
**ECONOMY
AND MANAGEMENT OF ENTERPRISES**

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THE ESSENCE OF POTENTIAL OF ENTERPRISES**

The current state of Ukraine's economy and problems that exist in the present, to put forward its structural units fundamentally the new requirements, one of which is to provide the competitiveness of the potential of specific industries, including the construction industry. Forming competitiveness potential field has a direct relationship with its capabilities. So, for the successful studying this problem it is useful, first of all, to define the essence of potential. Today, the term "potential" is widely used in the economic literature, so it makes sense to study in detail its essence. The subject of the definition of "potential" at various times engaged many scientists. In general, the terms "potential" means the presence of someone or something hidden opportunities that are still not identified, or ability to operate in certain areas. Such a broad interpretation of the essence the potential allows use it in various fields of science and human activities, depending on what tools, supplies and sources, hidden possibilities and power are implied. Taking this into account, the concept of "potential"

is widely used in the modern scientific literature. It is used in natural sciences and the humanities, and the economy.

The analysing the opinions of scientists about the nature of the concept of "potential", presented in modern economic literature, allows us to identify five basic approaches to its interpretation. They are approaches based on resources, functions, goals, results and activities. We studied pluses and minuses of all approaches and made our decision about each of them. After analysing the existing approaches to defining the essence of the concept of "potential", we may agree that the main criterion and an essential part of the interpretation of "potential" are resources or system of resources. General description of the potential as an economic category changing over time, expanding and transforming and there is no consensus on the definition of "potential" as a summarizing concepts and there is the substitution of the concept of "potential" with his individual species when the analysis moves from general theoretical areas towards applied calculations.