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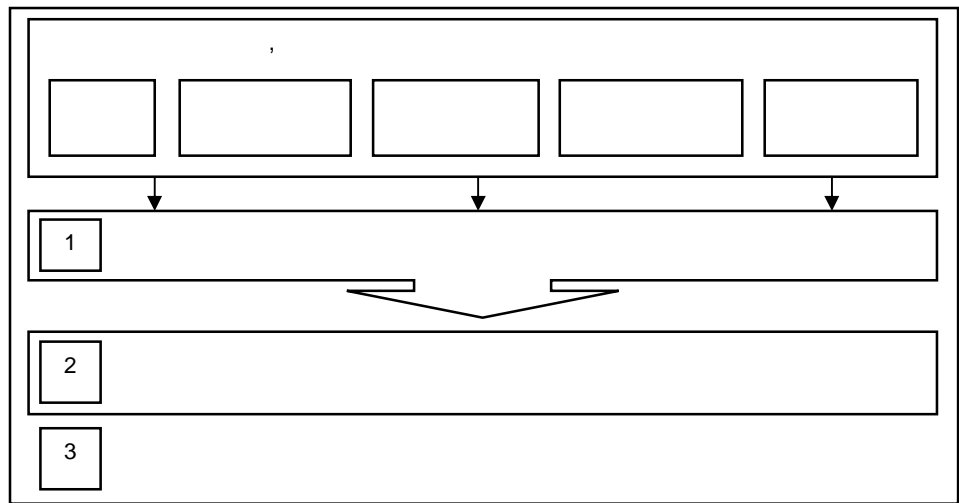
## ESTIMATION OF INFORMATION POTENTIAL OF INDUSTRIAL ENTERPRISES

**Background:** The paper shows the necessity of a methodological approach to the study of complex information potential of industrial enterprises in order to address the problems in the management of their information activities. **Aims and Objectives:** theoretical basis and development of methodical approach of diagnosis of modern control technology formation and use of information of potential industry. **Methods:** complex analysis, synthesis, method of grouping, graphical and tabular methods of logical and comparative analysis. **Results:** It has been suggested considering the informational potential of industrial enterprises at three levels: the first level is characterized by the existing level of information; the second level is assessed the potential of information; at the third level the total information capacity of the enterprise as a set of integral assessment of possibilities for effective information development is examined. The importance of determining the level of information of enterprises has been demonstrated and proved necessary in two aspects: as a potential of interaction with the informational environment and as information manufacturing potential. The system of indicators to assess the potential interaction with the outer information space and the method of estimating the production information potential, which includes two subsystems indicators: potential opportunities (assessment of internal informational logistics capacity) and human resources, has been suggested. **Conclusions:** The developed technique will enable to reliably assess the status and use of information potential dynamics at various enterprises, to identify "bottlenecks" and potential for improvement of the information system.

**Key words:** information potential of the company, the structure of information potential, components of assessment of information potential of enterprise, enterprise's information potential, evaluation of information potential parameters of the company, ways of evaluation information potential of the company.

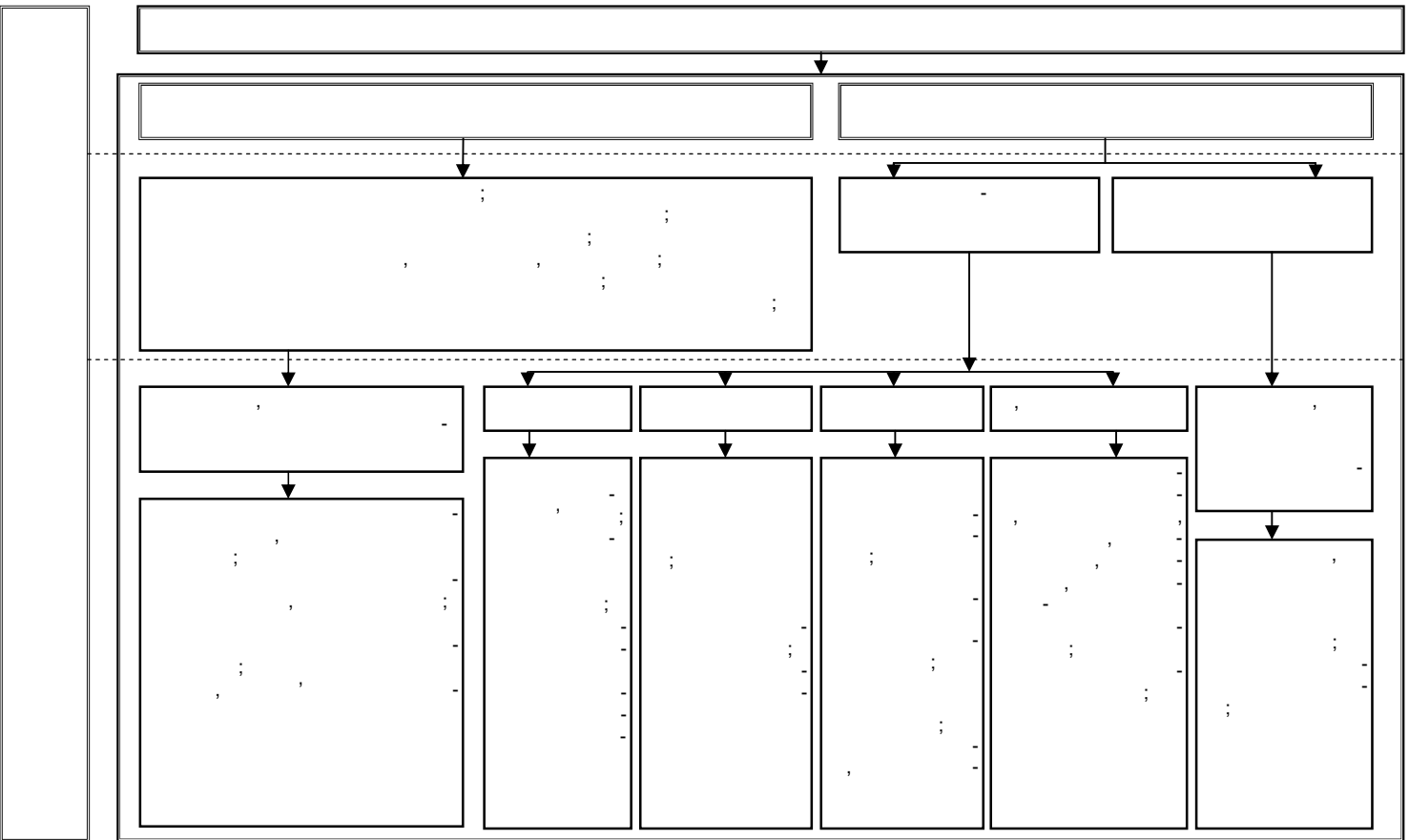
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