

Majority of examined small and medium enterprises had formulated strategy, however, mostly just enterprises with more than 25 employees has also a written version. From business activity point of view is distinctly lower frequency of formulated strategy by wood processing companies, strategy is formulated and put down in words most often by trading and service (transport included) enterprises. Based on tested data the most frequent followed strategy is quality and stabilization, regardless of employees number category or business activity.

In the case, the company has determined goal, it is aimed mainly at stability, further at quality, development and profit. Small companies follow more quality and development, but medium sized companies follow mainly development and profit. Examined small and medium sized companies consider their strong pages mainly range and quality of work and on the contrary as threat insolvency.

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