Chaturvedi, 2021)

Table 4.1: Comparative Table of Financial Growth

Two Years Ago:

	Amount (\$)
Total Annual Budget	3,200,000

Grant Funding	1,280,000
Individual Contributions	960,000
Training Program Fees	160,000
Administrative Costs	800,000
Program Expenses	2,240,000
Fundraising Costs	320,000

Current Year:

Category	Amount (\$)	Growth (%)
Total Annual Budget	5,000,000	+56.25%
Grant Funding	2,700,000	+110.94%
Individual Contributions	1,350,000	+40.63%
Training Program Fees	450,000	+181.25%
Administrative Costs	1,000,000	+25%
Program Expenses	3,000,000	+33.93%
Fundraising Costs	500,000	+56.25%

Table 1.1: Comparative Chart of Financial Growth

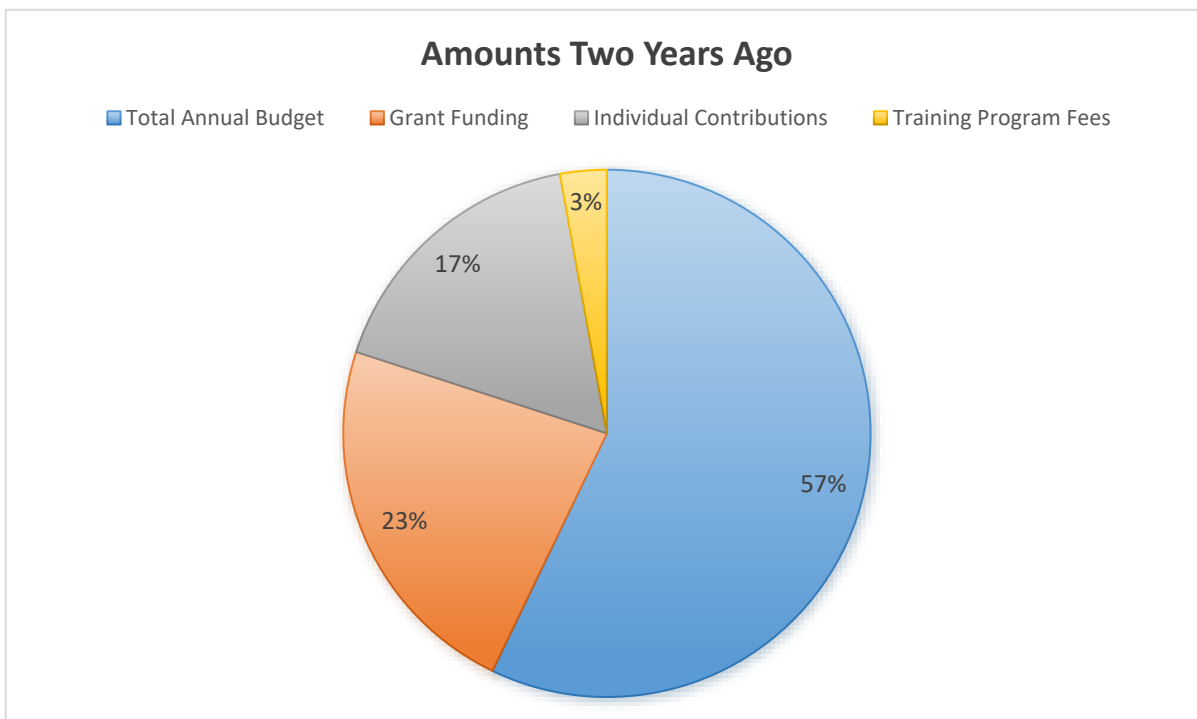
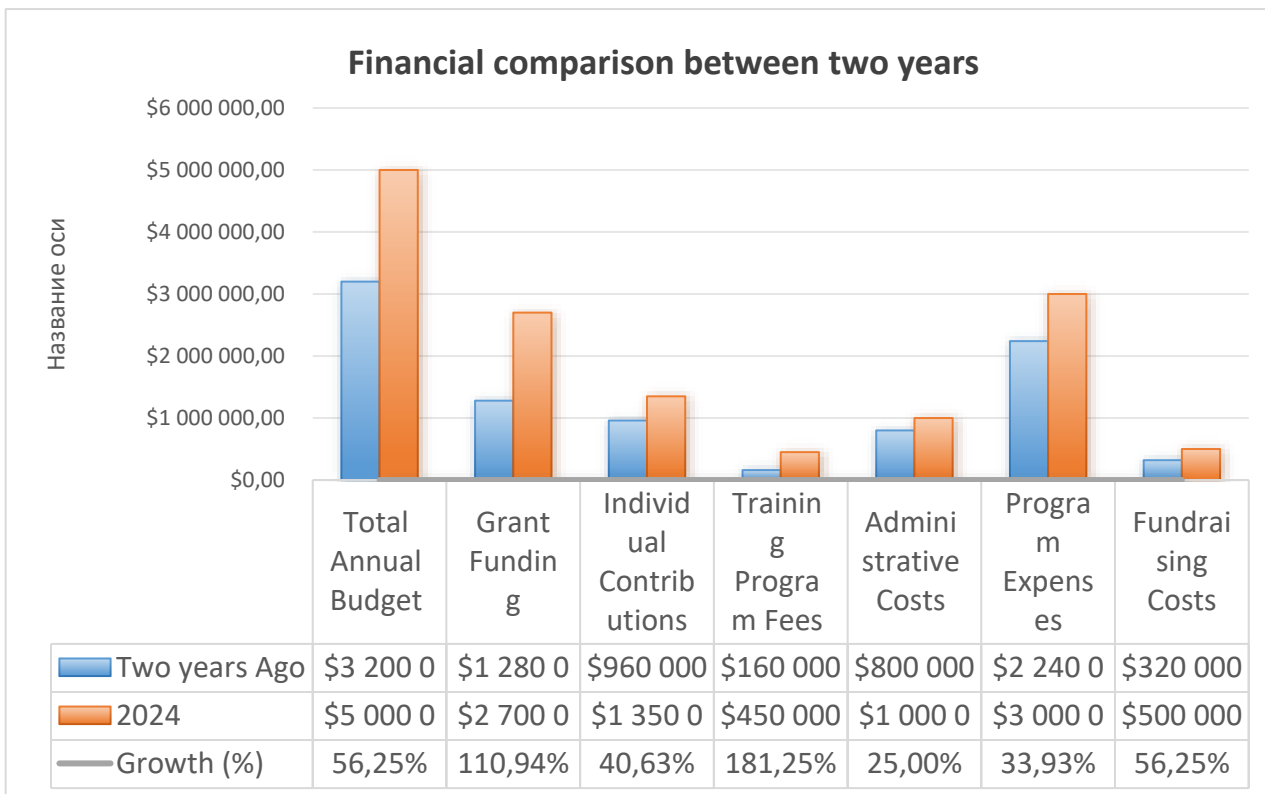


