

## **FORMATION AND CONDITIONS FOR MAXIMIZING THE ENTERPRISE'S EXPORT POTENTIAL**

The research examines the mechanism of formation and implementation of the export potential of business entities based on flexible coordination of economic and non-economic instruments with the help of qualitative improvement of export potential and strengthening of the national export policy of entities of foreign economic activity by activating their activities on the world market.

In the conditions of the global transformation of the modern world economy, solving the tasks of creating internal and external conditions for Ukraine's integration into the world economy, realizing its competitive advantages on the basis of the formation and realization of the export potential of the enterprise acquires priority. An important component in the formation of the profitable part of the state budget is export, because with the help of export, a fairly significant part of the gross national product is realized. With the help of the level of development of export-oriented spheres of the economy, the rate of integration of Ukraine into the world economy is determined.

New trends in the world economy and the international division of labor, increased competition in foreign markets, exhaustion of extensive factors of Ukrainian export development and an insignificant share in its structure of finished products, first of all, require new scientific research with the aim of increasing the efficiency of export activities, including due to increasing the international competitiveness of the company's products.

Management of foreign economic activity is a systematic influence on the object (production structures, firms, organizations, collectives of people) to ensure their viability, coordination in work and achievement of the final result. An important element of management of foreign economic activity is the formation of goals, which acts as a prediction of the results of management activity [1].

The fact that foreign economic activity becomes a guarantee of economic growth is also important. This becomes especially relevant under modern conditions, when the processes of international economic integration are intensifying: foreign economic activity contributes to the development of export potential; solves the problem of lack of energy carriers, machines, equipment and equipment, the latest technologies and certain consumer goods. An important place in the foreign economic activity of Ukraine is occupied by export-import operations[2].

The formation of the goal and the development of the export policy presupposes the need for the enterprise to have a comprehensive knowledge of its export capabilities, the level of competitiveness of its products, their limiting factors, and the possibilities of product markets in the conditions of a competitive environment at present and in the future. The export policy of enterprises and the industry should be based on the principle of a consistent transition from simple to more complex export tasks and adhere to the principle of concentrating resources and efforts on the most promising export directions. Export potential determines not only the availability of the resources listed above, but also the level of their effective use for the formation of sustainable competitive advantages and the achievement of strategic goals in foreign markets. In modern economic conditions, such opportunities are called marketing, or marketing potential of the enterprise.

The marketing potential of the enterprise is the level of readiness, ability and capabilities of the enterprise and its marketing service to perform marketing functions in a

timely and qualitative manner, to solve the formulated tasks, it is the level of compliance of the given state of the marketing service with the level required to solve the tasks. The export potential of enterprises characterizes their functional capabilities and is determined by the results of purposeful functioning in certain conditions, under specific circumstances regarding production and sales capabilities

For enterprises, the goal is to maximize export potential. For this, it is necessary to solve the following problems: first, to be able to produce the appropriate products; secondly, to define a set of markets and their needs; thirdly, to determine the most attractive markets; fourthly, to create an effective system of promotion and sales of the product in the specified market. It should be noted that for most domestic enterprises, the task of increasing the export potential is formed in a simplified version, namely, to produce competitive products, to sell them at competitive prices in certain (attractive) markets.

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