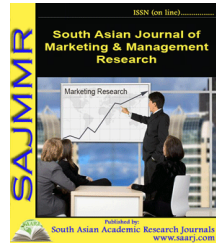




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INCREASING THE COMPETITIVE POTENTIAL OF ENTERPRISES IN THE BUILDING MATERIALS INDUSTRY IN THE CONTEXT OF INNOVATIVE DEVELOPMENT

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ABSTRACT

This article analyzes the competitive potential of enterprises in the building materials industry in the context of innovative development and its advantages. In addition, ways to increase innovation potential and competitiveness are scientifically described. The term "enterprise management" refers to the micro and available resources to continuously increase macro efficiency as an impact on current plans of formation, distribution, and redistribution can be considered. Management of business activities in different areas of activity covers. The enterprises and organizations of our republic have their own markets in the world the experience of advanced and leading companies in finding their place studies, their innovative management activities and tactical measures will need to be observed.

KEYWORDS: *Competitive Potential, Innovation Potential, Economy, Industry.*