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THEORETICAL ASPECTS COMPETITIVENESS OF PRODUCTS AND BUSINESSES**ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ КОНКУРЕНТОСПОСОБНОСТИ ПРОДУКЦИИ И ПРЕДПРИЯТИЯ****Sulima N.N. / Сулима Н.Н.***s.e.s., as prof. / к.е.н., доц.***Negurenko L.N./ Нежуренко Л.Н.***student /студент**National University of Life and Environmental Sciences of Ukraine,**Kiev, 15 Heroiv Oborony Street, 03041**Національний університет біоресурсов и природопользования Украины,**Киев, ул. Героев Обороны 15, 03041*

Abstract. *The article considers the essence, parameters, indicators, factors, methods of evaluation and ways to increase the competitiveness of products and businesses.*

Key words: *competitiveness of products, competitiveness of business, increase of competitiveness.*

Formation of competitive relations in Ukraine poses demands for modern market players to react to such an objective market phenomenon as competition and to ensure the competitiveness of their products.

Achieving competitive status by a business is now directly connected with the promotion of its products to specific groups of consumers and depends on the completeness in meeting their requests. Competitiveness of products is a consequence of the functioning of a competitive enterprise.

Analysis of scientific sources shows that competitiveness of products means conformity of the goods with market conditions, specific requirements of consumers not only by technical, economic and other characteristics, but also by commercial terms of their implementation (price, terms of delivery, sales channels, service, etc.).

Considering the essence of products' competitiveness, the following aspects should be emphasized: the competitiveness of the goods can be determined only by their comparison with other goods; competitiveness reflects the difference of given product from the competitor's product by the degree of satisfaction of specific consumer needs; in addition to qualitative indicators, consumer's expenses for the purchase and the use of the product to meet their needs are also taken into account.

In order to accurately assess and comprehensively examine the category of competitiveness, it is advisable to distinguish its parameters and indicators. Parameters of competitiveness - quantitative characteristics of the product properties, which include specific features of assessment of its competitiveness. There are several groups of competitiveness parameters: technical, economic, regulatory (of different types).

Competitiveness indices - a set of criteria for systemic evaluation of the quantitative level of competitiveness, based on competitiveness parameters (price, cost, yield, power, etc.). Competitiveness is characterised by a set of qualitative and economic indicators.



General rules for assessing the competitiveness of products include: analysis of the market; study of competitors in production and sale of similar goods; selection and justification of the most competitive analogue product as a reference base; determination of the required groups of parameters that have to be evaluated; establishing a set of indicators for the corresponding groups of parameters; selection of calculation methods, determination and analysis of aggregated indices by product groups; calculation of the integral indices of the goods competitiveness; development of measures for increasing of products competitiveness and optimizing them with the consideration of costs.

Competitiveness of the product should be studied and assessed systematically and continuously, in close connection with the stages of the goods production and realisation in order to timely fix the moment of decline in competitiveness and make appropriate decisions.

Obtaining of a competitive advantage depends on efficiency of the use of factors of competitiveness.

All factors can be divided into the following groups: the main factors; providing and supporting factors; management factors.

The main factors include processes that determine production and sales. That means that at the input of the production system there are flows of labor, material, technological and technical resources, as well as programs and plans of management processes. The output is the final product of a certain quality, quantity and assortment, serving as an input for its realization.

Providing factors include financing, supply, energy supply, personnel recruitment. Supporting factors include maintenance and repair of the equipment and development of business infrastructure.

Management factors determine such schemes, where the input is information, and the output are the parameters of different processes and resources that help to form the strategy of the company.

Examination of the influence of changes in certain competitiveness parameters makes it possible to objectively assess its level and helps to determine the future strategy. Factors that shape the competitiveness of a business include: factors that shape the company's competitive advantages in the production of products (quality, price, etc.); factors that are formed depending on the level of the entity.

The whole set of methods for assessing the competitiveness of enterprises in modern conditions can be put into the following groups:

1. Traditional competitive product evaluation method involves the calculation of individual and group indices.
2. Manufacture approach is based on estimation of the sale profitability of specific products and their market share.
3. Matrix methods, which are based on construction and analysis of two-dimensional matrices. These matrices are built by the principle of coordinate system, one of the axes represents indicators of the assessment of the state or prospects of industry market development, strategic area of management, and the other - indicators of competitiveness of their respective business areas.
4. Marketing approach, which involves taking into account not only the



consumers' requirements to the characteristics of products, but also assessment of a set of factors that determine effectiveness of all marketing activities of the company. These factors include supply chain efficiency, organization and warranty services, reputation of the business etc [2].

The competitiveness of product is assessed with the following measures: comprehensive study of the external market requirements (based on analysis of dynamics of quality of products sold on it); development of primary directions of product manufacturing that are in demand; evaluation of sales prospects (when entering foreign markets) and formation of the export structure; setting prices for products; product certification; preparation of advertising of products.

For businesses, competition is compulsory, because it forces them to constantly improve the quality of products or services under a threat to be crowded out of the market. In today's market conditions of business management, in order to improve the competitiveness of company products, it is necessary to: reorient to the innovative way of developing of the Ukrainian economy and create appropriate conditions for preservation and use of domestic scientific and technical potentials; form and implement state, branch, regional and local innovation programs aimed to increase the competitiveness of companies; realization of structural changes in economic complex of regions on the basis of introduction of an investment-innovative model, taking into account the peculiarities of the potential of each of them; create a suitable business environment and implement the corporate strategy of national enterprises, which involves updating material and technical bases and introducing advanced production technologies; assist in attracting additional investments, including foreign ones, for the modernization of production and increasing the competitiveness of products, while ensuring the conformity of investment forms with the amount of financing; further development of entrepreneurship, especially small and medium-sized businesses, increasing their competitiveness through the application of cluster models; improvement of the standardization system and qualitative indicators of products, which may ensure their competitiveness on domestic and foreign markets [1].

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Аннотація. В роботі рассмотрены сущность, параметры, показатели, факторы,



методы оценки, пути повышения конкурентоспособности продукции и предприятия.

Конкурентоспособность продукции означает соответствие товара условиям рынка, конкретным требованиям потребителей.

Параметры конкурентоспособности – это количественные характеристики свойств товара, которые учитывают отраслевые особенности оценки его конкурентоспособности.

Показатели конкурентоспособности – это совокупность системных критериев количественной оценки уровня конкурентоспособности, которые базаруются на параметрах конкурентоспособности.

Методы оценки конкурентоспособности можна объединить в такие группы: традиционный метод, производственный поход, матричне методы, маркетинговий поход.

Ключовые слова: конкурентоспособность продукции, конкурентоспособность предприятия, повышение конкурентоспособности.

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