

# **Strategic Thinking of SMEs as a Condition for the SMEs Competitiveness on the Global Market**

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**Abstract:** Small and medium sized businesses have an important role in the national economy. Not only from the point of view of GDP but also as one of main factors influencing the labour market and the international trade. SMEs are flexible and able to satisfy special needs of their customers. On the other side they have no easy access to capital, information and knowledge. That is why one can state that the strategic management is a necessity for them. The main condition for creating and implementing a business strategy is an existence of a corporate culture and identity promoting a management of change. In this context a Model EFQM could be considered as one of management tools of progressive business management.

**Keywords:** Characteristics of SMEs, Business Plan, Strategic Thinking as a Competitiveness Factor, EFQM

**JEL Classification:** L2, M2