

**STRATEGIA DEZVOLTĂRII FIRMEI /
THE STRATEGY OF DEVELOPING THE FIRM**

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Abstract

The aims of the firm's development strategy have effective, concrete tasks which must be realized by the firm in a certain time, according to the strategy. In specialized literature we can find numerous points of view concerning the concept of strategy of developing the firm. The majority define this concept as the ensemble of decisional processes of the choosing the optimal variants of the enterprise's aims and of the factors (resources, actions and others) on which the achieving of these aims depends in a certain period of time.

Keywords: enterprise's development strategy; commercial strategy, scientific revolution, professional training; decisional processes.