

## ANALYSIS OF FACTORS AFFECTING THE PRODUCTION POTENTIAL OF INDUSTRIAL ENTERPRISES

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**Annotation:** *This article shows that each enterprise has its own characteristics, that is, the dynamics of its development, the characteristics of its products, the presence and behavior of competitors and other factors of the external and internal environment. At the same time, taking into account the presence of the enterprise's production, property, scientific, technical, labor, financial and other types of potential, it is recommended to develop a strategy for the enterprise's behavior based on these factors.*

**Key words:** *intensive and extensive, management, approach, material resources, production, elements, scientific and technical, development, potential, enterprise, sustainable.*

Relevance of the topic. The production complex is a branch of the national economy, the results of which have not only economic, but also the most important socio-political significance. In this regard, the effectiveness of its development largely determines the growth rate of economic stability and future prospects for the entire national economy. By all indicators, the manufacturing industry is developing at a successful pace, and all conditions are in place to further increase annual growth. According to experts, this situation is related to the macroeconomic situation and depends on the state of the region's economy. Today the economy is developing steadily, and there are no objective reasons for reducing the growth rate of construction, except for the occurrence of unforeseen situations. In this regard, an objective assessment of the production capabilities of enterprises, as well as the parameters and characteristics of their production potential, is of secondary importance for decision-making.

The relevance of studying the economic potential of an enterprise lies in the impossibility of assessing the production potential of all enterprises and developing a unified strategy for its use. Moreover, each enterprise has its own characteristics, for example, it depends on the dynamics of development, the characteristics of its products, the existence and behavior of competitors and other factors of the external and internal environment. Consequently, it is necessary to develop a strategy for the enterprise's

behavior based on these factors, paying attention to the fact that the enterprise has production, property, scientific, technical, labor, financial and other potentials.

It can be seen that scientific research aimed at finding ways to effectively use production potential is becoming more and more relevant, and this problem itself is acquiring national economic significance.

Knowledge of the problem. There are several approaches to determining the nature and structure of production potential. The most common is the resource approach, which in turn focuses on the importance of two resources.

First, supporters view production potential as a set of resources without taking into account their interaction and participation in the production process. Supporters of this position are academicians Abalkin L.I., Zolotarev V.A., Vokhidov I.N., Lukmonov I., Savitskaya G.V. This definition can be called the most complete. The disadvantage of this approach is that it excludes the analysis of the interaction of resources, since the presence of resources does not mean their compatibility, proportionality and interdependence.

Bolotny K.A., Rotko N.V., Khudoiberdiev V.I., Salimov M.Yu. connecting production facilities with fixed assets, material and labor resources. The authors limit themselves to the resource components of production potential, which, in our opinion, is not entirely correct, since an important role in the formation of production potential is given to information and communication resources and management resources.

A number of authors compare production potential only with fixed assets and production capacity of the enterprise, including Yu. Yu. Donets, L. M. Sarimsakhova, V. K. Faltsman. The disadvantage of this approach is that the authors to a certain extent determine the production potential with the technical potential of the enterprise, while it should also be noted that the composition of the production potential is narrow.

Another group of economists, which included A.I. Anvarzhonov, V.M. Aripov, T.B. Berdymurodova, E.M. Merzlikina, R.L. Satanovsky, E.B. Figurnov, using the resources of production capacity, determines the ability produce a certain amount of material goods as a production system. Thus, economist T.B. Berdymurodova defines production potential as a "...category". To combine the various production capabilities of the enterprise for the production and sale of various types of products and provision of services."

Analysis. As a complex system, an enterprise has a heterogeneous internal environment consisting of resources, reserves and potential capabilities. An opinion on changes in production potential is given by indicators characterizing its active elements - labor and means of labor. To assess the use of labor in an enterprise, the labor performance of the enterprise is comprehensively and comprehensively studied, the implementation of the plan, compliance with established standards, and the efficiency of use of labor resources are assessed. Based on this, the main tasks of analyzing labor indicators are determined:

1) supply of the organization's labor resources and analysis of the effect of their change;

2) study the dynamics of labor productivity, the influence of intensive and extensive factors on the implementation of the labor productivity plan;

3) the ratio of absolute and relative deviations from the planned wage fund, their impact on cost and labor productivity.

In order to assess the production potential of the enterprise, an analysis of the state of fixed production assets and their use is carried out. Among the tasks of analyzing production assets, despite the fact that this asset is part of the production potential, the following should be highlighted:

1) analysis of the condition and use of the company's fixed assets;

2) determination of the main equipment of the enterprise, the structure and composition of fixed production assets;

3) determination of the level of capital productivity, its dynamics;

4) determine the factors influencing the capital productivity index and reserves for improving the use of fixed assets.

The production capacity management mechanism is an integral part of the overall enterprise management. This process directly depends on the availability of resources, as well as their effective distribution, use and timely replenishment.

The peculiarity of such a component of production potential as labor resources is that its carriers, in addition to the economic characteristics - labor - are people with psychological, social and demographic characteristics. The main direction for improving this element of production potential is to bring the level of development of labor resources to the level of development of other components - equipment, technology, organization of production and labor.

Currently, the importance of such an element of production potential as material and energy resources, which combines material and energy sources of production, is increasing. Material resources are various material elements that are primarily used as objects of labor. The stable operation of an enterprise in market conditions is determined by the constant improvement of methods and methods of using traditional materials, mastering the use of new ones, creating and improving existing ones in the presence of an innovative infrastructure.

As mentioned above, the main task of production facilities is to produce products aimed at making a profit. It can be seen that in order for production capacity to carry out this continuous and constantly renewed process, it itself must be constantly and constantly repeated, i.e. productive capacity comes from the ability to reproduce itself.

Production capacity has different characteristics and properties and must be considered separately. Unified system - all elements of the potential serve the overall purpose of the system. The integrity of potential is ensured by its application in the management process at all levels of the enterprise.

Complexity is manifested in the presence of several structural elements, each of which is a collection of individual parts.

The exchange and alternativeness of elements serve to save production resources as a result of the use of new equipment, technologies, energy, information resources and methods of management and organization of production.

Interdependence and interaction of potential elements - it is impossible to achieve a significant increase in production potential by improving only one element. This is only possible with simultaneous influence on all elements of the potential.

The ability to perceive the latest achievements of scientific and technological progress as elements is the ability to develop through the direct and systematic use of new technological ideas.

In conclusion, we can say that the nature of the relationships described above is determined by changes in the internal and external environment of the enterprise, where the role of the enterprise's production potential requires the search and implementation of internal sources of self-development. ensure stable operation of the enterprise.

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