

## **Management of Competitive Potential of Motor Transportation Enterprise**

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**Key words and phrases:** direct influence factor; competitiveness of the motor transportation enterprise; competitiveness of transport services; competitive potential; indirect influence factors.

**Abstract:** The paper presents the qualitative characteristics which the motor transportation enterprises with high competitive potential should possess. The factors influencing competitive potential of the motor transportation enterprises are revealed. The estimation and management model of the competitive potential of the motor transportation enterprise is developed.