

THE ROLE OF COMPETITIVE POTENTIAL IN STRENGTHENING THE ECONOMIC POTENTIAL OF THE ENTERPRISE

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ABSTRACT

When thinking about potential theory, it covers a wide range of ways to increase the efficiency of its use: economic potential, market potential, financial potential, resource potential, production potential, labor potential, stock potential, innovation potential, investment potential, information potential, intellectual potential, organizational a wide classification of potential types such as capacity, strategic potential, management potential, synergistic potential, etc. has been used.

KEYWORDS: *Capacity, Efficiency, Economic Potential, Market Potential, Financial Potential, Resource Potential, Production Potential, Labor Potential*

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