

## **Methodological foundations of the formation of the energy strategy of an enterprise**

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### **Abstract**

The aggravation of competition in the market of goods and services after Russia's entry into the World Trade Organization determines the necessity of searching the ways to improve the efficiency of Russian enterprises and the competitiveness of their products. In this context, the high level of the energy intensity of the production becomes one of the most important factors significantly limiting the product competitiveness of Russian manufacturers. Further improvement of the utilization efficiency of fuel and energy resources will to a great extent be determined by the way industrial enterprises will manage energy costs. The formation of energy strategies by enterprises plays a special role in solving this problem. Measures realized within the energy strategy of an enterprise, in spite of their relatively wide variety, are always associated with capital investments aimed at obtaining certain results in the future. However, the achievement of these results is limited by a number of external and internal factors. The choice between the variants of realization of an energy strategy predetermines the necessity of creation of the system of indices for estimating the influence of the energy factor on the performance of an enterprise. The paper studies the methodological foundations of the energy strategy of an enterprise using a well-balanced system of indices for the estimation of economic efficiency of energy use. © IDOSI Publications, 2013.

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### **Keywords**

Energy costs, Energy efficiency, Energy intensity, Energy strategy, Indices, Strategic map