

SUMMARIES

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CONCEPTUAL MODEL OF FORMING STRATEGIC POTENTIAL OF TRADE ENTERPRISE

For realization of effective management of trade enterprise strategic potential necessity is in creation of conceptual model of forming strategic potential of trade enterprise, in basis of which intercommunication between the internal and external environment of enterprise and adaptation of potential of enterprise to external potential must be. As an enterprise in the conditions internal environment of market economy is the open system and his co-operating with an external environment is permanent, strategic potential of enterprise is formed under act of external environment.

External macropotential of enterprise characterizes a strategic potential which estimates the aggregate of possibilities of external environment of indirect influence in relation to forming an aims and realization of strategies of development of enterprise, and external micropotential of enterprise characterizes a strategic potential which estimates the aggregate of possibilities of external environment of direct influence in relation to forming an aims and realization of strategies of development of enterprise.

Internal strategic potential represents internal possibilities of enterprise in relation to achievement of strategic aims by forming and use of strategic resources.

External potential executes a forming function for internal potential, which consists in forming of strategic aims, and internal potential executes a strategic function which consists in the choice of strategies of achievement of the set strategic aims and their realization.

Internal strategic potential of enterprise must represent possibilities of internal environment of enterprise in relation to achievement of strategic aims and realization of strategies of development.