

**ORGANIZATIONAL AND ECONOMIC MECHANISM  
OF ENTERPRISE RESOURCE POTENTIAL STRATEGIC MANAGEMENT**

Improving the internal structure of a machine-building enterprise is one of the tools to ensure their effective functioning provided systems research within internal and external environment in order to prevent slowdown in production, ensure the competitiveness of products and achieve competitive advantage.

Enterprises that support adequate capacity and their growth rate comparing to the resource potential of their major competitors, are profitable and competitive, and their success depends on enough capacity level to provide the respective external operational environment. Such compliance is achieved through strategic management, one of the major problems of which is to develop the organizational and economic mechanism for its implementation.

The structure of the organizational and economic mechanism of resource potential management at a machine-building enterprise includes a set of components that provides management efficiency. Among them, the most influential component highlighted by the author is the assessment of the resource potential.

The assessment unit of the resource potential discloses succession, its results and implications. In particular, there has been defined system of simple and integrated indicators to assess some components of the resource potential (industrial, financial, labour and information). It has been the basis for calculating the integral indicator of the resource potential of the whole enterprise. There has been proposed to use the analysis of integral indicator boundaries of resource potential. It has become the ground to outline three levels (high, medium and low) and three types of machine-building enterprises (leading, competitive, risky).

After analyzing the results of the assessment, there has been suggested to review developed measures for ensuring the improvement of resource potential.