

Characteristics of The Production Potential of The Enterprise

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Abstract – The article presents a detailed analysis by the author of the modern characteristics of the production potential of industrial enterprises in our country. The author's definition of production potential was developed by studying and analyzing various ideas, views and interpretations presented by expert scientists about the production potential of enterprises.

Keywords – Production Potential, Labor Resources, Integrity, Complexity, Alternativeness, Labor Productivity, Profitability Of Production, Extensive, Intensive, Fixed Assets, Integral Coefficient.

I. INTRODUCTION

Under the production capacity of the enterprise is proposed to understand the level of open capacity of the enterprise to integrate into the new changing external conditions of the environment with the existing material, technical, organizational, economic and labor resources. A manufacturing plant, like any complex system, consists of a set of subsystems that perform specific functions. In order to perform its functions, each subsystem must have the necessary set of resources at its disposal. It follows that labor, technical, production, organizational, property, financial and other potentials can be distinguished by defining resources with the concept of 'potential'.

AO Sheremetev proposes three approaches to understanding the essence of the production potential of the organization, such as the generality of the production capacity of the product, the set of available resources and the results of economic and production relations between business entities. In general, in addition to this view, we believe that the crucial role of enterprise capacity lies in the creation of new values. Because the presence and use of any type of potential to one degree or another determines the overall performance of the enterprise.

Thus, by studying and analyzing the various opinions, views and interpretations presented by the above-mentioned scholars, the following author's definition was developed: "Production potential is a complex socio-economic system that includes technical, labor and combines material and energy resources and represents the ability to produce a certain amount of competitive products. A number of specific features of production potential can be highlighted (Figure 1).

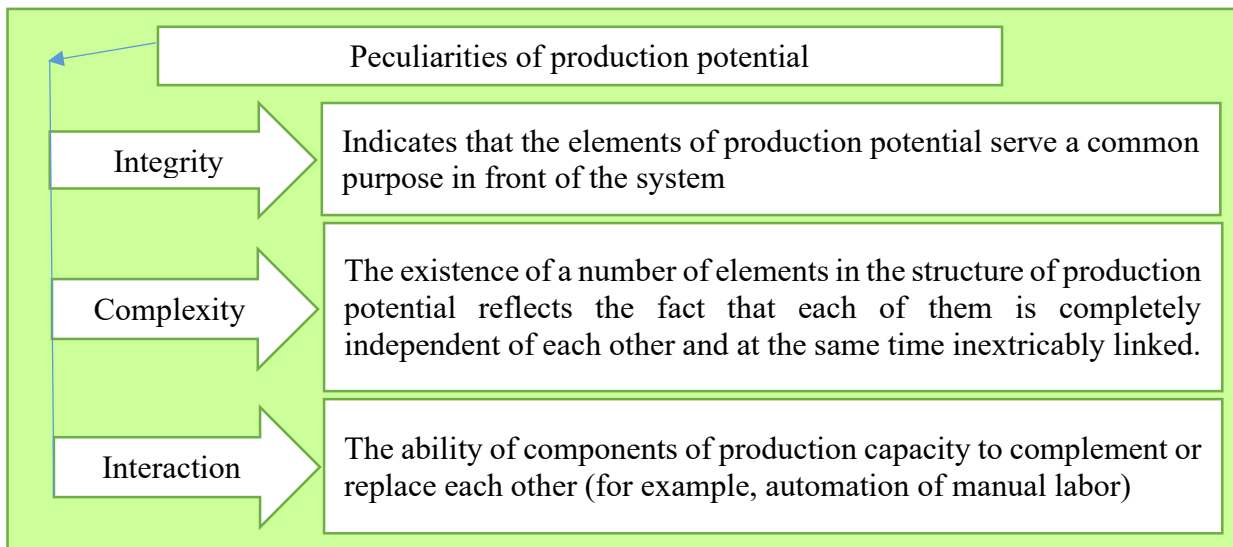


Figure 1. Peculiarities of production potential

As a form of complementarity of the elements of production potential, we can cite the saving of production resources using new types of equipment, machinery, energy sources, information resources and new methods of management and production. In this case, the level of alternative is not constant and depends on the economic situation, the level of development of production, the characteristics of the economy. Theoretically, these elements can complement each other indefinitely, but it should also be borne in mind that there is a limit to it. It is this aspect that characterizes the ability of potential elements to provide mutually balanced stability.

In a market economy, increasing the efficiency of the use of fixed assets and production capacity of enterprises has a special place in the production potential. The role of the enterprise in industrial production, its financial condition, competitiveness in the market will also depend on the above.

Having a clear idea of the role of each element of fixed assets in the production process, their physical and moral changes, the factors affecting their use, methods and directions to reduce production costs and increase labor productivity, which allows to increase the efficiency of fixed assets and production capacity. can be identified.

Of course, in addition to the essence of the content of production potential, there are a number of views on its definition and evaluation, including L.D. Revutsky's "At least four indicators in assessing the potential efficiency of enterprises: labor productivity, labor profitability, profitability of production and investment It is advisable to use the profitability.

In the process of production, the workers of the enterprise use the means of labor to influence the objects of labor and turn them into finished products. Means of labor (machinery, equipment, buildings, vehicles) together with the objects of labor (raw materials, semi-finished products, fuel) constitute the means of production, the monetary expression of which are the production funds of the enterprise. They are divided into fixed and working capital, depending on their performance in the production process, the method of transferring their value to the finished product and the nature of the reproduction of the means of labor.

