

DEFINING FINANCIAL POTENTIAL

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Scientific and methodological concept to define, assess the formation and use of this concept can be combined in different approaches. Research approaches to the concept of "potential" shows that despite some sense differences in the definitions of different authors, the potential is taken as available tools, supplies, power, able to be mobilized, implementation plan; certain tasks; possibility of the individual, society and state in a certain area. Potential is a basic element that combines goal, driving force and source of development.

For the functional areas there are distinguished resources, industrial and financial potential, reflecting the appropriate stage of interaction resources. In turn, the development should identify the concept of "financial strength" because all of the other potentials are a set of capabilities focused on the use of resources, which indicates the presence of a static nature.

There are different approaches to the concept of "financial potential" in terms of its formation and evaluation. Summarizing the

existing approaches to determine the financial potential, we note that all interpretations are one-sided and do not give a clear idea of its nature, indicating a need for clarification of this.

Given all the advantages and disadvantages of each approach, financial potential is the sum of current and potential financial resources coming to the subjects of economic relations and make it possible to solve problems of economic development and the possibility of growth in the future. The structure of financial potential should be viewed in horizontal and vertical section.

Studying the formation and using the financial potential will combine and optimize various sources and forms of financing, identify the most influential participants in the financing and analyse their situation, to separate the opportunities and prospects of participation in the financial security of the state. Analysis of the nature, structure and key features of financial potential will enable direct features of such a partnership to achieve maximum results.