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A SCIENTIFIC AND METHODOLOGICAL APPROACH TO FORMULATING AN ENTERPRISE DEVELOPMENT STRATEGY BASED ON THE ASSESSMENT OF STRATEGIC POTENTIAL

The article develops a scientific and methodological approach to justifying the development strategy of an enterprise based on assessing its strategic potential and resilience in a dynamic external environment. The relevance of the study is due to the fact that modern enterprises operate in conditions of high uncertainty, digital transformation, increased competitive pressure and crisis influences, which requires a transition from traditional approaches to strategic management to adaptive models capable of ensuring long-term development and maintaining competitive advantages. It is substantiated that the effectiveness of strategic choice is determined not only by the level of the enterprise's strategic potential, but also by its resilience to destabilizing factors, and their interaction forms the resilience of the enterprise as a key prerequisite for sustainable development.

The proposed approach involves a phased assessment of the strategic potential of the enterprise based on a hierarchical system of indicators, determining the level of its stability using SWOT analysis, integrating the results obtained into the matrix "Strategic Potential - Stability", choosing a strategic alternative, as well as further monitoring the results of the strategy implementation and its adjustment in accordance with changes in the internal and external environment. It is proven that the use of SWOT analysis allows for a comprehensive assessment of the interaction of the internal strengths and weaknesses of the enterprise with external opportunities and threats, determining the level of its stability and forming an information basis for making strategic management decisions.

Particular attention is paid to the development of a matrix of strategic development of the enterprise, which is based on a combination of two key characteristics - the level of strategic potential and stability of the enterprise. The proposed matrix allows for identifying the strategic position of the enterprise, determining the most appropriate trajectory of its development and justifying the choice of the appropriate strategic alternative depending on the ratio of internal opportunities and the ability of the enterprise to withstand the negative effects of the external environment. Possible directions of strategic development are considered, in particular, strategies of internal, external, combined and equal development, and their advantages and limitations are determined depending on the initial strategic position of the enterprise. The proposed scientific and methodological approach provides a logical relationship between the assessment of strategic potential,

determination of the enterprise's stability and the choice of development strategy, which allows to increase the validity of strategic decisions in conditions of uncertainty.

Keywords: development strategy; strategic potential; enterprise sustainability; resilience; strategic management; competitive advantages.