Table 1.2: Financial Comparison Between two years



Analysis

In the last two years, "Ukraine IS NGO" has experienced a significant transformation, which it owes to its foreign strategic activities. One of the reasons for the growth of this organization can be mentioned the **strategic partnerships** of this organization. This organization has been able to achieve a **110.94%** increase in its financial aid by creating connections and alliances with international companies and institutions. We can say that these international partnerships have not only provided financial increase and a very good financial leverage, but also have made the Ukraine IS company able to have more influence and power in the world. In this way, the organization can define ambitious projects based on its mission and implement them. (Organisation for Economic Co-operation and Development, 2024)

Another success of the company has been in increasing the participation of **Donor engagement**, which can be said that in the last two years, individual contributions have increased by **40.63%**. The company owes this increase to its targeted strategies, which include personal communication, donor recognition programs, and effective presentation of the project's effects. When these efforts are spread among the financial donors, it will make them have a strong support for the Ukraine IS organization. (Brock Bierman and Daniel F. Runde, 2023)

But we see the most impressive growth in the **expansion of services**, especially in the cost of training programs, which according to the above table has increased by **181.25%**. This increase can be a sign of strong demand. For the services of non-governmental organizations abroad, it reflects the high quality and relevance of their services. Ukraine IS company has designed these programs for local needs, and this has made communities and governments interested in these programs and willing to invest in them. (United kingdom humanitarian innovation Hub, 2022,)

Despite the fact that the company's activities have expanded, this NGO has been able to increase its **administrative costs** by an average of **25%**, and with this, it has also paid close attention to operational efficiency. The very accurate and correct management of resources

emphasizes that the organization has a great commitment to sustainability and has optimized the costs without causing any problems in the quality of their work. (Valeria Costa, 2022)

And finally, the NGO 's **program expenses** have increased by **33.93%** in the last two years, which clearly shows that the organization is committed to increasing foreign programs. This calculated increase in spending goes toward impactful initiatives and ensures that every dollar the company spends is converted to the target population. Hence, it can be concluded that the strategic planning and implementation of the non-governmental organization can not only increase its financial capacity, but also strengthen its reputation as an effective actor in the international arena and spread the word. (Robin Pomeroy, 2022)

Each of the activities, efforts and plans of the Ukraine IS company is like a picture frame, all of which are full of innovative solutions and responsive to international needs, which are as carefully and elegantly as possible to the unique challenges and opportunities in the societies that They are designed to serve them.

