RESEARCH OF THE ECONOMIC POTENTIAL OF THE ENTERPRISE

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The formation of the company's strategy is based on the created potential, for the growth of which funds are purposefully formed. Strategic potential determines the actions of the company in the current period in order to achieve its goals in the future, taking into account the fact that the environment and living conditions will change. At the same time, the ability to respond to changes in the external environment is developed, which allows achieving the desired goals in the future, which is the most important task of strategic management. The purpose of strategic management is to ensure the survival of the organization in the future by establishing a dynamic balance of the enterprise's potential with the environment, aimed at taking into account external factors, finding ways to new opportunities in competition, tracking and adapting to environmental changes, as well as identifying the internal potential of the enterprise.

The competitiveness of enterprises depends on many conditions, including the methodological support for the formation of the strategic potential of enterprises, necessary for its successful functioning in a competitive environment, on the state of legislation, in particular tax and antimonopoly, etc., andprimarily the competitiveness of the enterprise is determined by its potential.

Modern research emphasizes that strategic capabilities support all the unique features of the organization: possession of information about market features, technological skills, collective experience of interaction with consumers of products. Strategic capabilities form distinctive features of an organization that are difficult to emulate. To select the resources that will be the basis of the strategy, a thorough analysis of the behavior of competitors is necessary, because resources are formed strategic potential only when they enable the enterprise to produce special products or services, that is, to have characteristics (price and quality) that distinguish them from competitors' products. Dynamic changes in the market and the state of the economy, increased consumer requirements for the quality of products, complication of technological processes necessitate increased attention of the company's management to both the organizational and economic management mechanism and the enterprise development strategy. Especially important is the formation of the strategic potential of the enterprise, as the main basis for the existence of the enterprise in the difficult economic conditions of our time.

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