# AN APPROACH TO ASSESSING THE POTENTIAL POTENTIAL OF CONSTRUCTION INDUSTRY ENTERPRISES

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**Abstract:** When determining the management potential of construction industry enterprises, it is necessary to evaluate the coefficient of profitability , potential potential, labor profitability, real income of workers and employees, and turnover coefficients using the vertical analysis method.

**Key words** : diversification , adding risks

In our opinion, the potential of construction industry enterprises can be divided into 6 risk groups based on the above classification: financial, production, labor, marketing, management and innovation risks. Each of these, in turn, has a separate indicator, and the potential of construction industry enterprises is assessed by the general integral indicator of these risk categories. The components of the potential of construction industry enterprises are presented.

 The components of the potential potential of construction industry enterprises and the risks associated with them are presented in Figure 2.7. From this figure it can be seen that each of the types of potential that are components of the economic potential of construction industry enterprises is associated with certain risks in its place. Based on this, it can be said that the types of potential that are components of the economic potential of construction industry enterprises are simultaneously considered as risk types as components of the potential potential.

Under conditions of uncertainty, both construction industry enterprises and consumers, as sellers and buyers, have to make decisions, and these decisions, of course, may be associated with a certain level of risk (potential risk). Uncertainty leads to inefficient allocation of limited resources, excessive spending, and loss of time. Decision-making under uncertainty means making a decision in the absence of complete information. If information about an event or phenomenon is incomplete, the decision taken will lead to negative consequences, that is, certain losses, and these losses represent potential risk . Knowing the level of potential risk (loss) when making decisions under conditions of uncertainty allows you to take measures to prevent it, to reduce the level of potential risk.

The basis of risk measurement is related to the concept of probability, which the American scientist F. Knight (1885-1974) divided into two types: mathematical, that is, probability that can be determined in advance, and statistical probability . [1]An example of the first type of probability is the probability that a coin will land on a number or a symbol side, which is 1/2 .

The second type of probability can be determined empirically, that is, by making assumptions.

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[1]B.T. Salimov, M.S. Yusupov, B.B. Salimov. Microeconomics . Textbook . -T .: Economy , 2019, - p130.

To quantify potential risk, it is necessary to know the possible consequences of an event or events and the probability of these consequences. Based on this, it can be said that knowing the possible consequences of an event or events allows us to determine the potential potential of construction industry enterprises. Thus, the potential potential of construction industry enterprises is the probable level of results that an enterprise can achieve during its activities, which is assessed by the expected quantitative indicators that these enterprises can achieve during their activities.

In turn, the expected amount – is the weighted average of all possible outcomes. Here, the probability of each outcome is the frequency or measure of the recurrence of these corresponding values.

$$E(X) = \pi_1 x_1 + \pi_2 x_2 + \ldots + \pi_n x_n = \sum_{i=1}^{n} \pi_i x_i \ ,$$

Here: E(X) is the $\sum_{i=1}^{n} \pi_i$ expected value; $x_i$ is the possible outcome; $\pi_i$ is the probability of this outcome occurring , =1.

In practice, two different measures of deviation are used. The first is the variance, which is the square of the mean minus the expected value, i.e.:

$$\sigma^2 = \sum_{i=1}^{n} \pi_i [x_i - E(x)]^2$$

Here : $\sigma^2$ - variance ; $\pi_i$ - e of the result probability ; $x_i$ - possible was result ; E(x) - expected result .

There are the following types of potential risk reduction: diversification, pooling of potential risk, and sharing of potential risk. etc.

**the diversification** method, risk is distributed across several goods or production, that is, the sale (purchase) or production of one good, which is associated with high risk, leads to a reduction in the potential risk associated with the sale (purchase) or production of another good.

**Risk aggregation** - this method aims to reduce risk by converting random losses into fixed costs. It is known that theft of property, illness of a person, natural disasters are random and can lead to very large costs. Insurance plays a significant role in reducing the consequences of these unpleasant events.

**Risk sharing** - according to this method, the risk associated with the possibility of loss is distributed among participating entities in such a way that the expected loss of each entity is relatively small.

These types of potential risk reduction are important in building the potential of construction industry enterprises.

In general, the determination of the level of potential potential of construction industry enterprises is explained by their compliance with the theoretical definitions given to them, while on the other hand, the potential potential of an enterprise represents a probable indicator of the results that this enterprise can achieve during its economic activity. In particular, in determining the level of potential potential, we used the dispersion and mean square deviation indicators.

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