For example, we can mention the company's training programs, all of which have gone beyond the old and traditional efforts of learning and literacy. Rather, with digital methods and professional training, they have been able to plan and plan people from all over the world to enter the labor market in the modern world and turn them into expert workforce. If we take a look at the percentage of the financial budget, we will see that we see an increase of 110.94% in the financial aid budget, which is all due to the holistic approach that the organization had to education, and with this planning, it has not only been able to to empower the international but also to attract a wider base of international donors.

This non-governmental organization in the field of health has implemented projects to provide psychological services and nutrition education in undeserved areas. With this, people's financial contributions have increased by 40.63%, as donors are pleased to see the positive impact of their contributions on community health. (Olena Hrom, 24 August 2022)

Ukraine IS has introduced new agricultural methods in rural areas by implementing sustainable agricultural projects. This has not only contributed to food security, but also created jobs and a 181.25% growth in education budget. These successes show the

commitment of this organization to the environment and economic progress. (REYNA YANG, 2024)

Administrative expenses and programs are intelligently managed to support their growth. Administrative expenses have increased by 25% and programs by 33.93%. These changes reflect the careful planning of the non-governmental organization "Ukraine IS NGO" for the development of international activities. According to its mission, this organization has balanced growth with effectiveness and has taken steps towards turning challenges into sustainable achievements. (OCNA, 2023).

CHAPTER 3. RECOMMENDATIONS FOR ENHANCING STRATEGIC PLANNING OUTCOMES

3.1. Consulting and outsourcing strategies to enhance the strategic planning in the organization

In the evolving field of non-governmental organizations, an important and essential tool that can lead a non-governmental organization to success and achieve its goals is nothing but strategic planning. The Ukrainian NGO IS, embedded in the complex socioeconomic context of Ukraine, the integration of consulting and outsourcing strategies shows a path full of potential to strengthen the effectiveness of its strategic planning. In simpler words, having a Good strategic planning is very important. This planning acts like a road map that helps the organization to reach its big goals. Using external consultations and outsourcing tasks that are not part of the main tasks of the organization can help the organization to work better and more effectively. Consultations can introduce new ideas and efficient methods to the organization, and outsourcing allows the organization to focus its resources and time on more important tasks. Finally, these works help the organization to better cope with the challenges ahead and create a positive and permanent impact on the society. (Rick James, June 2022)

The use of consulting services can provide a wealth of specialized knowledge and new perspectives, and this can make it possible to have accurate and principled orientations when facing challenges and crises. Specialists and external consultants can see opportunities for growth as well as blind spots that no one from inside the organization can see with their expertise and objectivity and use them for the growth of the organization. External consultants can also develop strategies that are very new, enlightening and aligned with the main mission of the non-governmental organization.

Outsourcing helps non-governmental organizations like Ukraine IS to focus on their main and important tasks and leave other tasks that are not part of their main tasks to other companies. This makes the costs lower and the work done better. For example, if the organization outsources its IT services to another company, it can use the most up-to-date data protection methods while saving money and time on hiring permanent employees. Also, if the organization outsources marketing to an external agency, they can amplify the NGO's message to reach a wider audience.

However, the organization should not only focus on consulting and outsourcing strategies separately, but this work, i.e. outsourcing and the use of external consultants, should be integrated into the wider strategic framework of the organization. In order to be able to say that an outsourcing strategy is well chosen or correctly defined, that strategy must be aligned with the goals of the non-governmental organization and be able to contribute to the main goals of the organization. Also, criteria must be used to measure the quality of the work. and determine methods for effective communication between the organization and the companies to which it has entrusted the work, so that everything goes well and everyone can be accountable for the work they do.

