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ASSESSMENT OF THE EFFECTIVENESS OF THE USE OF ECONOMIC POTENTIAL OF THE ENTERPRISE

Modern enterprises are in a harsh market, the competitiveness of which ensures the effectiveness of the economic potential of the enterprise. Economic potential is a multifaceted concept, which is also discussed in the existing society. The activity of the enterprise of any industry is aimed at optimizing the use of its economic potential, so research in this area is of great importance. Today, it is necessary to think more seriously about the content of methodologies for assessing economic potential, taking into account both the sectoral identity of the research object, its current situation, market positions and many other factors. Today, a rather good foundation has been created in terms of theoretical justification of economic potential. But the results of practical use of this economic category are not sufficiently studied and presented, industry peculiarities of enterprises are not sufficiently taken into account in its assessment. Any business entity today must demonstrate its potential to the external environment. This, in turn, can only be done by assessing the comprehensive economic potential of the enterprise, through which it is possible to reveal the real financial capabilities of the enterprise. Nor should we forget that the high level of dynamic development of the external environment dictates us to find new approaches to assessing economic potential, to find new forms of its expression.

Keywords: economic potential, assortment, efficiency, effectiveness, market, competitiveness.

I. « » *

				2018 .	2016 .
	2016	2017	2018	±, .	%
	674853	732224	733 421	58568	108,68
	580153	635923	646006	65853	111,35
	94700	96301	87 415	-7285	92,31
	5620	3862	2 122	-3498	37,76
()	9030	9218	452	-8578	5,01
()	8545	5820	1 865	-6680	21,83
	141319	22214	26 293	-11 5026	18,61
	141879	25657	24 803	-11 7086	17,48
	3805	3144	3315	-490	87,12
	266793	291926	300350	33557	112,58
	243 80,73	36760,80	36692,85	12312	150,50
	65	93	81	16	124,62
	10382,35	7873,376	9054,58	-1 328	87,21

*

2. *

				2018 .	2016 .
	2016	2017	2018	±, .	%
	3805	3144	3315	-490	87,12
:	1769	1108	1369	-400	77,39
,	1867	1823	1 475	-392	79,00
	169	213	471	302	278,70
	266792	291925	300350	33558	112,58
:	156462	172430	183 291	26829	117,15
	99664	115972	113 062	13398	113,44
	4036	476	0	-4036	0,00
,	6630	3047	3 997	-2633	60,29

*

« » 12,88 %.

12,58 %.

— 58 %.

« » 2018 — 61 %, — 37 %

2 %, 17,15 %.

« ».

3.

3,

11,89 %.

89,63%.

3. « » *

				2018 .	2016 .
	2016	2017	2018	±, .	%
:	271404	295070	303665	32261	111,89
, . .	19314	23176	25298	5984	130,98
:	10000	10000	10000	0	100,00
, . .	2638	2638	2 638	0	100,00
, . . .	6676	10538	12 660	5984	189,63
, . . .	92003	85273	85178	-6825	92,58
:	92003	85273	85178	-6825	92,58
, . . .	160087	186621	193 189	33102	120,68
:	15000	4900	9 673	-5327	64,49
, . . .	144211	180637	182 093	37882	126,27
, . . .	876	1084	1 423	547	162,44

*

26,27 %.

7,42%,

« »,
9,12 %,

4.

4. *

				2018 .	2016 .
	2016	2017	2018	±, .	%
, . . .	589823	651260	722473	132650	122,49
:	531869	589564	665783	133914	125,18
:	325256	369283	422785	97529	129,99
:	78125	86346	111375	33250	142,56
	136456	144892	171254	34798	125,50
	110675	138045	140156	29481	126,64
	63936	68328	77223	13287	120,78
	87457	91124	99964	12507	114,30
	40125	43156	46385	6260	115,60
	12349	10672	9967	-2382	80,71
	2746	7001	9459	6713	344,46
, . . .	57954	61696	56690	-1264	97,82

