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METHODOICAL APPROACH TO THE ASSESSMENT OF STRATEGIC POTENTIAL TO ENSURE THE MARKET COMPETITIVE POSITION OF THE ENTERPRISE

The economic reality of Ukraine requires competitive actions, effective methods, means and tools of management. The combination of strategic abilities and opportunities determines the main characteristic of the development of industrial enterprises – their potential. Industrial enterprises that are able to use effectively and to increase their economic potential, to form it to achieve strategic goals, influence an environment provide the competitiveness of the economy. Therefore, one of the most important tasks of the enterprise is the need to develop new approaches and methods of control, analysis and assessment of their strategic potential.

The aspects of the methodical support of the evaluation of strategic potential today are considered as unresolved and topical. Methodical approach should be based on both indicators of financial and economic performance, and the special characteristics (latent factors) that determine the level of potential business. In addition, it is necessary to consider numerous strategic potential parameters that may be in the focus of a study (of a problem). The most significant is the need for assessment of the resources, organizational, managerial and market potential of the company. Relationships with customers are a key factor for providing the desirable volume of sales. Important parameters are the degree of adequacy of the objectives, the efficiency of functions, the adequacy of the organizational structure and goals of environmental conditions, the level of corporate culture and image of the company manager, competence management, level of operate process management, level of strategic management and so on.