

*Large value of innovative development of enterprises in the modern terms of economy of Ukraine described. Importance of generalization of approaches in the estimation of innovative potential of enterprises is described. The necessity of overcoming of obstacles for an estimation and effective management innovative potential of enterprises for determination of their innovative possibilities is grounded.*

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*The stable financial condition of the enterprise plays one of key roles in the confident growth and development of the enterprise in the market. Therefore development of such system at each enterprise, in view of specificity, an accessory to branch and features of the enterprise, is considered a necessary element of operation of business.*