

Olga Kovalchuk

Inna Tryhub

National University of Food Technologies,

Kyiv, Ukraine

Factors affecting competitiveness of companies

Introduction

One of the important aspects of the market environment, which allows to take a prominent place as long as possible and hold leading positions is competitiveness of enterprises. Currently, the large number of enterprises are on the market. They produce similar products, but contain only those who have a stronger competitive position relative to other companies.

Resources and methods

The problem of determining the competitiveness of enterprises is very important for certain market segments and for the efficient operation of enterprises. To solve this problem, necessary to identify the factors that influence the possibility of winning or losing in competition. In addition, analysis of factors helps to identify strengths and weaknesses in the enterprise and in the competition to develop measures for increasing the competitiveness of the national and international markets.

Interpretation of the term "competitiveness" is fairly multivalued. Competitiveness relates to how effectively an organization meets the wants and needs of customers relative to other organizations that offer similar goods or services.

Competitiveness is a company's ability to withstand market to other manufacturers of similar products (services) as the degree of satisfaction of their goods competitive social needs and the efficiency of production activities.

Results

The ability of companies to compete on a certain commodity market depends on the competitiveness of the goods and the successful combination of assets of the company that will give it an advantage in the competition. The most successful are

the following definition of competitiveness of products: a set of features provided by the product during its development; production and sales, providing unparalleled distinction of the degree of satisfaction of consumers, in terms of the cost of its acquisition and use; the degree of awareness, accessibility, convenience for the buyer, which contributes to its dynamic placing on the market in a certain period of time. Enterprises attach great importance to analyze their strengths and weaknesses to evaluate real opportunities in the competition and development activities and funds through which the company could increase competitiveness and ensure its success.

Conclusions

Thus, we can confidently say that the determining factor in the management of competitiveness is that businesses can thrive if they have real competitive advantages that set the stage for their activities effectively.

References

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