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## THE EFFECTIVE MANAGEMENT SYSTEM

A **management system** is a system for managing various types of resources: human, financial, technical, and others in order to solve business problems. An effective management system is based on an effective strategic management system. Strategic management is the management of achieving a goal, the development of policies that guide and limit activities. Hence, we can distinguish the following main points that determine the effectiveness of the strategic management system. I will compare these goals with the activities of some of the largest car producing companies in the world, Ford Motor Company and Chrysler.

**Setting the maximum achievable goal.** Setting a high goal is a vision of the result, a vision of what and how a high economic result will be achieved. I.e., the main goals are not only the goals of producing and creating new products, but also the goals of developing and implementing effective methods and procedures for effective management, labor organization, goals that help to achieve the greatest effect, without requiring significant capital investments, but requiring major organizational changes.

It makes sense to say that before Ford, cars were a product of artisanal production, and therefore they were unreliable and expensive. Ford set out to turn the car into a simple, reliable and inexpensive item of daily necessity. The challenges facing Mr. Ford were the following:

- to open and implement the pipeline
- to establish mass production,
- to form a scientific system of labor organization.

Only these achievements could make it possible to produce good and relatively cheap cars.

**A clear system of management accounting, a clear system of corrective measures.** For example, if we compare the planned and actual interim results and see that there is a possibility of not achieving the certain result within the specified period, then we need to re-organize our activities

in a timely manner so that we can complete the work on time. Currently, the company "Ford Motor" uses this goal as follows: cash flow acceleration allows the company to spend less money. The company prefers to find its own funds than to take out loans and borrowings. The Chrysler company combines strict financial control of all production operations with a creative approach to the construction of the production process. This is what the current management sees as the key to the success of the company's new car models.

**A clear system of preventive actions.** Programs and plans are developed in the absence of complete certainty in the subsequent changes in both the internal and external environment. For example, the emergence of a new serious competitor in our segment requires a review of our production and sales plans.

At the time of Ford company's management, this component was manifested in the following: Ford believed that it was pointless to establish mass production if there was no mass consumption. This means that the wage earners, who make up the majority in modern society, must earn enough to buy their own products. Otherwise, there will be no sufficient sales market, and capitalism will suffocate from the inability to sell products. There is no clear system of preventive actions in the Chrysler company, but there is one very characteristic feature. Constant search for ways of development. Chrysler is not characterized by conservatism, like Ford, or commitment to one corporate strategy, like General Motors – the company constantly cooperates with other car manufacturers to improve its products, service, and production management methods. The result of such searches are innovations that are very quickly adopted by the rest of the automotive world (minibuses, airbags, new components and parts of cars, etc.).

Thus, each of the abovementioned companies has passed its own path of development; each has formed its own style of management, principles and traditions of management. Some of them turned out to be wrong, while others, on the contrary, led to prosperity.

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