

THEORETICAL ASPECTS OF EFFICIENCY OF THE ACTIVITY OF THE ENTERPRISE AND APPROACHES TO ITS EVALUATION

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Under conditions of the market for maintenance of economic development, enterprises forced to constantly monitor and increase efficiency of their activity. The concept of efficiency as an economic category sufficiently investigated in domestic and in foreign economic literature, but by that time there is unequivocal clear interpretation of the economic essence of this category and the only criteria by which it can be quantified and qualitatively.

Since the efficiency of the enterprise is the result of the interaction of elements of the production process: labor, labor and labor, the system of indicators of efficiency consists of indicators of efficiency of labor, fixed assets, material resources.

Most of the techniques currently used in Ukraine to assess and analyze the efficiency of enterprises, has a number of shortcom-

ings. The main disadvantage of the methods of assessing and analyzing the economic efficiency of activities in market conditions of management is the lack of their dependence on the competitive position of the enterprise and the degree of satisfaction of market demand. In other words, in the proposed methods there are no estimates of the growth of the efficiency of the enterprise depending on the degree of satisfaction of market demand.

In our opinion, in order to formulate a general conclusion about the efficiency of the company's operations, it is expedient to use a complex system of indicators in the areas of its activities. Using market indicators. It includes performance indicators: labor, tools and labor; management and organization; technology and technology; competition, supply and demand.