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**EVALUATION OF INNOVATIVE POTENTIAL OF MACHINE-BUILDING
ENTERPRISES BY FUZZY SETS METHOD**

For efficient monitoring and controlling innovative development enterprises the instruments methodology of potential evaluation are needed.

The innovative potential is considered as a systematic index characterizing the readiness and ability of enterprise to offer competitive innovative products.

Different approaches to the evaluation of innovative potential are analyzed. System-diagnostic approach is proposed to utilize. The routine and goals of innovative potential evaluation of enterprise are developed.

The fuzzy sets method is considered. The innovative potential was evaluated by FIS-structure (Fuzzy Inference System) means of fuzzy logic, which is the basic element of the matlab's 2008 of Fuzzy Logic Toolbox.

Innovation potential (output variable) is considered as a combination of material & technical and intellectual potentials (input variables). Their levels are ranked by 10-point scale and connection is shown out.

The surface of response was built by Surface Viewer to confirm the dependence of the output and the input variables.