

The absence or insufficient profit of an enterprise over a long period of time indicates certain mistakes or problems in economic activity or management, meaning that it is non-competitive and, accordingly, will be forced to leave the market at some point if there is no improvement. Increasing profitability can be achieved in two well-known ways – by increasing sales and reducing costs. Increasing sales can be achieved by Ukrainian enterprises through: stimulating demand for the company's products, especially if the company's offer is valuable to consumers even in difficult war conditions; expanding the sales network (can be implemented when the situation in the country stabilizes or in those regions where there is a relatively stable situation); entering new markets (in particular, the EU markets if the products meet high standards and requirements and can be competitive); launching new competitive products (taking into account current conditions and changes in demand). Reducing production costs is possible by: finding suppliers offering more favourable terms (possibly switching to local suppliers or other foreign suppliers with more stable channels due to logistics complications under martial law); reducing fixed and variable costs through savings; reducing fixed costs by reducing excess production capacity (this applies to the part that is currently only partially used).

Summarizing the above, it can be stated that the liquidity of enterprises is very important and is a basic aspect for facilitating positive growth of the national economy as a whole. Therefore, it is worth paying attention to and taking advantage of the international experience of increasing the liquidity of enterprises, as well as improving the regulatory environment, providing certain bank guarantees and support to entrepreneurs in difficult conditions, so that they can contribute to the development of the Ukrainian economy.

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### **METHODICAL APPROACHES TO MARKET DIFFUSION OF INNOVATIONS**

The importance of diffusion of the results of innovation activity in the management process cannot be overestimated, both the effectiveness of the innovative activity of the

enterprise and the prospects for its development depend on the features of its implementation. In economics, the phenomenon of diffusion is usually considered in the context of innovation. The concept of "diffusion" is used in studies on the commercialization of innovations and marketing of innovations. A characteristic feature of these studies is that as an object of diffusion, researchers consider only innovations, namely innovative products and technologies.

Analysis of foreign and Ukrainian publications in the field of diffusion of innovations shows that among the methodological methodical methods to market diffusion andnnovatsandy at present it is necessary to distinguish two main approach to the penetration of innovation into the market: the classical theory of diffusion of innovations and the theory of double market [1-11]. The theory of diffusion of innovation considers the process of adopting a new product in the market as a process of long and continuous communication between consumers that manages and promotes sales of a new product. In the diffuse theory of Everett Rogers [4, 7, 9], five categories of consumers are defined. Often mentioned in the literature, the distribution between these categories: 2.5% are innovators, 13.5% are early adopters, 34% are previously majority, 34% are later majority and 16% conservatives are purely qualitative and for each specific food category may differ greatly in one way or another from these values [4, 7, 9 ]. But the practical implementation of the process of bringing innovative goods to the market showed that the theory of E. Rogers does not work, and the process of perception of innovation by consumers is not continuous. A new dual-market theory has emerged, suggesting that the 101 early markets (innovators and early adopters) and the main market (early majority, later majority, and conservatives) are characterized by buyers whose needs and desires differ from each other, and that there is no communication between them. And therefore, the method of marketing a firm in an early market must necessarily differ from the marketing actions applied in the dominant market. If the firm does not make significant changes in its marketing strategy, then it is likely that sales of the new product will decrease significantly [10]. According to the theory of the double market, there are gaps between adjacent psychographic groups that reflect the disunity of neighboring groups, i.e. the opposition exerted by the group when adopting a new product, if it is offered by the same method as the left adjacent group. For marketing, each of these gaps carries the threat of losing driving power, not being able to move to the next segment, and, accordingly, not achieving leadership in profits and margins in the middle of the bell curve. The complex of marketing innovations in an industrial enterprise is a set of practical measures of influence on the potential consumer of innovation and the target market, as well as a timely flexible response to changes in consumer preferences and the competitive environment. The complexity of market research in relation to new products for the market lies in the fact that surveys of "focus groups" of consumers with traditional direct questions about the acceptable combinations of the number of purchases and price

in this case are most often impossible due to the novelty of products for consumers. Innovation marketing technologies should vary depending on the content of the innovation that the innovative enterprise develops and is going to introduce to the market.

Despite the fact that the conditions of the internal and external environments in which the phenomenon of diffusion occurs are constantly changing, as well as the uniqueness of the diffusion phenomenon for each of the projects of commercialization of the results of innovation activity, any formalism in approaches to the management of diffusion processes should be excluded, however, the studies conducted allow us to assert that certain conceptual foundations of diffusion management are still common to all cases of commercialization of results. innovation activity of enterprises. We are talking about the principles of information security, decomposition, specification of innovations for specific market sectors, optimization of diffusion costs, priority of quality, validity of strategies and adequacy of tactics, informativeness of advertising, creative activity. It is proved that the construction of a management system on the basis of these principles will allow to obtain the expected economic effects from the diffusion of the results of innovative activity of enterprise.

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## **METHODOLOGICAL TOOLKIT FOR ASSESSING THE FINANCIAL POTENTIAL OF THE ENTERPRISE**

In the modern theory and practice of financing management of enterprises, the financial potential reflects the presence of the necessary financial resources at the enterprise for investments in innovation, as well as the extent to which the company is able to ensure a stable process of production and sale of products through their effective use.

The assessment of the financial potential of the enterprise is now the main factor in the formation of the financial stability of the enterprise, due to the need to provide financing for innovative development. Low financial stability provokes the emergence of insolvency, leads to a financial crisis, reduces economic efficiency, and ultimately leads to the impossibility of implementing the innovative development of the company, which in the conditions of a highly competitive market and instability of macroeconomic indicators are the key to the successful development of the enterprise

The presence of many methods of assessing financial potential makes it necessary to generalize them, to integrate groups that are homogeneous according to some