

SUMMARIES

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**DESIGN OF BALANCED OF THE ECONOMY GROWING
OF WINERY ENTERPRISE**

The article analyzes the essence of the economy growing of enterprise which is the necessary condition of development, to grow ability production and realization of products volumes on condition of increase of efficiency of the use of present resources (achievement of optimum proportions between volume indexes, which answers the «gold rule of economy»).

The economy growing of enterprise can take place mainly due to the personal funds (own capital increase due to the capitalized income), that provides the intensive type of development and extended recreation of enterprise. From other side, for growth of volume indexes of enterprise loan facilities can be attracted, but it is reflected on the partial or complete loss of its solvency and decline of financial firmness.

The three-component factor model of rate of the economy growing of winery enterprise, which is the system of three components (equalizations), which take into account influencing of separate parameters (factors of the first and second order) on the associate indexes of the economy growing are growth rates of volumes of the realized products, assets and property asset are offered in the article to take into account the specific features of winery enterprises. Practical realization of model foresaw the design of parameters of its components on the «Artemovsk Winery» example on the basis of different variants of their changes.

In accordance with the rich in content filling of each of components of the offered model, economic maintenance of rate of the economy growing characterizes possibilities of growth of volume of the realized products of winery enterprise due to the reinvestment of the personal funds in economic activity through intercommunication and interdependence of all aspects of activity of enterprise are production, financial and investment.