



## EVOLUTION OF DEVELOPMENT STRATEGIES OF LARGE REAL SECTOR CORPORATIONS

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**Abstract:** In this article, an understanding of the large real sector and changes in its development strategies, information on the composition of large real sector corporations is formed. The landscape of large real sector corporations has witnessed remarkable changes over the years. These changes are mainly reflected in the evolution of their development strategies. The evolution of the development strategies of a large real sector corporation can consist of different stages.

**Key words:** large corporations, stability, strategies, customers, market, strategic cooperation, globalization.

From vertical integration to diversification, from globalization to sustainability, corporations are constantly adapting their strategies to dynamic market demands. This article examines the key changes in development strategies that have shaped the success of these corporations and enabled them to succeed in an ever-changing business environment.

**Vertical integration into diversification:** Historically, large corporations have favored a vertical integration strategy in which they own and control different stages of the production process. This approach provided greater control over input data, reduced costs, and simplified coordination. However, as markets developed, corporations began to recognize the potential benefits of diversification. By expanding their business into different industries and sectors, they have gained access to new markets, diversified sources of income, and use of existing resources and opportunities. Diversification acts as a hedge against industry-specific risks by increasing stability and resilience.

**Globalization and International Expansion:** The advent of globalization has provided golden opportunities for large real sector corporations. They began to focus on international expansion, entering foreign markets and taking advantage of global trade. Through exports, foreign direct investment, and partnerships with local companies, corporations have expanded their reach and sought new customers, resources, and talent. International expansion provided access to emerging markets, facilitated the transfer of knowledge, and allowed corporations to better understand the preferences of diverse consumers.

**Corporate social responsibility and sustainability:** In recent years, the concept of corporate social responsibility (CSR) and sustainability has gained a lot of interest. Large corporations are now expected to go beyond just making a profit and consider their wider impact on society, the environment and other stakeholders.



Sustainability practices have become an important part of corporate strategies, with many corporations actively implementing ethical supply chains, reducing their environmental footprint, and supporting social causes. A commitment to CSR and sustainability not only enhances a corporation's public image, but also attracts socially conscious customers and develops long-term brand loyalty. [3]

**Digital Transformation and Innovation:** The advent of digital technologies has forced large real sector corporations to shift paradigms in their development strategies. Embracing digital transformation has become critical to staying competitive and relevant. Automation, artificial intelligence and data analytics have become an integral part of optimizing operational efficiency, improving customer experience and developing new products and services. Corporations are investing heavily in digital technologies to gain competitive advantage, streamline processes, and unlock new opportunities for growth. Innovation-based strategies ensure that corporations remain at the forefront of technological advancements and meet the changing demands of the digitally empowered consumer. provides.

**Partnerships and Strategic Partnerships:** Realizing the value of partnerships, large real sector corporations are increasingly seeking strategic partnerships. These alliances are formed with other companies, startups, research institutes and even competitors to take advantage of complementary strengths and resources. Strategic partnerships give corporations access to new markets, technologies, and knowledge while sharing risks and costs. Collaboration facilitates synergistic innovation and enables corporations to be agile, responsive and adaptable to market dynamics.

**Customer-centric approach:** In recent years, major corporations have adopted a customer-centric approach in their development strategies. Understanding customer needs, preferences and expectations has become a priority. Research-based market insights, customer feedback mechanisms, and personalized marketing strategies are used to deliver customized products and services tailored to target audiences. This customer-centric approach strengthens customer relationships, increases customer loyalty, and ensures sustainable growth.

The evolution of the development strategies of large real sector corporations reflects their ability to adapt and evolve in a rapidly evolving business landscape. From vertical integration to diversification, from domestic expansion to international expansion, and from focusing solely on financial results to a broader consideration of societal impact, corporations have shown dynamism in their strategies. Digital transformation, collaboration, sustainability and customer focus will further strengthen their competitive advantage. Embracing these strategic changes, major corporations in the real sector continue to shape the future of business and drive economic growth.

Development of large real sector corporations can include investment in research and development, cooperation with startups and small businesses, implementation of sustainable practices, talent development and employee engagement, international expansion and global market access, and adoption of digital transformation.

**List of used literature:**

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