Methods for Association of the Strategic Choice with Key Resources and Results Management of SMEs

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Abstract

Strategies, personnel and profitability of small and medium-sized enterprises in Bulgaria are of essential importance for the effectiveness of their development. Coordination in the course of their working out is one of the tough issues of their management and successful positioning on the European market. In this respect, the report reveals the nature and methodical requirements of their association under a preliminary specified development strategy. Certain consistency of such process is suggested, as the “Return on Investment” index has a priority. Set of indices for effectiveness assessment of staff utilization and profitability of SMEs are suggested, based on the ROI Method. Results of different levels have been employed to measure ROI.