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THE PRACTICE OF DEVELOPING THE CAPACITY OF THE WINEMAKING ENTERPRISES OF THE CRIMEA

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Considers approaches to the development of the concept of «potential», beginning with its inception in the Soviet scientific economy and the further evolution of this category from the general conceptual scale of the country to the definition of its various forms in the context of the enterprise. The article presents the developed and previously investigated elements of the enterprise's potential for the management functions performed by them. The article presents the elements of the enterprise's potential, which are the main levers in its management. The presented 8 elements of enterprise potential management are key and applicable for wineries. But the indicator of the effectiveness of enterprise management is universal and can contain any other number of constituent elements depending on the specifics of the enterprise and, accordingly, be applicable to any enterprise. Based on the above tools with the help of correlation analysis, the main elements of enterprise potential management for a particular winery in the Crimea were identified. The practical part of the article was based on the activities of one of the Crimean wineries. The conducted analysis of the effectiveness of enterprise potential management showed that it is satisfactory to the given enterprise, but the management of the enterprise needs to pay attention to the organizational and managerial and communication elements of potential management, to develop a strategy for improving the management of the enterprise's potential.

Keywords: enterprise potential, elements of enterprise potential, capacity assessment, enterprise potential management, wineries.

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[2]. , 1973

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[6].

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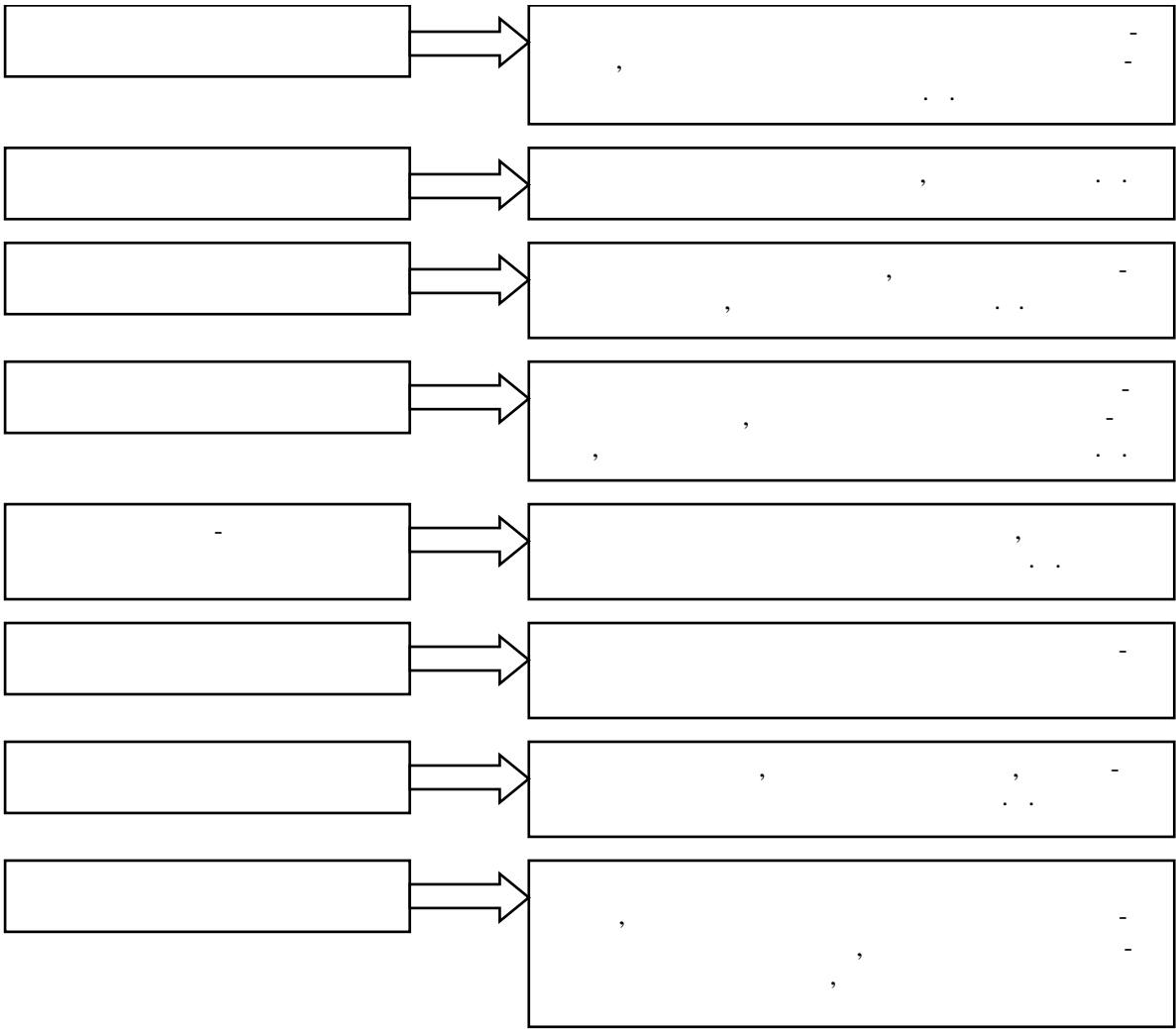
[5, 6].

[7].

[8].

[5, 6],

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$$= \frac{\sum_{i=1}^n X_i}{\sum_{i=1}^n X_{ni}}, \quad (1)$$

$i (i = \overline{1, 2, \dots, n});$
 $i (i = \overline{1, 2, \dots, n}).$ $n \geq 8; 0 < i \leq 1 [6].$

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» 2013–2016 .

0,35 0,82.

2013–2016 .

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» 2013–2016 . *

/		2013 .	2014 .	2015 .	2016 .
1.	1 ()	0,39	0,48	0,41	0,44
2.	2 ()	0,46	0,47	0,45	0,44
3.	3 ()	0,49	0,56	0,55	0,56
4.	4 ()	0,73	0,74	0,79	0,81
5.	5 ()	0,60	0,63	0,58	0,58
6.	6 ()	0,39	0,38	0,40	0,39
7.	7 ()	0,37	0,36	0,39	0,44
8.	8 ()	0,58	0,61	0,62	0,60

* [5, 6]

$$\sum i = 6,99 + 7053,7 + 43,79 + 391,4 + 496,6 + 106,9 + 1663 + 289,3 = 10051,68 (. .).$$

$$\sum i = 16,38 + 15375 + 80,4 + 600 + 830 + 270,2 + 4350 + 477,5 = 21999,48 (. .).$$

$$= \frac{\sum_{i=1}^n i}{\sum_{i=1}^n i} = \frac{10051,68}{21999,48} = 0,45 .$$

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 3. : 08.00.05 / . . . — , 2012. — 20 :
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