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## SOLVING STRATEGIES OF OBSTACLE IN INDUSTRIAL MANAGEMENT

**Nada Živanović, Vlada Živanović, Zoran Čekerevac**

[profesorkanada@yahoo.com](mailto:profesorkanada@yahoo.com), [vzivanovic@kg.org.rs](mailto:vzivanovic@kg.org.rs), [zoran\\_cekerevac@hotmail.com](mailto:zoran_cekerevac@hotmail.com)

*University "UNION" of Belgrade, Faculty of Industrial Management, Serbia  
City Administration of Kragujevac,  
SERBIA*

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**Abstract:** *Number of industries in the world today is significantly increased and is continuing to rise. According to a global market research, today foreign investment in the industry increase significantly. This indicates that the script was good strategy, rapid changes of strategies concepts that follow the process of evolution of industry towards the global market industry.*

*The industries need the concept of effective strategies for resolving the crisis management including those useful strategies to competitors now compete not only in markets in the region, but also to a large, international markets that mutually influence each other.*

*Strategies in the industrial sector have a special significance and of the companies in the industry require that we should act with their products in global markets and to compete on the world market to be successful. To what extent do companies that compete in global markets, establish strategic advantage depends on the degree of development of the industry.*

### 1. INTRODUCTION

Modern management in today's business environment means that management has a leadership approach of resolving all forms of crises occurred in the industrial business-production system. The strategy is pragmatic and scientific implementation of the parameter measured success through goals and policies. Basically determinants that specify a plan to carry out all the forms of change management and business skills of managers in situations where the business solves the crisis.

Forms of business crises are manifested through the business activities that are slowing down. Business model for solving the crisis is essentially impossible, not only through the manifestation of attitude of management that the value of own products or services to customers of higher investment. In fact it will be credible, and is unlikely to give the buyer from buying it.

Strategic differences between the national and international competition is reflected in:

- On industrial factors to define the difference in prices,
- On the impact of the industrial environment in foreign markets,
- The set of strategies that define the differences in objectives and resources,
- The structure factors for the analysis of potential competitors as market participants and others.

### 2. THE BASICS OF STRATEGIC INTENT FOR SURVIVAL IN TIMES OF CRISIS

In order for organizations, companies to survive and do business successfully in a time of crisis, it is necessary to implement five key business characteristics in its plan (Table 1).

**Table 1. Strategic intent for survival in a crisis**

Strategic intent	Goal
<ol style="list-style-type: none"> <li>1. <i>Maintain perspective</i></li> <li>2. <i>Constant research of potential new customers</i></li> <li>3. <i>Focus on solving problems, not on the price for this product</i></li> <li>4. <i>Good relations with customers are the key to guaranteed success</i></li> <li>5. <i>Strategic intent implies a good opportunity</i></li> </ol>	<ul style="list-style-type: none"> <li>&lt; Clear communication</li> <li>&lt; Constant presentation of the value of the product or services we give the customer</li> <li>&lt; Focus on how much the value of goods can reduce customer operating costs</li> <li>&lt; Open discussion with colleagues about the value of products and services</li> <li>&lt; Synergetic relationship between company management and customer</li> </ul>

Addressing the issue of success of management of industrial enterprises for competitive advantage in the global market is related it:

1. Creating a global team
2. Efficient methods to solve quality and cost-effective changes
3. The exercise of market information and technology related to technological innovations that can be used several times.

### **2.1 Creating a global team**

In modern industries by creating a global team is important for a strategy where management implements the concept of winning with the motto "together". The strategy is to adopt the common idea of the team and to understand, why the constant development of industrial production to the extent relevant to each participant of the team and for each individual in the team. In the process, management sets the foundation for research methods and techniques that lead to the winning team. Research needs to the attention of management and all parties to focus on finding answers to the question, *What is behind this premise?*

The answers are found in the following:

#### **1. Defining the three strategic priorities in this period and the following business:**

Activities have been directed at highlighting the phrase according to which management recognizes and which reads:

**"We should point out and strengthen our global team".**

Clearly will indicate that the company in industrial management in the first plan to emphasize how important the roles they have employed in the industry and how they are crucial for the development and success of the company. Goal and desire is to establish the best basis for progress, together with its employees, to create new programs, products, and to provide development of production programs and business success in the market.

