

# TEORIA ȘI PRACTICA MANAGEMENTULUI STRATEGIC PENTRU ÎNTREPRINDERILE MICI ȘI MIJLOCII

## THE STRATEGIC MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES BETWEEN THEORY AND PRACTICE

**Drd.ing. Iulian TĂRĂBOANȚĂ**  
Universitatea Tehnică „Gheorghe Asachi” din Iași

**Abstract:** Strategic management theory and practice for SMEs opens the opportunity for creating short term strategic plans (3 years). If these plans are properly conceived and applied in time, they will assure a continuous development, generating turnover increases and support. I consider the strategic diagnosis to be fundamental to any decision making processes. The main vectors of this analysis are: selecting objectives; drawing the global strategy; elaborating the management portfolio of the firm's activity.

**Keywords:** strategic management, micro and small enterprises, medium enterprises, strategic planning.