

## **CURRENT ASPECTS OF INCREASING THE ENTERPRISE'S PROFIT IN CONDITIONS OF THE MARKET ECONOMY DEVELOPMENT**

**Savitskyi A.V.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Commodity Research,  
Commercial Activity and Customs,  
Dean of Faculty of Business and Marketing,  
Khmelnyskyi Cooperative Trade and Economic Institute

The main element of the entire economic system, which can promote the function of social reproduction, is an industrial enterprise. Manufacturing activity of enterprise is able to provide viability and productivity of individual industries, organizations, institutional units, business entities and individuals.

That is why any activity of a certain economic unit is primarily aimed at getting some profit from the results that were made in the process of realization of previously defined tasks. The main economic benefit that runs every production process is profit.

However, today, the activity of individual enterprise can't be taken into consideration on the basis of endogenous interaction within certain industry, region or country. It develops with tight interaction of business entities with external market and presents a significant share in shaping the profitability of enterprises that is based on their mutual beneficial activity with foreign trade partners from Europe.

Under the conditions of transitional economy of Ukraine, industrial enterprises require some definite coordination and consistency of economic activities according to the requirements of market economy relations. It deals with detailed research of opportunities of making production programs that on the current stage of integration process

development can guarantee the maximization of profit.

The process of increasing enterprise's profit and making definite level of profitability is conducted in terms of stages of enterprise's life cycle development. But on the stage of aging, stagnation or in the period of crisis there can be observed some decrease of social and economic relations activity, imbalance of financial relations under the enterprise's incapability freely to invest and raise funds. Also it can be observed some stop in the development of innovations. In general, all underlined issues cause the reduction of profit and gained level of the enterprise's profitability. On the stage of liquidation, only innovative relations can remain in the priority. It is connected with conditions of market competitiveness and takes into consideration those innovations that were implemented in production with the aim to maximize the level of profit and can be used in activity of other enterprises or industries of social reproduction.

As the result, the basic and important condition of the industrial enterprise's functioning in the sphere of market economy system is the maximization of profit. It will give stable opportunity to compete easily in the market and increase production in accordance with the requirements that are posed on the current level of economic development.