

Yulia Pokusa, Denys Astafiev, Yakiv Shapovalov  
K.S. Sai, research supervisor  
M.L. Isakova, language adviser  
SHEI “National Mining University”, Dnipropetrovsk

## **DTEK – Development Strategy 2030**

DTEK (Donbass Fuel-and Energy Company) is actively developing in Ukraine entering the markets of neighboring countries as a diversified energy company provided with fuel and focusing on the sales of electricity to all categories of consumers, while keeping high standards of service and building a strong retail brand.

In 2013 DTEK presented a long-term strategy of development until 2030. The document determines main directions of business development, management projects and technologies that company will use in its activities in the long run.

Corporate strategy involves implementation of three stages:

### **✘ Step 1. 2013 - 2015. "Integration. Infrastructure. Reform"**

In this period, development of company will be focused on implementation of new management model, building and unification of business-processes on the acquired assets, investments in reconstruction of capacities, operating efficiency. Enterprises with almost exhausted potential for rapid development will become a platform for realization of pilot projects of structural transformations in the sphere of efficiency and innovation – the introduction of LEAN projects (Lean manufacturing: concept of production control of the enterprise based on its ongoing commitment to elimination of all kinds of losses), smart-technology etc.

### **✘ Step 2. 2015 - 2020. "Efficiency"**

The second phase focuses on the deployment of successful programs in the area of efficiency, especially for extending application of the LEAN concept.

This project requires a change in corporate culture at all levels, increase the engagement of people in all internal processes of the company. Business development in this period is possibly due to the beginning of active investment abroad.

### **✘ Step 3. 2020 - 2030. "Innovation"**

The final stage of a long-term strategy aims to use new technologies in all areas of the company. The focus of the use of new technologies is the security of processes and automation, marketing of electricity and sale related services. DTEK is continuing its expansion both in the direction development of new businesses, and geographical diversification.

DTEK is striving to become the "face" of the Ukrainian business sector. Company promotes the best standards in the field of industrial safety and environmental protection.