

The development of manufacturing companies is determined primarily by the ability to exploit opportunities and find innovative solutions, not just technological, but also organizational, in the field of management, and also a product, process or marketing innovations. Processes occurring in the global economy, as well as the situation in the local market, often force the directions of the development of manufacturing enterprises, including undertaking various and important decisions at the strategic level. Integration of services into the strategy and offerings of manufacturing companies is triggered by the implementation of the concept of sustainable economic development and/or the changes under the service-based economy, which currently characterises most economies of well-developed countries. The process of integration of product and services requires building of a new, or redefinition of existing, business strategy, and thus covers all stages of strategic management. The first is the strategic analysis, which, inherently carried out, determines the efficiency and accuracy of decisions, and therefore is the basis of effective strategic management in company.

The main objective of the project is therefore to develop a **methodology for strategic analysis focused on the decision-making process concerning the product and services integration**. The need for such research results stem from the extended literature studies and preliminary studies, and may be formulated as a scientific question as: What kind of set (or a combination) of methods and tools of strategic analysis will allow to obtain information that would improve the decision-making process while integrating services in the strategy of manufacturing company? This problem, concerning the analyzed subject, have not yet been described in scientific literature. A research methodology of strategic analysis for the purposes of building new or redefine existing strategy of companies from the manufacturing sector will fill the existing gap. The methodology, which is to be developed on the basis of a literature review and own research, will be complemented by an analysis of the processes of servicisation in Polish manufacturing sector and verification of this methodology in selected manufacturing companies.

Research undertaken in the project are rooted in the management science. Expected results of the project will constitute an original contribution to the development of management science, in particular the theory of strategic management. Both, the methodology and the results of conducted research, will allow to formulate the implications for the theory of management, and also to identify good practices concerning the use of methods of strategic analysis while integrating services into the strategy of manufacturing companies.