

ANALYSIS ALGORITHM COMPETITIVENESS OF POTENTIAL OF THE ENTERPRISE

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On the basis of consideration of existing approaches and methods of an estimation of competitive potential the technique for the enterprises of chemical branch has been developed and approved. The analysis of opportunities includes research of three components: the analysis of production, the analysis of internal structure, the analysis of an external environment. On the basis of the offered technique the analysis of activity of Open Society the Kazan factory of synthetic rubber has been lead.