RESOURCE POTENTIAL OF THE ENTERPRISE

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Prospects for the development of industrial production in Ukraine are determined by the level and state of providing the resource potential of business structures and the ability to use it effectively. In an effort to take its rightful place in the target market, each business structure must and form its own resource the potential that will provide it with an appropriate position in the market. Potential is a multilevel and multidimensional concept, the content of which is revealed in the complex of its manifestations. In the economic literature, there are still significant differences in the definition of the concept of "potential". This term comes from the Latin potentia and means "power, strength." There is an opinion that potential is defined as an economic category characterizing the available capabilities, resources, reserves, means that can be used to achieve, accomplish anything. The most common and reasonable is the definition of the concept of "potential" as a set of possibilities for changing the subject. In our opinion, the potential characterizes the aggregate ability of an enterprise or other object of study in solving certain problems. It combines factors, resources, capacities of the enterprise. Elements of potential are all resources that are separated in the production process and in any way connected with the functioning of the enterprise. The potential of the enterprise can be viewed from the following two positions:

- resource – as a set of resources and links between them;
- functional – as a set of functions that ensure the realization of abilities and capabilities.

An important component of the resource potential of enterprises are labor resources that perform various operations for the production and sale of products. A specific resource of the current state of economic development is information, the role of which has been growing significantly over the years. It performs a connecting function in relation to other elements of the resource potential. Information resources are a collection of knowledge and information that are placed on information carriers and, in fact, are a special form of productive force in the production sector. In industrial production, information resources include systems of marketing, technological, production and organizational, legal and other information. Quite an important factor for the effective operation of industrial the company has its business reputation, experience of communications, prestige of brands, a strong clientele base, established permanent relationships with suppliers and partners.

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