

SYNTHESIS OF TANGIBLE AND INTANGIBLE COMPONENTS OF THE POTENTIAL OF THE ENTERPRISE

Statement of the problem. Quality management of the company is often based on a variety of tools, which managers transform according to their own businesses. Effective solution of problems that arise with increasing competition on the market is possible by the reorientation of management activities in the plane of the support of perspective development. Such orientation is the key to future success. The dominant feature of this process is the potential of the company, indicating the need for its careful study and requires practical application at the enterprise level.

Analysis of the last researchers and publications. Modern theorists O. Kuzmin, O. Melnyk, S. Vihlyayeva, O. Babina, O. Bondarenko, M. Zametalina, V. Dyblenko, O. Shevchenko, V. Grabczuk, V. Zhelezniak, V. Bozhko, V. Volikov, L. Chumak widely used concept of potential, but operate mainly its partial components. In addition, each of them selects a component that describes, as the most important in the management of potential of the company [1; 2; 3; 4; 5; 7]. Ignored remains considerable variety of questions concerning the components of the potential, their parity and synthesis.

Statement of the task. Considering the foregoing, the purpose of the article is to study the main components of the potential of the company in a highly competitive, clarify the priority or detection of parity, and the presence of synthesis between them.

Presentation of the basic research material. The most common interpretation of the term "potential" is reflected in the works V. Dyblenko, A. Shevchenko and V. Grabczuk for which the potential of the company is a set of labor, material, technical, financial, innovative and other resources, skills and capabilities of managers, professionals, all categories of personnel for the production of goods, works and services in order to obtain maximum results, and ensure sustainable operation and development of the company [5, p. 135]. Exactly potential shows situation in which the company will be in the future, whether it can survive in a competitive environment. Especially if the competition has a positive growth. The potential is a system of integrated capabilities for its implementation. He describes the company's ability to produce a number of products with the required quality characteristics that meet the requirements of the market, or provide the services in the future.

Taking into account dynamics of the possible components of the potential and their permanent updating, we believe that it is reasonable to use the definition of O. Melnyk and O. Kuzmina. They argue that the potential of the company - is "its ability to establish and ensure the functioning of perspectives" [7, p. 157]. Before the modern managers arises the question, how to ensure the efficient use of the potential. So for successful management of the potential it is necessary to define its basic elements.

We agree with the opinion that potential is a complex, dynamic, polistructural system that consists of certain parts [2, p. 202]. Its components are resource, production, labor, marketing, investment, scientific, technical, financial, innovation, managerial and organizational potentials.

In order to determine whether all components have equivalent effect on the effective use of the potential of the company, it is necessary to analyze the importance of each of them. Depending on the physical nature, these parts can be divided into tangible and intangible.

Tangible parts include resource, financial, scientific and technical potential of the company. Intangible components of the basic potential of the company include: production, labor, marketing, investment, innovation, managerial and organizational potentials.

Based on the study of scientific papers of scientists and theorists, personal research of the author and by economic logic has been defined and systematized components of potential of the company that are listed in Table 1.

Table 1

The basic definitions of components of the potential of the company

Indicator	№	Concept	Definition
Tangible components	1	Resource potential	Base of resources at the disposal of company, which can be used to implement specific actions to make a profit. Resources are material carriers of potential. They can be used for the production of certain products that the company can implement. Also possible to sell the same resources that will bring some profit. If resources can not be used, they are not resource potential.

