

*Determination of concept «Productive potential» is considered in the article, the method of its estimation and analysis is offered. The comparative analysis of methods of calculation of productive potential is done. Basic indexes that characterize productive potential of industrial enterprises are certain.*

**Keywords:** productive potential, evaluation method, industrial enterprise.

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- **Tolpezhnikov Roman Alekseevich**, candidate of economic sciences, associate professor of department of economy of enterprises. Priazovskyi state technical university. **Methodology of evaluation of productive potential of enterprise.** Determination of concept « roductive potential» is considered in the article, the method of its estimation and analysis is offered. The comparative analysis of methods of calculation of productive potential is done. Basic indexes that characterize productive potential of industrial enterprises are certain.
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