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## EFFICIENCY OF RESOURCE POTENTIAL OF ENTERPRISES

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**The purpose and objectives.** Studying the theoretical aspects of the resource potential of enterprises, search modern interpretation of this concept with the release of its main components.

**Object of study.** Relationship factors resource potential and its impact on the growth of economic efficiency.

**Methods and tools for research.** Complex research using all major types of resources and resource factors, their mutual influence on each other and on the final results and assessment of their impact on economic efficiency indicators.

**Scientific novelty and practical significance of the results.** Objective information on quantitative and qualitative assessment of the resource potential, including in the context of private types of resources allows effectively manage all stages of its formation, renewal, development and use.

**Research results.** One of the most important factors for successful operation of the business regardless of industry and activity areas serving the development and effective management of its resource potential. Intensive increase of resource potential now due to attraction of external loan capital but in a rather harsh conditions attraction of credit funds, the main source of improvement and improving efficiency of resource potential are own funds.

In modern scientific literature, the term "resource potential" is considered by many national and foreign authors. Studied quite varied definitions reflect the essence of this concept, but it only serves that the resource potential is an integral part of the enterprise and is necessary for its successful operation.

According to E.V. Bogomolova and T.N. Tolstoy, in resource potential should understand the sum of the available types of enterprise resources, interconnected, the use of which allows to achieve maximum economic benefit. B.I. Smagin defines this concept as a set of human, natural and material costs, which determine the quantity, quality and internal structure of each resource. AP Pavilion considers that the resource potential means the possibility of using available resources and the resources that the company does not use, but that are in the environment and those which may occur in the future.

Thus, there are two main areas research of resource potential - "resource" and "effective." The first one considers the resource potential as a collection of resources of the economic entity and the other in its turn - as the economic system's ability to develop resources to meet existing needs.

Analysis of the evaluation process of the enterprise potential showed that analyze resource potential possible by using generalizing index formed with all the features and structure of the company. As a result of studying the literature proposed the following comparative description of methods for evaluating the effectiveness of resource potential of enterprise, which is presented in Table 1.

To assess the effectiveness of resource potential and structure by examining similarities enterprises in the context of the country, county and region, explored methodical approach to criteria and indicators of efficiency. The overall assessment of efficiency of enterprise resource potential can be calculated as the weighted average that includes efficiency of individual components. The method of determining generalizing average indicator for evaluating the effectiveness of resource potential of the enterprise consists of three stages.

Table 1 - Methods for assessing the efficiency of resource potential

| № | Types of methods          | Characterization group  | Indicators of view method   | Economic indicator meaning  |
|---|---------------------------|---|---|---|
| 1 | Cost method               | Methods based on one indicator that takes into account the costs of the company                 | 1. Characterizes the turnover of enterprises per unit costs.<br>2. Intensities.<br>3. Profitability of outlay.  | Performance indicators of resource potential based on two performance indicators of turnover and profit.                            |
| 2 | Resource methods          | Methods based on the index, taking into account retail trade turnover and profit                | 1. Resource productivity.   |   |
| 3 | Effective methods         | Methods for evaluation of resource potential on the composition of the main economic indicators | 1. General indicators efficiency of resource potential.<br>2. General indicators of production efficiency.<br>3. Efficiency of a particular resource potential.   | Indicators quantitative assessment of the company.  |
| 4 | Integrated system methods | Methods for determining the different types of resource efficiency potential                    | 1. General indicators of the dynamics efficiency of resource potential.<br>2. Indicators of economic efficiency of enterprise resource potential.<br>3. Consolidated indicators of efficiency resource potential of enterprise. | Allow greater depth and detailed study of the business, which is as efficient use of available resources and to identify resources. |

The value final indicator is equal to one or greater when adequate resource potential adequate of the chosen strategy. The indicator value below unity indicates a discrepancy resource potential of the competitiveness strategy.

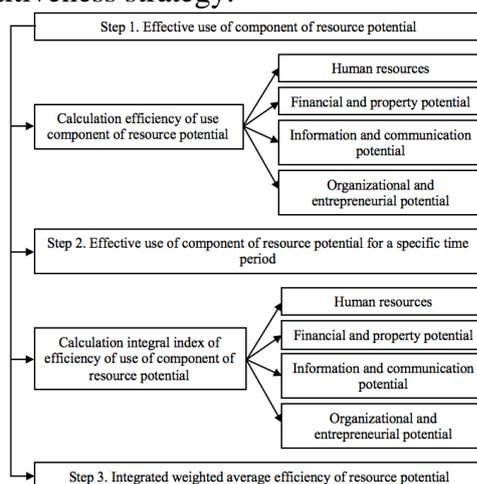


Fig. 1. Calculation of weighted average comprehensive assessment of efficiency of enterprise resource potential

**Conclusions.** Thus, the structure of the resource capacity of the organization should include industrial resources that consist of human resources, fixed assets, material resources; financial resources, innovative resources, entrepreneurial ability and information resources that form a separate category.

Necessary to notice that innovative resources enhance the resource potential of the enterprise, and selection and implementation of its innovative development.

Analysis of enterprise resource potential includes an analysis of each of its component parts, which allows: establish positive and negative development in the activity; take competent management decisions on resource efficiency, reduce wear, found economic reserves; use the opportunity to improve the results of the enterprise.

**Keywords.** resource potential, analysis, resources of the enterprise.