Summary

**Subject matter:** Formation and realization of the company’s strategy of breaking into the external market (on the example of the Scientific and Technical Center (STC) “Expert”, ltd).

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**Topicality of the research.** The modern stage of the operation of the world economy is characterized by the blurring of boundaries between states in the course of the formation of the single global market.

Besides, the majority of the Russian companies at present is not prepared to compete in the global economy. In this connection the issues related to the provision of the competitiveness of the domestic entrepreneurial structures in the global economy are acquiring ever greater topicality.

The formation and realization of the strategy of breaking into the external market will enable the entrepreneurial structures to ensure long-term competitive advantage in the global economy.

**Objective of the research** is the working out of the methodical principles and scientific and practical recommendations for the formation of the modern company’s strategy of breaking into the external market.

The achievement of the goal set determined the propounding and solution of the following tasks:

— to reveal the content and significance of the strategy of breaking into the external market in the company’s hierarchy of strategies;
— to determine the main stages, instruments and methods of the formation of the company’s strategy of breaking into the external market;
— to examine the external environment of the SPC “Expert”, ltd and the sector the company operates in;
— to analyze the internal environment of the SPC “Expert”, ltd;
to work out the algorithm of the formation and realization of the company’s strategy of breaking into the external market;
— to assess the efficiency of the realization of the company’s strategy of breaking into the external market.

Theoretical and practical significance of the research is determined by the topicality of the tasks solved and the results sought after. The conclusions and principles may be used for the subsequent improvement in the mechanism of the formation and realization of the international strategy of the modern Russian company. Practical significance is the development of the concrete methodical recommendations aimed at the formation of the strategy of breaking into the external market by the entrepreneurial structures enabling them to secure in the long-term their successful operation in the external market by achieving and retaining steady competitive advantage on the basis of the conformity of the key competences with the key factors of success.

Results of the research: the development of the algorithm of the formation and realization of the company’s strategy of breaking into the external market by means of the Matrix of the “Expert”, Ltd’s breaking into the external market proposed by the author and the author’s plan of the realization of the company’s strategy of breaking into the external market.

Recommendations: the use of the developed methods will enable the modern Russian company to secure in the long term its successful operation on the external market by achieving and retaining steady competitive advantage in the basis of the conformity of the key competences with the key factors of success.