#### **2. Winning along**

Basically it is a strategy and goal of all market-oriented company. How and how it implemented? The basic determinant of industrial management when it comes to market access is to create joint projects realization of business processes and economic strategy to exit from the crisis. Moreover,

each successful management is the one who is willing to face the ensuing situation, to solve the emerging problems in the company and to create good conditions for the continuation of the life cycle of growth and development of the projected program.

It is important in business: "**Always look positively to the desire for winning**".

The idea of this type should be mapped to professional competence. Inside, the industrial company should implement a strategy of constant competition against each other, and on this basis, achieve victory in a duel with the competition on the international market and on my own, the national market. Winning team must make the most of their opportunities to achieve success and an even better position in the market and win more customers. With the greater will, ability, and emphasis on the job this time leads to success and to secure the best in class.

### 3. *How to become a winning team?*

There are a number of scientific evidence for a good team, but today will be the winner in the industry is achieved when the go in the same direction. It is important that everyone is familiar with its goals and to know who plays what role in the team. It is necessary to provide instruments for the game, namely: market, product and management. This means that each employee plays a key role in the team due to his ability and professionalism.

Table 2 given the significant factors to the success of the team of industrial companies.

**Table 2. Expectations of a successful team**

<b>Staff - Global Team</b>	<b>Expectations</b>
1. Basic needs: The real positive energy, paragraph	1. Desire for success
2 Learning throughout the career	2. The continuity of the openness and flexibility
3. New changes offer new opportunities	3. Employees are supported if you are prepared for new challenges
4. Creating space for making useful decisions	4. New decision in favor of the other responsibilities
5. Self-motivation	5. Activity, communication with supervisors or other personnel employed in order to give proposals on the further development
6. Taking the initiative to resolve the threatening changes	6. Successfully coping with new situations and only to influence change

### **3. MANAGEMENT SUPPORT OFFICE FOCUSED ON UPGRADING AND STRENGTHENING TEAM**

Continuous improvement of industrial operations the company has focused on the ongoing development that is not just about managers and management, but also to all employees. Successful business is based on the realization of regular training courses and education employees for all tasks requiring the application of modern methods and techniques applied in industrial production, in order to achieve high product quality and overall operations.

The main challenges that are difficult to overcome the problems incurred as a result of the global market crisis, and will remain competitive and known for its superb quality of the product or brand. Economic Conditions of the main obstacles to rapid progress in the management of this area. Success is achieved strong desire of the team to overcome the main causes of the crisis now and in the current period. Each individual creates awareness and knowledge that is part global bog team, and just as a good professional is to contribute to the successful results of operations of the system.

### **3.1 Global Excellence (Global Excellence)**

The economic situation globally, according to the international scientific and pragmatic research results definitive criteria that are difficult to resolve the factual circumstances of market economy if it does not overcome the underlying causes of the crisis within the company and overall management. Global excellence is a prerequisite that must be planned in the business to create a good basis for further progress for outstanding achievements. This includes: low costs, high quality management system, high quality skills of employees and their expertise to work tasks and the high quality of the products and services, participation of all employees in a team-solving tasks and activities in the process, progress in this, the continuity in the implementation of These activities and conditions imposed by the market and customers. Planning of these items on their way to their implementation provides a secure support for the resolution of all forms of crises that have occurred or will occur in the future.

Important role in achieving excellence in Accommodation provided some of this class is the introduction of needs by the management to change the concept of such organizational structures of industrial companies. The business results for companies engaged in industrial production show that this is often an obstacle where the management is faced with complex issues, but if required by the market solution is inevitable. Changing the structure of the organization in certain segments of the company or macro can be a condition for the effective implementation of the business. Expectations are that the employees open access to the changed situation and to advocate, and how to succeed, to focus on new beginnings.

