

## **Management of production potential of light industry enterprises by means of crowdsourcing**

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The instability of social development and deep transformation of the economic system of our country has entailed the restructuring of the entire economic mechanism of the enterprises, which is manifested in the change of proportions between the elements, formation of new and destruction of old relations of production, reassessment of traditional indicators of development. Management efficiency of production potential of light industry enterprises may be affected by several factors, namely the improvement of product quality and as a consequence the increase in sales and efficiency of management factor (research, development and customer-oriented marketing policy of the enterprise). In our opinion, it is the crowdsourcing as a variety of customer-oriented marketing policy of the enterprises of light industry in line with deism sales marketing strategy of these companies: «Find needs and meet

them», «Produce what you can sell instead of trying to sell what is produced», «Love the customer, not the product».

Current challenges of the immediate needs of the economy of Ukraine concerning the management of productive capacities with a view to further development of light industry enterprises in modern conditions of management remain under-researched, despite the attention to the problem of a number of scientists.

The author considers possibilities of application of crowdsourcing in marketing activities of enterprises, as well as an algorithm for implementation of crowdsourcing in the activities of enterprises. Investigated a number of advantages of crowdsourcing and formulated the concept of management of production potential of enterprises of light industry by means of crowdsourcing within clan sales policy.