

## STRATEGY DEVELOPMENT IN THE ENTERPRISE USING FIXED ASSETS

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**Abstract:** This article presents strategies for the development of fixed assets and efficiency.

**Keywords:** strategy, enterprise, use of strategy, efficiency improvement.

To begin with, we will define the strategy for the development of fixed assets. The strategy for the development of fixed assets is a method of achieving the target state and structure of fixed assets, within which the company makes decisions regarding various processes and tools for changing the parameters of fixed assets of the enterprise.

The main criterion when choosing a strategy for the development of fixed assets is the analysis of the current state of fixed assets at the enterprise (calculation of indicators of return on capital, capital intensity, profitability, values of renewal, growth and depreciation of fixed assets).

Depending on the results of the condition of fixed assets, the company chooses a certain type of strategy. We will highlight the following strategies for the development of fixed assets of the organization, combined into three main specific groups:

1. Strategies for maintaining the structure, subspecies: strategy for maintaining the optimal structure of fixed assets.
2. Strategies for extensive structural changes, subspecies: strategy for increasing the fleet of fixed assets; strategy for reducing the fleet of fixed assets.

3. Strategies of intensive structural change, subspecies: strategy of innovative renewal of fixed assets; strategy of optimization of the state of fixed assets.

As part of the strategy to maintain an optimal structure, planned retirement and renewal of fixed assets are carried out to correct the increasing depreciation.

The start-up strategy for increasing the fleet of fixed assets is used when identifying, as a result of analysis, new capacity or obtaining planned information about the expansion of the company's activities. With this strategy, new fixed assets are purchased with a set of the same technological characteristics as the previous equipment.

The use of a fleet reduction strategy occurs when long-term capacity downtime is detected and it is impossible to lease excess fixed assets.

The strategy of innovative renewal of fixed assets is based not just on updating them, but involves replacing them with equipment with advanced technologies.

The use of a strategy to optimize the condition of fixed assets involves the identification of a high level of depreciation in the organization, an increase in the proportion of defects, an increase in the accident rate of production, and assumes the most profound optimization of the state of fixed assets affecting their structure.

In practice, enterprises use several strategies for the development of fixed assets at the same time. For example, an organization expands its capacity due to an increase in market share and simultaneously acquires innovative equipment for new locations.

Regardless of the chosen strategy, an industrial enterprise should connect a set of measures to get the greatest effect from the use of fixed assets :

- timely and consistent updating, modernization and reconstruction of active and passive elements of fixed assets, increasing the degree of competitiveness of products, services and the enterprise as a whole;
- diversification of products and activities in order to expand the scope of their consumers, meet the demand for products and services with established quality parameters that stand out from mass-produced;
- monitoring compliance with the rate of change in the average annual price of fixed assets, increasing their technical level that meets or exceeds the average market standard.

The development of fixed assets should correspond to the chosen development strategy and be based on analytical data, as this is one of the main factors in using the potential of this type of asset.

To assess the correctness of the chosen strategy, after its adoption and implementation during the planned period, it is necessary to generate data, analyze them to prove the effectiveness of the chosen strategy or choose the correct one for the next period.

Thus, the choice of a strategy to increase the efficiency of the use of fixed assets is one of the main tasks of the enterprise. Since the place of the enterprise in industrial production, its financial condition, and competitiveness in the market depend on the correctness of the chosen strategy.

### References

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