

Formation of Rational Parameters Improve Organizational Economic Potential of Industrial Enterprises of Building Materials

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Abstract

SWOT-analysis carried out construction materials industry enterprises, which revealed the positive prospects for the development of enterprises. To realize these opportunities need to consider factors external and internal environment, which were considered by the authors to develop a model to assess organizational and economic potential of enterprises. Recommendations essence of which is: in the evaluation of the internal capabilities of the enterprise, determine the level of the organizational and economic potential of the company and the development of measures to increase this capacity.

Keywords: external and internal factors, the company building materials industry, organizational and economic potential of the enterprise, the recommendations on capacity building

Introduction

Improving organizational - economic potential of enterprises is crucial to the success of the enterprise and survival. Questions finding ways to increase the capacity of particular importance because of their solution will maximize capacity

utilization, reduce costs and improve product quality, to ensure the sustainability of the enterprise in a market economy [1].

Any company in the course of its production and economic activity is faced with a periodicity of occurrence of ups and downs, crises and bankruptcies.

The results of studies

Was conducted SWOT-analysis of some construction enterprises of the Penza region [2], which revealed the strengths and weaknesses of construction materials industry enterprises of the Penza region and to identify key opportunities (positive outlook):

- increasing the investment attractiveness of the region;
- an increase in production by society;
- improving the competitiveness of products, including through the expansion of its range;
- improving the technological base of the enterprise;
- upgrading the skills of workers;

To realize these opportunities need to consider factors external and internal environment, which were considered by us to develop a model to assess organizational and economic potential of enterprises [3, 4].

Based on the previously proposed options to improve the organizational and economic potential of the construction materials industry enterprises [4], have been developed to implement the recommendations of the above perspectives. Recommendations are consistent actions, consisting of four stages, the essence of which is: in the evaluation of the internal capabilities of the enterprise, determine the level of the organizational and economic potential of the company and the development of measures to increase this capacity.

Stage 1. Evaluation of the internal capabilities of the enterprise.

Stage 2. Determining the level of organizational and economic potential competitiveness.

Stage 3. Development of measures to improve the organizational and economic potential of the enterprise.

Stage 4. Implementation of the measures.

At the first stage, the initial information gathering and analyzes the opportunities to improve organizational economic potential. For this study the external factors: scientific, technical, political, economic and environmental.

Based on the findings in the second stage to assess the status of the production process, infrastructure, state information and the working environment, professional qualification, marketing capacity, financial resources. Analyze possible scenarios. Calculate the organizational and economic potential of the company. In the second step in determining the level of utilization of the capacity necessary to determine the possibility of changing the internal factors, they must also be given to assessing the economic feasibility of these changes, the possibility of attracting investment, profit.

3 - stage it develop proposals for improving the organizational and economic potential of the enterprise, define a variant of enterprise development, developing a range of directions of formation of organizational and economic potential, taking into account the level of use of each of the potential of the enterprise; closeness of the relationship and influence between the constituent elements of the potential of the enterprise; finding untapped reserves in the allocation of key business processes of the enterprise. A comprehensive analysis and evaluation of proposals.

In the fourth step, the implementation of the adopted proposals and evaluated the effect of: financial and economic, industrial, innovation and social.

Management identified the internal factors of the enterprise should be carried out according to the following scheme shown in Figure 1.

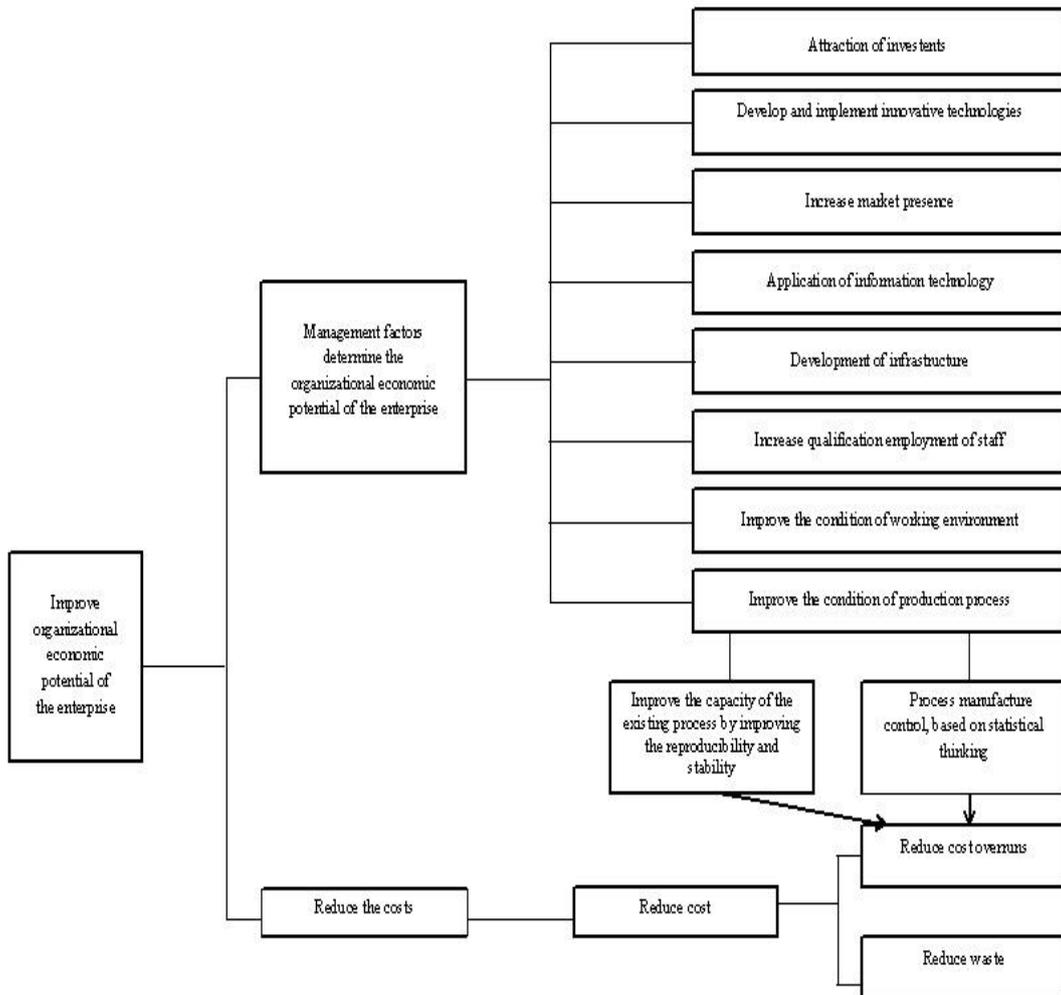


Figure 1. Diagram of the use of internal resources to enhance organizational and economic potential of the enterprise

Conclusions

Thus, some of the recommendations to improve the organizational and economic potential of the company building materials industry can be to manage the internal factors of the enterprise: infrastructure development, increase market share, process control, based on statistical thinking, stability and reproducibility of the production process, training employment of personnel, attracting investment, increasing the share of innovative products, the use of information technology, improving the working environment.

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