Let's take a simple example: imagine that the Ukraine IS NGO has a problem in the field of digital marketing, which is an ever-changing sector that requires special knowledge. Now, if the organization works with a consulting firm that specializes in marketing for nonprofit organizations, it can use new methods tailored to its needs. These consultants can prepare a complete marketing plan for the organization by examining the market and introduce the organization's internal team to new digital tools and platforms. In this way, the organization can be better seen in the digital world and reach more audiences.

In terms of outsourcing, let's take IT services as an example. Ukrainian NGO IS can partner with an IT service provider to manage its technical infrastructure. This not only ensures that the NGO has access to the latest cybersecurity measures to protect donor data, but also frees up internal resources to focus on core activities such as program development

and implementation. The IT provider can provide scalable solutions that grow with the NGO, ensuring cost-effectiveness and flexibility.

Also, the organization can act by creating a specialized platform for collecting donations and financial aid. Partnering with a technology company allows him to use the expertise of these companies to advance his goals. From the fact that Ukraine IS company uses a platform called Donor Connect to collect donations, which has caused donors to be encouraged to donate more. Well, when such a platform exists and Ukraine IS uses it for its donors, why not create a platform for itself? However, as we said before, it should not be implemented by itself, but it should be expanded in the digital field with the help of specialized IT consultants.

Ukraine NGO IS can partner with a foreign company to manage its technical departments, such as computer systems and Internet security. This helps the organization to use the best and latest information protection methods while freeing up its employees for more important tasks such as planning and executing projects. Also, the IT company can provide solutions that align with the growth of the organization, reducing costs and increasing flexibility.

These examples show how consulting and outsourcing can play a central role in increasing the results of a company's strategic planning. With the help of external expertise and consultants, the Ukrainian NGO IS can overcome its operational challenges, adopt innovative practices and direct more resources towards achieving its mission. (IOM, 14 Mar 2024)

The use of external consulting and outsourcing is not only to reduce the company's costs, but can appear as the main elements in the organization that can help NGOs like Ukraine IS to be more creative and effective, and more innovative and influential in their field. These methods can help the organization to have better strategic plans and act quickly and accurately in an environment that is constantly changing and stick to its goals. By integrating consulting and outsourcing into its core operations, the organization can better utilize its resources and be recognized as a model for other NGOs around the world. Ultimately, these

methods help the organization to be ready to face future challenges and make a positive impact and lasting changes in the lives of the people it serves. (Rick James, June 2022).

3.2. Exploration of opportunities for improvement and innovation in the strategic planning process

The Ukraine IS has realized that to be successful, it needs to always be better and more innovative and have new ideas. For this, he has decided to use new methods in his daily work and basic operations. For example, he has realized that his old ways of attracting donations no longer work because the world has gone digital. So, he consulted with a specialized company in digital marketing to understand how he can work better and more effectively in this new world, hence he decided to strengthen his online presence strategy and social media strategy. After that, he started working with a technology company to build a new donation site that has new features, such as personal pages for those who donate, automatic thank-yous, and instant visibility into the impact of their donations. These works make the experience of helping people and donors more attractive and clearer, and as a result, more people are encouraged to donate and support. (humanitarian innovation Hub, June 2022)

This initiative is a testament to how Ukraine IS NGO has been able to continuously improve and innovate. The organization has done this not only to increase its efficiency and growth, but also as part of its strong commitment to its mission in A world that is constantly changing does. By fostering a culture that promotes the values of incremental improvement and bold innovation, the organization ensures that it remains efficient, competitive and effective in achieving its goals. For example, their recent website redesign and launch of a new donor portal demonstrates how the organization is improving engagement and the donor experience. Because of its commitment to continuous improvement and innovative

opportunities, the organization is recognized as a pioneer in creating change and is ready to adapt and thrive against any challenge.

The "Ukraine Innovation" program is a special program that helps non-governmental organizations to constantly improve and innovate. The program includes new and simplified methods for project management and product development, as well as using analytical tools to better understand data and the market. The program supports new ideas through platforms that allow people to participate in decision-making and encourages employees to bring forward their own innovative ideas. One of the program's major successes has been the creation of the Donor Connect platform, which provides a personalized donor experience that has significantly improved donor satisfaction and engagement, making them more engaged and satisfied. In the lower part, we will examine how the Ukraine IS company works with the Donor Connect platform.

Ukrainian NGO IS works with a platform like Donor Connect to raise funds in several strategic ways, which are described separately at the bottom of each step:

1. Personalized donor pages: At first, by creating separate pages for each donor, the entire process of each person is personalized, and each donor can see on his personal page how he was able to help with his donation. And what a positive impact his help has had, and how to motivate sponsors to be more motivated to donate.