### **3.2 The role of management in terms of new demands**

Expectations of business associates capacities are large, because of management and managers are expected to prepare employees for future requirements and changes to overcome everyday challenges. Managers need to successfully lead their teams vigorously and with feelings of selecting the right members of the team. To be set clear goals, that they are ambitious in resolving the crisis, and leading to a successful evaluation of performance of all employees.

### **3.3 Buyers of industrial products**

Without customers in the global market can not exist any one industrial company? This is the best idea management. Customers should be focal point of all business and production activities. Each job and company should be connected with customers. Industrial business involves the separation of the two types of customers, including:

- Customers who are driven by innovation and support them
- Customers who support the other not innovation strategy.

Customers in other categories actually less talk to their suppliers about innovation.

The point is that management recognizes this category of all customers and to cooperate at the highest level.

Global industrial production implies high expectations from customers. Expectations are focused on customer preferences for new projects, new innovations, joint plans, modern business, meeting human needs, environmental protection. For management this means that the way of resolving the crisis created and established that the interaction with customers as participants in the process. Built a mutual trust between companies and customers, and management and markets.

Re-engineering of industrial organization could be a good solution for customer expectations. Establishing effective and the main organizations at the international level in a form that suits modern formulas of successful business management is a new venture the new challenges of industrial production. The new structure is designed as a new strategy for the manufacturer and the capacity for its innovative plans and communication with markets on a global scale. This is a

strategic priority for companies in the industrial systems business. That is the new quality of relations with customers and personal relations manager with individuals as consumers is a priority.

### **3.4 Technology and Methodology of the industrial business**

Of an industrial business involves new methods, techniques and technologies at the same time requiring high costs in terms of research and development. Highlighting the team of researchers is especially important components. It is a way to identify the areas and domains that will generate profit in the future. In the modern technology industry contributes significantly to decreasing production costs and overall operations.

The ability of management is reflected in a wide range of selling similar products in different national and international markets as a great benefit to the company. Modern technology results in being able to be applied in the industrial enterprises of international markets, especially when funding for research and development of large farms of individual national markets.

### **3.5. The concept of mobility of production**

Particularly important case in crisis management industry refers to the mobility of production and services. For example, in heavy industries, construction, foundries, and others. Companies moving staff from country to country to build various projects and others. The manufacture of this is important because it can be fixed costs to significantly reduce the occurrence of the same company in several national markets.

Especially if it is justified to achieve its precedence over other companies because it creates the possibility of greater employment of people and greater exploitation of mobile industrial equipment. Combining different options, sources of resources, joint statement, coming to the realization of global benefits, as well as new methods of survival strategies of industrial Accommodation provided a sharp and fast paced market. For the management of the strategy conceived the existence of significant interaction the aspects of modern business.

## **4. CONCLUSION**

Industrial production and strategies for addressing obstacles on the road to global competition has been widely studied. There are many obstacles that can prevent you from becoming a global industry in general. Even when the benefits of competition beyond global barriers overall, the barriers can affect the strategy of market scenarios, with national companies that do not compete in the global market. Some of these barriers are economic in character and raise the direct costs of global competition. The other, it does not affect the direct costs but not increase the complexity and managerial jobs. The third category of barriers relates to the institutional constraints and the social environment. Also, some obstacles can be related only to resource constraints. To study possible obstacles (crisis operations at a given time) are important:

Obstacles to achieving competitiveness in the global market to solve these problems, management strategies include the factors for the duration of production cycles and lead time duration of the cycle. Short-term product cycles, rapidly changing technologies and related trends, one can not go and support of the global competition of. Geographical proximity to national markets, centralized production, modern product development, marketing activities that may create delays in market demand may also be acceptable in all industries and economy.

Obstacle is determined as a lack of world demand.

Global competition in the industry can not exist if there is demand for such products not only in a national country, but in many countries. It occurs in companies if the industry is new, or products and services meet the needs of only one group of consumers, which occurs only in some markets.

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