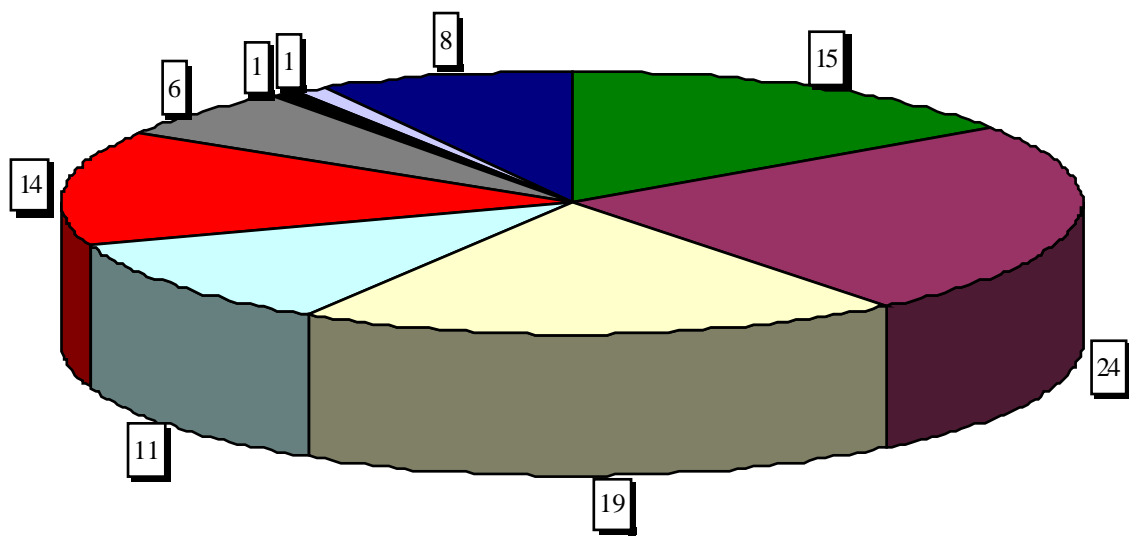
*

—40,14%,

—33,15%.

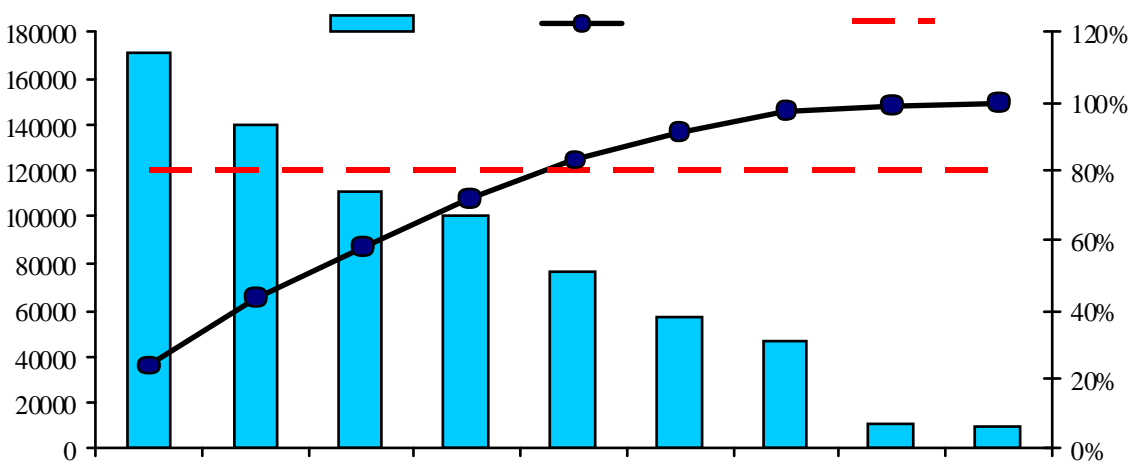
92 %, 58,52 %

1.



. 1. 2018 , % ()