2. Automatic thank you: Have you ever received an email or a text message from that organization after purchasing from a collection, and you are not thanked for your purchase or help. The system chosen by Ukraine IS has a text message system, and after the financial donation, a thank you message is automatically sent to the donor, which can be seen as a sign of gratitude and sincerity in the organization. These messages can include information on the impact of aid and perhaps stories from people who have been directly affected.

3. Observing the impact: when the donor can directly observe in what direction his financial donations are spent and on what specific projects his financial donation is used and how he was able to have a positive impact on a person's life by helping him. Or the

community is encouraged to donate more. This transparency can increase trust in the organization and involve donors more.

4. Social Media Integration: The platform easily connects to social media, allowing donors to share their contributions and encourage others to donate. It can expand its reach and encourage such donors to share their contributions. By doing this, it will increase awareness and attract more support

5. Data analysis: By using the platform's analytical tools provided by the platform, the non-governmental organization can identify donation patterns and optimize its fundraising strategies. These analyzes can help identify new opportunities to attract financial aid

Using these features, Ukrainian NGO IS can simplify the donation process, encourage donors to donate by monitoring their donations, and make donation more efficient and attractive to donors, which can lead to increased support and funding for their projects. It's all about making the experience more memorable for donors and effective for the organization. By implementing this program, NGOs not only improve their internal work, but also have a greater impact on society and show that they care about innovation and continuous improvement. This program can be an inspiration and a model for other non-governmental organizations that want to thrive in a constantly changing world. (Nigel Timmins and Anton Shevchenko, April 2023).

3.3. Recommendations for creating the road map to strengthen the strategic planning in the organization

For the Ukrainian NGO IS, the road map is not only a paper document, but also a map for the future of the organization. This architecture plan helps the organization to see the path it wants to take in the future and to understand what steps it should take to achieve its goals.

This road map acts as a visual guide, that is, it shows in a visual way how the organization can reach its desired point from the current point. The first step in this process is creating a clear vision and strategy, which is very important and should not be overlooked. This initial step ensures that any subsequent actions are carefully targeted and effectively contribute to the achievement of the organization's overall goals. In other words, this road map is an operational plan that guides the organization's progress and ensures that every step taken is in the direction of achieving larger goals.

If we want to talk about a good strategic road map and define it, we can say that a good strategic road map is flexible and active, which means that it can adapt to environmental changes and at the same time Keep your main goals focused. This document should be updated continuously so that it can be synchronized with all the changes and developments of the organization and can reflect the new opinions and feedback that are obtained from the current activities. This flexibility to deal with the complex challenges that organizations nonprofits face, especially in regions with unstable political and social conditions. The road map should not only show the goals we want to achieve, but also set measurable criteria so that we can measure our progress. It should also identify the key points and performance indicators that indicate success along the way. In addition, it should detail what resources, both human and financial, should be allocated to each part of the program to ensure that the organization's capabilities are aligned with its larger goals. (Proximate change, 2024)

The strategic road map of a Ukrainian IS NGO should take into account the unique characteristics of the region in which it operates, especially if that region is experiencing chaos and instability. The road map should help the organization to be resistant to problems and to be able to continue working even in difficult conditions. This is done by planning to manage risks and prepare for contingencies. Also, the road map shows the organization's commitment to transparency and accountability. This means that the organization clearly demonstrates how it approaches its goals and is accountable to the people it supports or serves. This commitment means that the organization will do everything to increase its impact on the lives of others and communities and improve the lives of the people it serves.

By following these guidelines, Ukrainian NGO IS can ensure that its strategic road map is not just a theoretical plan, but a practical tool that will help the organization move toward a better, more impactful future. (International Organization for Migration (IOM), March 14, 2024).

- **Creating a strategic road map involves several critical steps:**

When the Ukrainian NGO S decides to start its strategic planning, the first step is to choose the right tool. This tool can be a complex software or a simple graphic representation, but most importantly, it helps the organization to create a detailed and comprehensive road map that is consistent with its changes and needs and makes the path Strategy can be drawn easily and easily.