	2	Financial potential	Available money and the ability to attract other earnings that can be used to meet the financial obligations of the company. Other words, own, borrowed and attracted funds that can be raised to support sustainable innovation and investment development of the company and maintaining a competitive position in the market [8, p. 66].
	3	Scientific and technical potential	A set of techniques, technologies, capabilities and resources owned by the company to solve scientific and technical problems. The main part of this potential is the material and technical base. It includes tools of scientific research labor, whose purpose is effective and fast implementation of research ideas into specific technical and technological innovations.
Intangible components	1	Production potential	The possibility in the future to develop a certain number of products that will fit the market requirements. That is, the the company will be able to produce a certain nomenclature of production with good output characteristics: quality, focus on the demand, necessary composition and technical specifications. These products the company can realize getting some profit.
	2	Personnel potential (labor potential)	The team of workers who are now in legal relationships with company and ensure the production of products or services. A lot of successful managers consider exactly workers the most important component of successful existence of the company. This potential consists of individual potential of each of its employees. It is necessary to remember that the working capacity of the company is always greater than the sum of the potentials of individual employees (the law of synergy).
	3	Marketing potential	Is interpreted through the lens of labor potential. It shows the ability of employees on time and more effectively execute their marketing functions. It is also necessary to treat marketing potential as a tool production and resource potentials.
	4	Investment potential	Investments – investing its own capital in order to enlarge it. Therefore, the investment potential of the company – an opportunity to invest for further savings. It can be investments in own business or other enterprises, or other fields of activity to generate additional capital flows. On the one hand, it is the result of the effective use of opportunities of the company, as evidenced by available cash to invest. And on the other – a factor for its further development. After all invested capital in the future will give some results.
	5	Innovation potential	The ability of the company to engage in its activity innovations. That is, the ability to generate, accept and implement new ideas for updates on technical, organizational and management levels.
	6	Managerial potential (entrepreneurial potential)	This component is characterized by capacity, knowledge and skills of leaders at all levels of management. In a broad sense, this indicator is the integration of all the components of intangible potential. Managerial potential creates the proper conditions for the effective functioning of the whole company.
	7	Organizational potential	The set of of necessary skills and education in order to develop the intellectual, human and social capital in the corporate governance process and their mobilization strategy in development of potential strategy based on the external environment. This potential is necessary to ensure a high level of organization and coordination of management activities, providing managers with reliable information for timely decision making [1, p. 25].

Source: Developed by author

Based on the above, each fragment of the potential of the company is essential for efficient operation. Schematically synthesis of all components of the potential of the company is shown on Figure 1.

