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THE FORMATION OF PRODUCTION POTENTIAL OF INDUSTRIAL ENTERPRISE

**Introduction.** Problem of distributing of capital investments between the basic components of production base, especially on large enterprises, considerably becomes complicated for lack of effective and comfortable in the use methods on questions the optimum management of industrial enterprises financial and financial potential. Careful scientific and theoretical research requires and foresees development of similar methods.

**Purpose.** Analysis and diagnostics of efficiency of production potential of industrial enterprises.

**Results.** For establishment of exact estimations of quality of management of industrial enterprises production potential it is necessary to process analytical coefficients, expected on the basis of the financial reporting. For providing of the best comparableness of indexes and accordingly greater exactness of results of diagnostics, the algorithm of estimation of forming and use of production possibilities of industrial enterprises will consist of such iterations:

1. Hallmarking estimation of dynamics of values of indicators of forming and use of potential.
2. Development of maximum values is for the second statistical indexes.
3. Determination of integral estimations of forming and use of production potential of industrial enterprises.

To the main diagnostic indicators of quality of management forming and use of production potential of industrial enterprises it follows to take all seven not indicators, grounded in a previous section, but only four — three effective descriptions (dynamics of growth of profitability of sales, general liquidity and property circulating asset ratio).

An important question is a ground of the system of indexes of evaluation of internal and external efficiency of production potential. As his subsoil are economic resources, it is expedient to distribute their indexes on such which characterize possibilities of the use of every type of resources in an internal environment and external surroundings.

At forming and increase of production potential of industrial enterprise it is necessary to adhere to certain principles basic from which is:

1) integrity ;

2) guard of environment ;

3) system.

**Conclusion.** Now there is underloading of production capacities on most industrial enterprises, and consequently, mainly unusing of their production potential. Every enterprise must aim to attain the high level of production potential.

It follows to take to basic principles of forming and accumulation of production potential of enterprise: integrity, combination of economic interests of development of production with regional and national interests, purposeful use of potential on satisfaction of demand of users, system and guard of environment.