



## ROLE AND IMPORTANCE OF RESERVE FOR INCREASING PRODUCTION ACTIVITY

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A reserve is an unused opportunity. The purpose of searching for reserves is to increase the volume of production and sales of products, to achieve the level of profitability necessary to maintain competitive positions and increase the value of the business. There are different types of enterprise reserves.[1]

Depending on the sources of education, reserves are distinguished:

- external - industry and regional reserves (presence of competitors, demand for products, etc.);
- intra-production - are formed at the enterprise level and have an impact on economic performance indicators (increasing staff motivation).

The use of external reserves undoubtedly has an impact on the economic performance of enterprises, but the main source for improving the efficiency of an enterprise is usually internal reserves.

Depending on the final results affected by the reserves:

- increasing the volume of production and sales of products;
- improving the structure and range of products;
- quality improvement;
- cost reduction, etc.

Depending on the stages of the reproduction process: supply, production and sales.

By period of use: current, sold during a given year; promising ones that can be implemented in the future.

By detection methods: obvious (elimination of defects, losses) and hidden, which can be identified through in-depth analysis.

An important indicator for efficiency analysis are reserves.

There are two concepts of reserves:

- 1) reserve stocks (raw materials, materials, etc.), which are necessary for the rhythmic continuous operation of the enterprise;
- 2) reserves, as not yet used opportunities for growth, development and increasing the quantitative indicators of production activity.

The efficiency of an enterprise is, first of all, influenced by the products it produces. Provided that the product is of good high quality and at the same time is capable of ensuring a fairly economical use of materials and labor resources for its production, such a product can easily provide its enterprise with economic growth and the opportunity to compete both within the country and on the world market. And all this directly affects the efficiency of the enterprise.



Competitiveness can be maintained in different ways. In addition to the quality of the product, the consumer is also interested in its price, therefore, in addition to quality, the manufacturer should pay attention to pricing. [9]

Ensuring competitive prices and product quality is the basis for achieving success. If everything is done correctly, the so-called “social efficiency” of the enterprise’s activities will be achieved.

Social efficiency is expressed by the level of satisfaction of the total number of human needs. The level of satisfaction is manifested in the ratio of the volume of production and consumption of different types of goods and/or services per capita. All these indicators have their own scientific validity, which sets a certain framework for the goods and services produced.

In addition, the social efficiency of the economy as a whole is closely connected with the level of satisfaction of groups of social needs of people, such as: safe working conditions, the state of the living environment, the amount of free time, provision of education, healthcare, etc.

Everything taken together forms the quality of life of the population. Quality of life includes material and spiritual benefits, as well as many properties of a person’s degree of satisfaction: comfort, security, fitness, health and life expectancy.

Increasing economic and social efficiency are interdependent - increasing one will automatically increase the second: by increasing the standard of living of the population, it will automatically increase economic efficiency; increasing economic efficiency will solve many social problems. [7]

The main task of any enterprise is to achieve, as a result of its work, a high-quality product, its flexible response to changes in consumer requirements and desires and, ultimately, maximum competitiveness. All this is quite realistic, but in conditions of a coherently and purposefully working team and in compliance with the following provisions of the enterprise:

- a periodic, carefully thought-out working system aimed at developing the enterprise at all levels of its activities;
- coordinated work, coordination and cooperation at all levels of the enterprise, both within it and at the interregional and international level;
- formation and maintenance of a work team that will meet the principles of competence, and apply to it a management style that human resources value;
- modern infrastructure that meets the norms and requirements of international standards.

One of the important factors that influence the efficiency of an enterprise is the professional growth of working personnel. This factor includes a set of able-bodied workers who will be able to independently solve the tasks assigned to them under certain organizational and technical conditions. It is the growth of this factor that increases the labor potential of the enterprise, and therefore the efficiency of its activities.

This factor looks like a structure that represents the correlation of psychological, physical, demographic and other characteristics of groups of employees and their



relationships. Quantitatively, the labor potential indicator expresses the total working time fund. [6]

Theoretical and practical knowledge of methods and techniques that guarantee effective joint activities of groups of people working in the same organization form the basis of enterprise management. The condition of the personnel, their level of qualifications, professionalism, the ability to independently solve production problems that confront them, and, most importantly, the ability to bring profit to the enterprise, certainly depend on this knowledge.

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