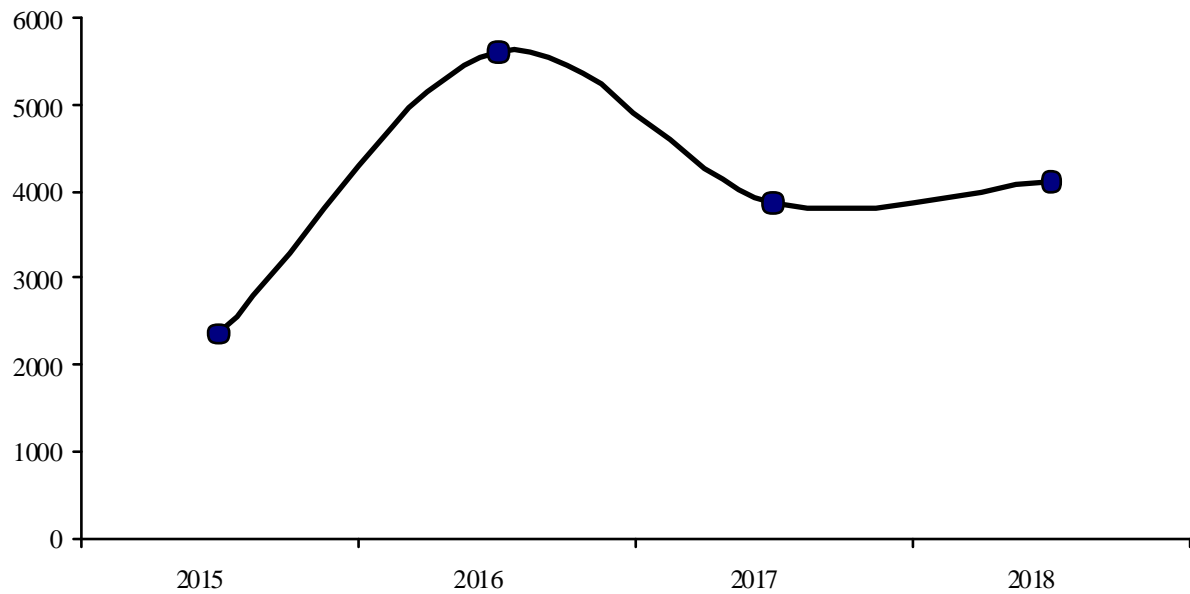
1 , , 8%



. 2. ()

2, 80%, 20%.

« » , « » ,



3. « » 2015-2018 . ()

« » 2015 2016 . 60 %, 2017 7% .

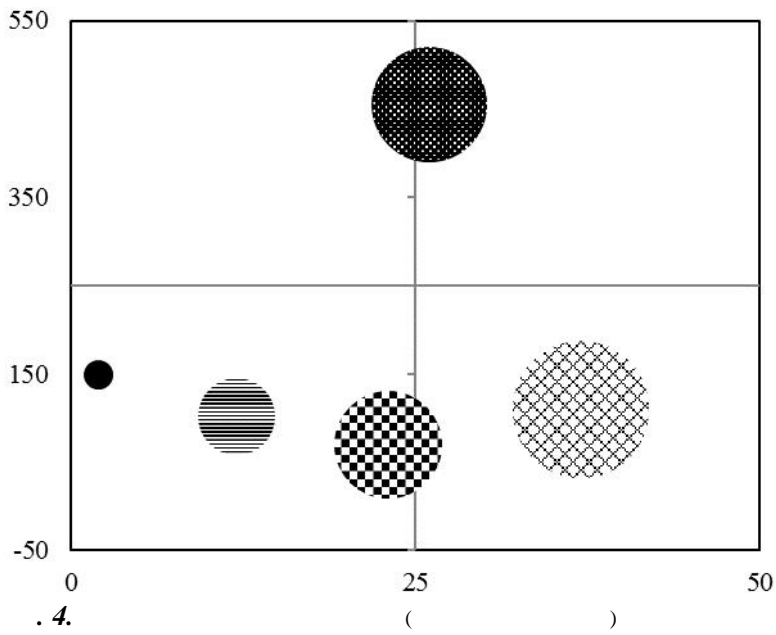
5.

			%	,%
	2016	2017		
« »	643 191	453 258	23	70
« »	674 853	732 224	37	109
« »	21 862	32 512	2	149
« »	114 360	520 042	26	455
« »	227 790	231 355	12	102

*

4,

« » , « » - « » , « » -



- ООО «Энтрего»
- × ООО «Пивной мастер»
- ООО «Старый мастер»
- ◐ ООО «Академия»
- ≡ ЗАО «Бакалея»

4. ()

», « », , , - « » « » « » « » « » « » « » 10-15 . « » S - « »

6. STEP- *

) (: 1,9 1000);) (0,34 %); ;
) ;) ;
) ;) (2018
) .) 5,6 %, 4,8 %);
) ;) ;
) ;) ;
) ;) ;

*

», , - « - - -

« », 0,34%, —5,6% (2017
 « 6,9), »,
 « »
 SWOT- 7.

7. SWOT- « » *

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*

« » — 37%, « »

« » . 98%, — 91%, 92 %, 58,52 % — 40,14 %, 33,15 %. 80 % 20 %. — 37 %, « »

1. : / . — ., 1983.
2. . 15 2016 .]// . — 2016. — 381- . — .39 [-
3. ()/ . . — .: Nauka, 1991. — 325 .

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