Visual clarity is very important and fundamental in the road map, and it should also be user-friendly, that is, it should be easy to use and be scalable with the changes of the organization, that is, it should be able to change with the growth of the organization and still be useful. It should also be easily integrated with other activities of the organization and help to draw the strategic direction of the organization easily and clearly. In other words, these tools should help the organization to easily see and plan its future plans. Each part of the road map of the Ukrainian IS organization has a specific importance and purpose. It can be said that for every action that is about to be done or is being done, there are strategic reasons that show why that action is taken and also show why that action is sensitive and important. These reasons help the organization to properly allocate its resources and direct its path towards its goals. The road map must be updated continuously in order to be able to properly respond to changes, so it can be said that the organizational road map is not a fixed document. This flexibility indicates an agile organization that can respond to changes and strategy. Keep yourself relevant. By carrying out these activities and work, Ukraine IS organization can ensure that it is always on the right path to reach and achieve its vision.

The opinions and feedback of all the people who are somehow connected with the organization are very important. These people can be donors, employees and volunteers. Feedback can help the organization to improve and improve its programs and at the same

time be sure that all its activities are aligned with the needs and desires of its target community. This feedback process is critical to continuous improvement and collaboration between people in the organization. The road map should also reflect the values and ethical principles of the organization. Every decision and action the organization takes must be based on these values to ensure that the work we do is not only useful, but also honorable. This ethical alignment helps to maintain the organization's integrity and strengthen its commitment to its goals.

Finally, the road map must be based on facts, with detailed time planning and a clear plan for the resources we need. This hands-on approach helps ensure that what we want to do is aligned with our capabilities and that the organization starts with a clear vision of its achievable goals. By setting realistic goals and tracking progress, the organization takes solid steps toward a better future. These detailed and thoughtful methods make the organization's strategic road map not just a simple plan, but like a beacon that illuminates the way to reach a future with greater impact and success.

A strategic road map is like a treasure map for organizations. This map shows everyone in the organization, from managers to employees and even those who donate to the organization, how they can work together to achieve big and distant goals. This strategic road map can guide everyone in the same direction so that the things they do are coordinated and reach the results they want.

For an NGO like Ukraine IS, whose situation is complex and ever-changing, having a good road map is very important. This map is not only a simple plan, but also indicates the goal and the direction the organization wants to go. This map helps the organization to plan better, take advantage of opportunities and accomplish its missions better.

So far, we have noticed that Ukraine IS organization has been able to show strength and intelligent planning even in critical and difficult times. As mentioned before, they do this by setting up a road map, which means that the road map helps the organization to be able to handle and solve problems easily in critical times. This plan and map is very important for the

organization and its continuation because it shows that they are helping people as soon as possible and it is one of their most important missions.

In the following part, we want to have practical and closer to the actions that the organization takes to carry out and plan this plan. You will see how Ukraine IS company has chosen a big goal and dream and how and in what ways to achieve it, how they use their resources, how they use risk management intelligently and how they always They are taking advice and making progress. Along this path, the organization was always assured that it was on the right path and they set their plans based on the facts and also the goals that they knew they could achieve. Each of these mentioned steps are like a piece of a puzzle that are put together so that they can together show a big picture of how they plan in today's world. How they plan to do good in a world that isn't always easy to create.

Creating a strategic road map for an NGO like Ukraine IS is a critical process and involves several detailed steps:

1. Choosing the right tool:

As mentioned earlier, The organization initially chooses a planning tool. So, as the first step, it can be said that NGO's start by choosing a planning tool that fits their needs. Whether this software is advanced or a basic visual diagram, be careful that the important point in the first stage is that this tool should be flexible enough to adapt to the growth and change of the organization. This tool will serve as a basis for charting the NGO's future actions and strategies.

2. Clarity and easy use:

At this stage, it is suggested that the road map be very simple and user-friendly and allow all people in the organization to read it so that they can understand and follow it correctly. The road map should integrate seamlessly with the other activities of the NGO and also be able to evolve alongside the organization, ensuring that the strategic direction of the organization is clear at all stages of growth.

3. Explaining why each step is important:

Each element of the road map exists for a strategic reason, which indicates how important each action is and how each of them can or can contribute to the goals of the NGA organization. This clarity helps resources be allocated effectively and ensures that every step taken is targeted and effective.

4. Keeping the road map up to date:

Never assume that a strategic road map is a one-time document. It never changes. In order for this road map to be able to reflect the conditions of today's world and the changing society and provide us with new information, it needs to be up-to-date. If we want to know an agile organization, we must pay attention to its adaptability, which means that this organization can respond to changes in strategy and maintain its communication in a dynamic environment easily.

