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TRANSFORMATION OF THE ENTERPRISE'S POTENTIAL AS THE BASIS FOR FORMING ITS DEVELOPMENT STRATEGY

The substantive characteristics of the enterprise's development strategy and its potential are highlighted. The essence of the transformational capacity of the enterprise's potential is determined.

The functioning of enterprises is characterized by a certain instability, acceleration of technological changes, digitalization of business processes, etc. Traditional approaches to strategic management, focused on relatively stable environmental parameters, are losing their effectiveness. The strategic planning should ensure not only the achievement of long-term goals, but also the ability of the enterprise to adapt to changes, transform resources and competencies, and form new development opportunities. This problem becomes especially important in the context of the transformation of the private sector. The private sector is not a static set of resources, but changes under the influence of technological, economic, market, and organizational factors. At the same time, the role of intangible resources, knowledge, digital technologies, innovative competencies, organizational flexibility, and the ability to reconfigure the resource base is increasing. The formation of the strategic planning should be considered in direct connection with the transformation of potential. The strategic planning determines the transformation of its potential, and changes in potential create the prerequisites for adjusting the strategy and forming a new development trajectory. For Ukrainian enterprises, this problem is especially relevant due to disruption of logistical connections, resource shortages, instability of energy supply, and accelerated digitalization, etc. At the same time, European integration, technological modernization, and post-war recovery create new development opportunities that require a combination of long-term strategic orientation with adaptability and flexibility.

The features of the formation and implementation of the enterprise's development strategy in the conditions of transformation of its potential are outlined. The logic of formation and sequence of implementation of the enterprise's development strategy in the conditions of transformation of its potential are presented. The states of the enterprise's potential in the process of formation and implementation of its development strategy are characterized. The essence and substantive characteristics of the strategic gap of the enterprise's potential are determined. The matrix for choosing an enterprise's development strategy depending on the strategic gap and transformational capacity of the potential is presented. The features of the enterprise's strategic feasibility and resilience are considered. The mechanism of formation and implementation of the enterprise's development strategy in the conditions of transformation of its potential is presented.

Keywords: strategy, development, enterprise, potential, mechanism, transformation, management, formation, implementation, strategic gap, transformational capacity, resilience.