Fixed assets - the enterprise is part of the means of production, participates in the production process for a long time, without losing its natural form, gradually transfers its value to the finished product, in part, through use. It is replenished by capital investments.

There are also non-manufacturing fixed assets, which include housing, children's and sports organizations and other cultural and household facilities on the balance of the enterprise serving the population. Unlike production funds, they do not participate in the production process and do not transfer their value to the product. Their value is lost in consumption. They are reflected in the national income of reproduction.

The main production assets are the material and technical base of collective production. The level of production capacity and equipment of the enterprise depends on its size. The accumulation of fixed assets and the increase in the technical armament of

labor enriches the work process, gives a creative character to labor, increases the material and technical level of society and, in general, the production potential of the enterprise.

Fixed assets are the main factor in ensuring economic development in a market economy - at the expense of all factors of intensification of production, they retain their form of ownership in the labor process and do not leave the sphere of production after each stage. Their value goes to the product gradually, not immediately, but in parts. Therefore, as one of the factors influencing the production potential, it is appropriate to cite fixed assets, which are divided into mutually active and passive parts.

There are various indicators of the use of fixed assets, which should be studied in groups, conditionally generalizing and value indicators, as well as specific and natural indicators. At the same time, aggregate and value indicators are used in the dynamics and statistical assessment, analysis and identification of reserves of fixed assets in different groups. Private and natural indicators represent the level of use of the active part of production assets - workers, machinery and equipment. In turn, the use of fixed assets can be combined into three groups of specific and natural indicators (Table 1).

Table 1. Private and natural indicators of the use of fixed assets

	Indicators	Formula	Interpretation of units
1.	Extensive (time-consuming) utilization indicator, reflecting the level of use of fixed assets over time	$K_{\text{эксм}} = \frac{t_x}{t_p}$	t_x – actual operating time of equipment, hours; t_p – operating time of equipment according to plan (norm)
2.	The coefficient of intensive use of equipment is determined by the ratio of the actual performance of the main process equipment to its normative (normative) performance. The coefficient of intensive use of equipment is determined by the ratio of the actual performance of the main process equipment to its normative (normative) performance.	$K_{\text{инт}} = \frac{M_\phi}{M_t}$	M_ϕ – the actual quantity of the product produced in the unit per unit of time; M_t – production of technically based product of the device per unit of time (obtained on the basis of passport data of the device).
3.	The integral utilization factor of the equipment is defined as the product of the extensive and intensive utilization factors of the equipment and describes the operation of the equipment in terms of time and capacity.	$K_{\text{интегр}} = K_{\text{экс}} \cdot K_{\text{интен}}$	$K_{\text{экс}}$ – coefficient of extensive use of equipment; $K_{\text{интен}}$ – coefficient of intensive use of equipment;

Thus, the amount of this indicator is always lower than the values of the previous two indicators, because it simultaneously takes into account the shortcomings of both extensive and intensive use of equipment and allows to fully express the production potential of enterprises. The result of good use of fixed assets is, first of all, an increase in production and, consequently, an assessment of production potential. Therefore, the generalization of the efficiency of the use of fixed assets should be built on the principle of modeling the product with the total fixed assets used in its production.

In addition, the organization of shift work is also important in the full use of production capacity and increase efficiency in enterprises. The volume of work expressed in the unit of labor cost measurement can increase production capacity by organizing two or three shifts of work that can be performed by key production personnel on the basis of available production assets over a period of time. To assess the production potential in shift work, the shift coefficient is determined by the ratio of the total number

of days worked by a given type of equipment to the number of machines working in the largest shift or the number of jobs and can be determined using the following formula:

$$K_{cm} = \frac{M_{xc}}{A_y}$$

Here: K_{cm} – shift coefficient,

M_{xc} - the number of machines actually running during the day,

A_y - The total number of installed equipment.

Increasing the shift ratio of equipment is of great importance in the economy of the enterprise, which determines the possibility of full use of production potential. The main directions of increasing the shift work of equipment:

Increase the level of specialization of the workplace, ensuring the growth of mass production and employment of equipment;

Reduction of interruptions in the organization of workplace services, shortcomings in the supply of training products, equipment to machine workers;

Good organization of repair work and application of advanced methods on it, increase the weight of the work.

Mechanization and automation of labor of main and especially auxiliary workers. This will free up manpower and move it from heavy auxiliary work to the main job in the second and third shifts.

Economic efficiency can be achieved only if the volume of production is higher than the level of production. Achieving efficiency will be the basis for the development of the country, GDP growth, meeting the socio-economic needs of the population, reducing unemployment, increasing the welfare of the population and improving working conditions.

In modern market conditions, production potential is one of the important components of the successful operation of the enterprise. In the new approaches used in the economy today, the production potential is considered as the main resource that increases the efficiency of enterprises. Because the result of the enterprise is directly related to the level of development of its main components, ie the production capacity, which determines the real ability of the enterprise to create the maximum amount of material wealth, taking into account the existing resource constraints, the balance of labor and material resources. Here, the direct impact on the composition of production capacity is carried out through the goals of production activities of the enterprise, on the basis of which the formation of the resource base, technical and technological equipment and labor capital of the enterprise.

In short, the result is the product of a systematic connection of resources throughout the activity, ie. resources for the development and reproduction of the production potential of the enterprise are formed on the basis of performance. The results of the enterprise are the result of the use of labor, material and technical and information resources available in the enterprise, ie the involvement of all elements of production potential in the economic activity of the enterprise.

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