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ENSURING COMPETITIVENESS OF ENTERPRISE

The central concept that expresses the essence of the market economy is the concept of competition. Competition is the most important link in the whole system of market economy. The incentive that encourages people to compete, is the desire to outdo the others, and competition is a dynamic process that provides the market with better goods.

The company's achieving a competitive status is directly connected with the promotion of its products to specific groups of consumers and it depends on complete satisfaction of their demands. Competitiveness of a product is the result of good functioning of a competitive enterprise. To ensure the competitiveness of the product it is necessary to effectively control factors, conditions and causes that determine the quality of goods, production costs and achieving maximum consumer impact.

Competitiveness of goods is a parameter that characterizes product market position at a certain time and does not reflect the long-term prospects of the company development.

The competitiveness of products is determined both by the image and prestige of the company that manufactures this product and commercial and trade specialists working on presentation and sale of goods to consumers.

The management of product competitiveness and its manufacturer is the subject of numerous scientific works of native and foreign authors. An important scientific contribution to solving the problems of competitiveness was made by B.Burkinsky, B. Gerasymchuk, M.Gerasymchuk, M. Yermoshenko, A. Zapunnyy, A. Kuzmin, E. Krykavsky, J. Plotkin, A. Starostin, F. Hops, V. Shinkarenko, E. Golubkov, G. Azhaldov, G. Bahiyev, B.Berman, A. Hlichev, P. Zavyalov, B.Karloff, Kotler, JJ Lambe, Porter, E. Reichman and others. The works of these economists, which defined the methods and conditions for ensuring product and company competitiveness serve a scientific and theoretical basis for deeper studies on competitiveness.

Product competitiveness is formed successively at all phases and stages of the business cycle. As noted in a number of researches, competitiveness is formed as the sum of the manufacturer's efforts to ensure product quality at the stage of preproduction marketing, at all stages of production and during products maintenance.

Let's consider the model providing product competitiveness. It contains both the conditions and steps to achieve it.

Block 1. Preproduction marketing. It deals with studying the causes of unmet consumer demands and the development of measures to meet them.

Block 2. Production. It considers quality assurance at the stages of product delivery, manufacture and sales.

3. Product use. It means product quality assurance during its warranty, aimed at storage and competitiveness increase during the repair and maintenance period.

The concept of modeling competitiveness is based on using quantitative methods of evaluation, well-known scientific methods and measurements; and on relative competitiveness of enterprise.

Product competitiveness parameters are quality, production costs, price, discounts, payment and delivery terms, brand prestige, packaging, maintenance, service, warranty, environmental product safety, patent protection, life service etc. Product competitiveness largely depends on the company-producer.

Summarizing, the following ways to increase the competitiveness of products can be distinguished: cutting production costs and prices; improving product performance, reliability and design parameters; improving market research and advertising, certifying the product.

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