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THE WAYS OF MAXIMIZATION OF ECONOMIC POTENTIAL OF UKRAINIAN CONSTRUCTION COMPANIES

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Summary. Usage of a model of balanced economic capacity of a building company which provides the maximization of its value is considered in the article. The author describes summarized features of subpotentials influence on the magnitude of economic potential that are characteristic for the three groups of building companies by size (large, medium, and small).

Key words: *economic potential, subpotential, building company, balanced model.*

The intensive development of the building industry demands from the modern building companies the renovation of equipment and technology, transformation of production processes, innovative activity, improvement product quality and competitiveness. To solve these problems, the building companies need an efficient redistribution of scarce resources and opportunities between the different areas of its activities, which generally characterizes the economic potential.

The consideration and evaluation of the building enterprise's economic potential are remained relevant in terms of unity and intercommunication of its structure blocks, the rationale for the balanced model of the building enterprise's economic potential, the determination of the structure characteristics and direction of maximizing the economic potential typical of various groups of the building enterprises by size.

The purpose of this article is to study the balanced model of the building enterprise's economic potential that allows to maximize its value and to identify the generalized features characteristic for each group of the building enterprises by size.

The enterprise's economic potential is considered as an ability to take advantage of opportunities, resources and reserves interconnected, balanced, functionally directed and exposed to external environmental factors of subpotentials, characterizing critical functional activities of building company that allows to consider them in close conjunction with each other and the external environment of enterprise functioning. Subpotential of economic potential is understood as the structure component in the

form of resources, opportunities and reserves, which characterizes the ability of functional activities of building enterprise to achieve the appropriate results.

It is expedient to distinguish technical and technological, staff, financial, administrative, marketing, innovative and investment subpotentials that characterize the major directions of building enterprise's activity.

The maximizing of the building enterprise's economic potential value balance is achieved under the condition of the balanced values of its subpotentials.

The balanced model of the building enterprise's economic potential should contain two components: target function and conditions. The features of financially-economic activity of different groups of enterprises in size stipulate the difference of influence's degree of their subpotentials on the size of economic potential. The enterprises depending on the number of employees and volume of gross profit from sales during the year can be classified as small, medium and large enterprises. Analyzing the actually received calculations for 15 building enterprises – representatives of three enterprise groups by size the author has identified generalized features of subpotentials influence on value of the economic potential, specific to each group of enterprises.

It is established that the greatest degree of the influence on economic potential of enterprises of the group "Large" have the innovative, investment, financial, administrative and marketing subpotentials. It can be explained by high dependence of economic potential of the enterprises of this group on possibilities of bringing in and using of the investment

resources for activation of their innovative activity, intensive development of enterprise, providing of steady position at the market, successful sale activity.

On the size of economic potential of enterprises of the group "Middle" the subpotentials influence almost equivalently.

On the size of economic potential of enterprises of the group "Small" technical, technological, staff and financial subpotentials have the highest influ-

ence degree, it can be explained by high dependence of the enterprise's economic potential of this group of enterprises on their ability to use existing technical and technological possibilities for the high-quality and adequate to the building market demand construction, support of the construction by workforce of necessary quantity and quality, support of equity and debt financing to fund simple and expanded reproduction processes.

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