

## Modern approach to the assessment of the essence of enterprise resource potential

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In conditions of crisis characterized by the lack of external economic factor stability, one of the company administration priorities is the creation and evaluation of current advanced capabilities of the enterprise, its potential business opportunities balancing with existing environment potential to achieve strategic objectives and surviving in future competitions.

In economic theory and practice a fairly clear idea about economic resources of the company is formed. There is a significant amount of theoretical and methodical works about potential resources evaluation, its components and efficiency. However, a definition of common evaluation methodology justifies the appearance of difficulties and therefore requires further research.

Potential resources play an important role in the efficient enterprise operation because it can be considered as an instrumentality for maximization of income and competitiveness improvement.

Inherently the «enterprise resource potential» category is the general category «resources» which characterized as a «reserve», «source». Essentially company resources are property and money, reserve

and source of raw, materials and work. As an economic category «potential resource» is necessary for opportunities evaluating of the future period, because it considers expansion, direction, addition and reproduction of source resources.

Assessing all approaches and opinions, afford to define the resource potential as a system of different interrelated types of resources, which company has, or that, which might be involved in the business in order to maximize customers satisfaction and increase its competitiveness in the market. Herewith, it characterized not just quantity and quality of resources that the company has at some moment, but their optimal interrelation of this size and composition of the tasks requirements to be solved.

The principal difference between the categories of «resources» and «potential» are that resources exist independently from enterprises, but the potential of individual enterprise is inseparable from its function. That means that the concept of «potential, excepted financial and intangible means, provides with the availability of competence the employee, team, company, society for efficient use of available means and resources.