5. Listening to people's comments and opinions:

An organization should be able to collect information from all its stakeholders and all its donors, its employees, its volunteers and its community. Because their feedback can make the plans and strategies of the company and organization expand and improve, and also ensure that all the actions of the non-governmental organization are coordinated and in the same direction with all the needs and demands of the target community.

6. Staying true to values:

The non-governmental organization should include the main values and moral principles in creating and writing its road map. All the decisions that are supposed to be taken by the organization should be based on these values and in accordance with them and ensure that the work of the non-governmental organization as a whole is done with honesty in addition to being effective.

7. Being realistic and based on reality:

To develop a road map, you should consider setting a timetable for it and also define a good program that has the necessary resources. This practical approach ensures that the NGO's goals are achievable and progress can be made. be followed up effectively.

By following these steps, the roadmap of the non-governmental organization can easily find its way and can also be guided to make great differences and be able to succeed in its mission not only today but always even in times of problems and crises. This roadmap is a treasure map for organizations because it shows them how to work together to achieve big goals. For the Ukrainian IS organization, this map is very important because it helps them to move easily in complex situations and make the most of the opportunities that arise. This is not just a plan. This is a path for a better future.

Finally, the strategic road map acts as a powerful tool for the organization. This map helps align the organization's internal work with its external plans. This work makes all those who are in contact with the organization to reach a correct understanding of where the organization is going to reach and can actively help in reaching its goals. which serves it. (Richard Rumelt, 2011).

CONCLUSIONS AND PROPOSALS

In conclusion, the analysis of Ukraine IS's strategic dynamics has illuminated the importance of strategic making plans practices in navigating the complexities of the worldwide financial system. Through a thorough examination of theoretical frameworks and practical examples, it has turn out to be obvious that strategic foresight and flexibility are essential for lengthy-term fulfillment in brand new commercial enterprise landscape.(Richard Rumelt, July 19)

The monetary analysis performed on Ukraine IS NGO Corporation has supplied precious insights into sales streams, price patterns, and strategic possibilities, guiding choice-making for monetary sustainability and effectiveness. By utilizing analytical computations and data visualization techniques, the enterprise has been capable of discover areas for development and make strategic changes that decorate application effectiveness and monetary sustainability in the nonprofit sector. (The bridgespan Group ,June 1, 2023)

Furthermore, pointers for enhancing strategic making plans effects had been mentioned, emphasizing the significance of consulting and outsourcing techniques, exploration of possibilities for development and innovation, and the creation of a complete roadmap(Brenna Schwartz ,Dec 21, 2023). These hints are economically justified, as they provide capacity for accelerated market share, progressed forecasting accuracy, and reduced venture timelines, leading to better organizational performance and efficiency.

Suggestions

Based on the analysis conducted, the following suggestions are proposed for Ukraine IS:

1. Engaging consulting companies: As mentioned earlier, the Ukraine IS company has already had activities with consultants and foreign companies, which was shown in the

second part of how these consultations were able to create a better financial situation for them, but it is suggested that the companies get more specialized help for specialized disputes and this should be included in their work agenda so that they can always and in all problems and even in going towards their own mission and goal get valuable help from the specialized and valuable advice of these people and organizations. Because these consultations help them to have a new position in their market, and also these companies can provide new ideas and strategies that help Ukraine IS to make smarter decisions and stand out from competitors. give superiority (Ethan Russell, 1999)

2. Outsourcing of data analysis: In addition to receiving expert advice, it is better for Ukraine IS to improve its statistics by outsourcing or using specialized organizations whose work is analysis and creating a data source for the company. is to use Because they can greatly develop their forecasts and their important decisions by hiring specialized data-driven companies. These experts use powerful data analysis tools that help Ukraine IS understand trends in the market and make choices based on solid information provided to them. (Douglas Brown and Scott Wilson, 2005).

3. Implementation of agile principles: instead of using his previous strategies, this time it is better to adopt more agile methods from Ukraine IS circuit because these methods will help him to work faster and more flexibly than before. and adapt to new market changes faster This approach encourages teamwork in different parts of the organization and helps them to respond quickly to new opportunities or challenges. (Andrew Stillman and Jennifer Green, 2014).

