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**MAIN COMPONENTS OF THE DEVELOPMENT MECHANISM  
OF THE ENTERPRISE INNOVATIVE POTENTIAL**

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***Research Methodology.*** *The article uses the methods of theoretical generalization using the principles of system study and objectivity to substantiate the relevance of the research. The presentation of the main material is accompanied by the use of methods of functional dependence and methods of formalizing the economic phenomena using the principles of interconnection and interaction.*

***Results.*** *An important scientific result is the creation of an effective mechanism for the formation and development of the innovative potential of the enterprise. The implementation of this mechanism is possible on the basis of creation and interaction of the main components of the element: forecasting of innovation development, organizational and informational support, systems of motivation of innovation activity and system of financing of innovative processes. This involves the development of an innovative strategy for the creation and implementation of innovations, which allows to achieve the strategic competitive advantages of the enterprise.*

***Novelty.*** *The scientific value of the paper is to develop theoretical and methodological approaches to the formation and implementation of the mechanism of development of innovative potential as a means of achieving the strategic competitive advantages of an industrial enterprise.*

***Practical Significance.*** *The author has suggested specific tools of forecasting, organization, information support, motivation of innovative activity of the personnel and source of expenses for financing innovations, which can be used at existing enterprises for the purpose of improvement of innovative management.*