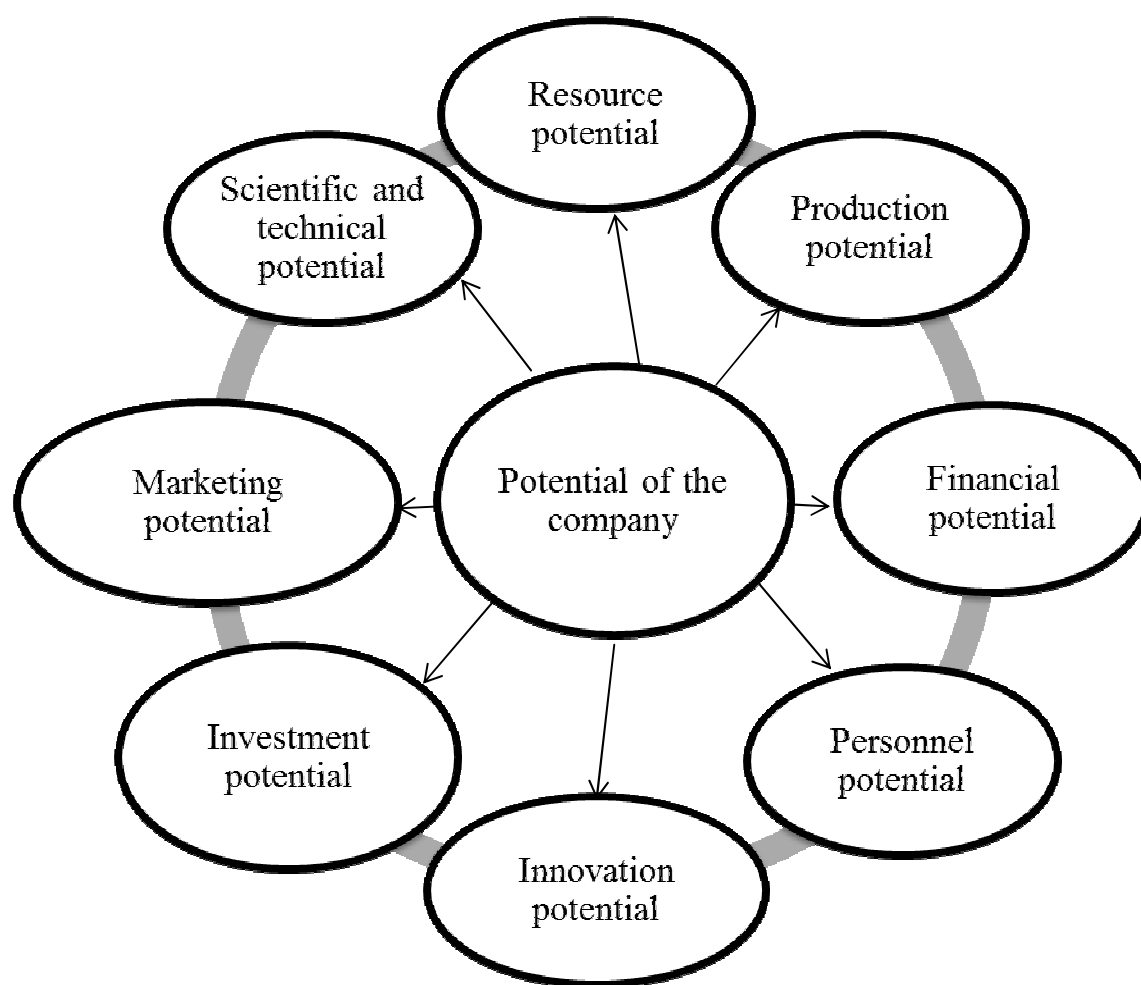


Fig. 1 The synthesis of all components of the potential of the company

Source: Developed by author

Most scientists believe that the most important is the financial potential, which covers liabilities of the company. However, in current market conditions functioning of the company even having enough amount of financial resources, is impossible without the personnel potential. After all, workers are treated with all aspects of resource, informative, production and other potentials of the company and lead them into action. The inverse effect works also for financial potential. Having a sufficient amount of required resources and personnel, the company can't work without the necessary amount of cash. In its turn the investment potential makes it possible to obtain the necessary funds. On one hand, it is a result of used opportunities, and on the other – is a factor of its further development. Keep in mind that innovation potential is a source of future development of the company. All these fragments is impossible to connect without entrepreneurial potential, which initiates the formation of the company and manages all the mechanisms for its effective functioning. The effect using total potential of the provided components is much larger than from the individual their using. Therefore, we should assert the parity and synthesis of all components of the potential of the company, namely about their equality and the relationship between them.

Conclusions and further researches. Potential is an important component in the plane of support of perspective development of the company. After all the potential is a system of hidden, integrated features that will be used in the future. This system builds a range of different components which by physical form can be divided into tangible and intangible. All components are vital for the effective functioning of the company in the future, that's why they are parity in relation to each other. At the same time they can't exist separately, therefore occurs the synthesis of all components of the company's potential.

Further research on the given subjects is expedient to continue in the direction of studying the process of formation the structure of the potential, taking into account parity and synthesis of basic components. It is necessary to deeply investigate the factors that influence on the given process and conduct of their careful analysis at the company's level, which will lead to improving the competitiveness and efficiency of the enterprise potential.

References

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Annotation

Matviichuk T.O. SYNTHESIS OF TANGIBLE AND INTANGIBLE COMPONENTS OF THE POTENTIAL OF THE COMPANY

Purpose. The purpose of the article is to study the main components of the potential of the company in a highly competitive, clarify the priority or detection of parity, and the presence of synthesis between them.

Methodology of research. To achieve this goal, we used a variety of methods. Methods of observation, comparison, analysis and synthesis were used to determine the overall potential of the company, concept and identify its structural elements. Descriptive method was used to describe all elements of potential and comparison method to identify the most important of them. The method of abstraction helped to divide all elements of the potential for tangible and intangible. The methods of modeling and synthesis were used to detect parity and synthesis of all components of the enterprise potential. Of course, for the conclusions we used the method of induction and formalization.

Findings. Suggested to identify within the potential tangible and intangible components based on their physical nature. Established the importance of each element in the general population. The study found parity of all the components of the potential of the company and their synthesis.

Originality. Revealed the possibility of using separation of all components of the potential on tangible and intangible while management. Established that clarification of parity and synthesis of all components promotes the efficient use of potential in general.

Practical value. The received results of the study reveal the meaning of the potential of the company, its main components. The proof of parity and synthesis of all components can be used by managers during the formation and management of potential of the company.

Key words: potential of the company, the tangible components of potential, intangible components of potential, parity, synthesis.