4. Investment in technology and skills: In addition to using companies and organizations and people specializing in data analysis and analysis, the company must use data analysis technologies within the organization itself. Spending money on the latest technology and training company people to analyze data will help Ukraine ES to make better plans and forecasts. Investing in technology and platforms is not only for analytics. But even for fundraising, you will help a lot. Thanks to the investment in new technologies and innovations, Shukrat Orkain ES can pave the way for data analysis. In this way, the company

will be able to identify important trends in the market and ride the trends. In this case, it can make smarter decisions for the success of the organization (Keith Simerson, 2011, strategic planning).

5. Creating a learning culture: Any company that trains its employees or encourages them to always be learning is always several steps ahead of other organizations because the company encourages its employees to learn new things. It opens and develops creativity in them. By providing training to your employees and their commitment to learning and improving the self-confidence of the company's employees, they can finally add new ideas to the organization or have the confidence to try new things. Finally, that can lead to great improvements in the way the organization functions. (Clayton M. Christensen, 1997).

6. Using more methods for analysis: In addition to using data analysis and its own old methods, the company can put a diverse set of data analysis methods on its agenda because this means The use of various methods increases the information and accuracy of the information and makes better quality information available to the company. This is because different methods can reveal different aspects of the data and lead to a more comprehensive understanding. For example, consider quantitative analysis that can provide hard numbers and trends, while qualitative analysis can provide insights into underlying reasons and motivations. Combining these approaches and methods allows for more accurate interpretation of data, which is crucial for informed strategic decision-making.

7. Multiply the sources of income: Earn income from different methods and sources. Relying only on the financial income obtained by donating can give a hard blow to the company in the future. Diversifying sources of income is essential for financial stability and growth. By expanding its offerings and sources of income, such as product introductions, services or annual training classes, the organization can generate additional revenue streams. This not only provides financial security, but also opens up opportunities for innovation and engagement with different market segments, leading to a more flexible and dynamic financial base.

By following these important steps mentioned above, Ukraine IS can make its planning skills even stronger. This means that they will easily be so good in the near future that they will be ahead of all similar organizations and will be more successful and will understand what actions to take in the future and how they can easily face the challenges. They can also come up with creative and fresh ideas that can help them grow and improve over time. It's like giving them super powers to do well in the busy world of business and leave a lasting impression on history.

Following these guidelines will help Ukraine IS continue to grow for a long time. This means that their success is guaranteed not only in the short term but also in the long term, and every day they prepare for success in the near future. This is because as the world changes, they will be able to change and adapt, which is crucial to staying ahead and being a leader in what they do.(Richard Rumelt, 2011).

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ANNEXES

Annex A

SWOT Matrix

SWOT Matrix	Opportunities (O) <ol style="list-style-type: none"> 1. O1: Expansion into emerging markets 2. O2: Market demand for innovative solutions 3. O3: Strategic collaborations 4. O4: Technological advancements in the industry 	Threats (T) <ol style="list-style-type: none"> 1. T1: Increased competition in the sector 2. T2: Rapid changes in customer preferences 3. T3: External factors impacting the industry 4. T4: Potential entry of new competitors
Strengths (S): <ol style="list-style-type: none"> 1. S1: Solid technological abilities 2. S2: Efficient technical infrastructure 3. S3: Proficient and skilled workforce 4. S4: Positive track record in delivering solutions 5. S5: Strong brand reputation 	Strengths and Opportunities: <ol style="list-style-type: none"> 1. Leverage solid technological abilities to capture emerging markets (O1, S1) 2. Explore strategic collaborations and partnerships for innovation (O3, S4) 3. Position UkraineIS as an industry leader with innovative solutions (O4, S5) 	Strengths and Threats: <ol style="list-style-type: none"> 1. Differentiate from competitors through continuous innovation (T2, S1) 2. Address interdepartmental collaboration weaknesses to build a strong brand (T4, S5)

<p>Weaknesses (W):</p> <ol style="list-style-type: none"> 1. W1: Need for improved interdepartmental collaboration 2. W2: Potential silos hindering communication 3. W3: Dynamic industry requiring constant adaptation 4. W4: Resource allocation challenges 	<p>Weaknesses and Opportunities</p> <ol style="list-style-type: none"> 1. Improve interdepartmental collaboration to capitalize on emerging markets (O1, W1) 2. Align technological strengths with market demands through innovation (O3, W4) 	<p>Weaknesses and Threats</p> <ol style="list-style-type: none"> 1. Address interdepartmental collaboration weaknesses to counter increased competition (T2, W1) 2. Adapt strategies to the dynamic industry by focusing on continuous improvement (T3, W3)
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