

UDK 33.011

## THEORETICAL ASPECTS OF DETERMINING THE POTENTIAL OF THE ENTERPRISE

## ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ ОПРЕДЕЛЕНИЯ ПОТЕНЦИАЛА ПРЕДПРИЯТИЯ

*Nikolaeva Yu.*

Vitebsk State Technological University, Republic of Belarus

*Николаева Ю.Н.*

Витебский государственный технологический университет, г. Витебск, Республика Беларусь

### ABSTRACT

*POTENTIAL, THE POTENTIAL OF THE ENTERPRISE, THE STRUCTURING OF THE ENTERPRISE POTENTIAL, COMPONENTS OF POTENTIAL OF THE ENTERPRISE*

*In modern conditions of unstable economic environment the issues of search of effective ways of maintenance of stable, effective and profitable activity of economic entities become more and more topical. Different theoretical approaches and features of their direction cause a different number of components of the enterprise potential, and, consequently, its structural composition. The structuring of capacity is an important aspect for its formation and future use. The article analyzes the approaches to the definition of the term "potential"; investigated the essence of the potential of the enterprise.*

### АННОТАЦИЯ

*ПОТЕНЦИАЛ, ПОТЕНЦИАЛ ПРЕДПРИЯТИЯ, СТРУКТУРИЗАЦИЯ ПОТЕНЦИАЛА ПРЕДПРИЯТИЯ, СОСТАВЛЯЮЩИЕ ПОТЕНЦИАЛА ПРЕДПРИЯТИЯ*

*В современных условиях нестабильной экономической среды все более актуализируются вопросы поиска эффективных способов обеспечения стабильной, результативной и прибыльной деятельности хозяйствующих субъектов. Различные теоретические подходы и особенности их направления обуславливают разное количество составляющих потенциала предприятия, а, следовательно, и его структурное строение. Структуризация потенциала является важным аспектом для его формирования и предстоящего использования. В статье проанализированы подходы к определению понятия "потенциал"; исследованы сущность потенциала предприятия.*

The concept of "potential" in broad meaning began to be applied in the late 1970s – early 1980s of the 20th century. For its characteristic the semantic meaning of the word "potentia" is used – force, power. In modern economic and financial dictionaries there is still no unambiguous interpretation of this term. So, in the etymological dictionary of the Russian language marked the origin of the word as borrowed in the 19th century from the French language where "potentiel rated" is taken from the Latin "potentialis", literally "capable of being" [1, p. 316]. In "Economic encyclopedia" it is stated that the capacity is available from the economic entity resources, their optimal structure and ability to efficiently use them to achieve this goal [2, p. 13]. Potential is a polysemantic term used in many fields of knowledge, including Economics. Potential carriers in the economy can be subjects of all types of economic activity, as well as arbitrary groups of such subjects. This is because the potential is neither an existing object, nor the actual results obtained, but the potential of the object. Therefore, potential carriers should be considered not only by their economic activities, but also by hierarchical levels of the economy, within which potential carriers function: mega-carriers of different states; macro-carriers of the state; meso-carriers of regions and industries; micro-carriers of enterprises and population (non-financial and financial corporations, households). In this sense, the most studied in the economic literature carrier of potential at the micro level is the enterprise. Pointing to the importance of potential at the enterprise level, the American scientist I. Ansoff noted that the potential to achieve the goals of the organization in the future is one of the end products of strategic management. In relation to the firm this potential: to "input" – in the financial, commodity and human resources information; and "output" – products and services, experienced from the point of view of potential profitability; from a set of rules of social behavior, the observance of which allows organizations to continually achieve their goals [3, p. 286].

There are several different views on the specification of the substantive basis of the concept of "potential", among which there are several approaches:

1. resource, in which the potential of the enterprise is defined as a set of all available internal resources of the enterprise;
2. target, by which it is identified with the ability, ability or capability of the enterprise to carry out certain activities that would contribute to the achievement of the goal by performing certain tasks;
3. result that considers the potential of the enterprise as all available resources and opportunities used to achieve the goals;
4. system, in which the potential of the enterprise is investigated as a system of certain characteristics, elements that ensure the achievement of the goal. This approach generalizes resource, target and source through their system interpretation. Supporting a systematic approach, it is possible to determine that the potential of the enterprise is a complex, holistic system that includes the available capabilities, abilities and resources that are constantly

interconnected and can be used to implement the strategic, tactical and current goals of the enterprise.

Different theoretical approaches and features of their direction cause a different number of components of the enterprise potential, and, consequently, its structural composition. In the economic literature, various approaches to the structuring of the enterprise potential are considered. Shimko, who distinguishes two common variants of structuring: block-modular, which is based on the interaction of three components that cover all the strategic components of the enterprise, allowing to achieve the goals and most fully characterize the internal state of the enterprise – resources, management system and personnel activities; functional, which has such functional areas: marketing, production, personnel, management, finance, information [4, p. 89].

A. Voronkova in the core of the structure of the potential of the enterprise considers the possibilities. The structure of the potential includes the following opportunities: production and financial (production, financial, communication potentials); intellectual (innovation, marketing, management potentials); labor (labor and motivational potentials). This structure, according to A. Voronkova, reveals the present and future internal potential, however, makes understanding the interaction of enterprise and the environment, and the vision of improving the efficiency of each of the types of potential.

The most detailed structure of the enterprise potential is represented By O. Fedonin, I. Repina and O. Oleksyuk. Scientists used the principle of objective and subjective components of species on the basis of functional characteristics. The use of this classification, as well as the classifications of other scientists, can be considered appropriate and effective in solving the problems of business valuation in financial and investment projects. However, the disadvantages of this structure relate primarily economic activities of the company, because on its basis it is possible to calculate the prospective ways of development of the enterprise and the interaction of components

The most detailed structure of the enterprise potential is presented By I. Repina. The principle of objective and subjective components of species on the functional basis of potential is used. Objective potential is characterized by both material and personal form, that is, it is consumed and reproduced in the process of production and development of the business entity. Objective components of the enterprise potential are a set of innovative, production, financial, investment potential and reproduction potential. Subjective components are associated with the social form of their identification, they include: the potential of the organizational structure of management, scientific and technical, managerial, marketing and logistics potentials. With regard to labor, infrastructure and information potential, they can not be unambiguously attributed to the subjective or objective components.

Structuring of the enterprise potential is variously presented in the economic literature. According to the results of the critical analysis of different approaches to the allocation of

potential components, their division into main and secondary ones is proposed, which allow the primary consideration of the forming components of its potential inherent in any enterprise. The main components are separate components that are in constant relationship with each other and directly affect the overall level of the enterprise potential. Among them are: financial, investment, production, labor, innovation and market potentials. All others are secondary components of the enterprise potential. Given this, the prospects for further research is to assess the investment potential as one of the main components in the overall structure of the enterprise potential.

## REFERENCES

1. Etymological dictionary of the Russian language / ed. M., 1994. 588 p.
2. Ozhegov S. I. dictionary of the Russian language / S. I. Ozhegov, N. Yu. Shvedova. – 4th ed., DOP. – Moscow: Azbukovnik, 2000. – 940 p.
3. Ansoff I. Strategic management; socr. per.from English. the nature of technology. ed. And ed. Foreword. L. I. Evenko. M.: Economics, 1989. 519 S.
4. Shimko, P. D. Optimal management of economic systems / P. D. Shimko. – M.: [not specified], 2004. – 673 c.