

## **MANAGEMENT SYSTEM OF BUSINESS COMPETITIVENESS**

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Management of business competitiveness (MBC) is a relatively new activity for Ukrainian companies. Formation of market economy in Ukraine causes changes in business management system which adapts to external competitive environment. MBC, as a management object, is a set of interrelated elements aimed at providing strong competitive positions, maintaining existing and developing new competitive advantages.

MBC systems have a lot in common at different enterprises but there are national differences. Leaders in MBC are the USA, Japanese and Western European corporations. Thus, a number of specialized strategic MBC improvement programs are used in the United States which control MBC at all stages of the product life cycle, and it has not only control but also analytical function. A lot of attention is paid to costs related to product development with high MBC and a characteristic feature is regular assessment of MBC systems to improve their efficiency. MBC of most Japanese products is the highest in the world due to the following features of MBC systems in Japan: focus on the production of higher quality products as compared to other countries which is caused by the lack of raw materials and energy resources that should be imported; embracing all company activities with integrated MBC control system; focus on preventing faults rather than their detection and elimination, and the predominance of the control MBC technologies and technological processes over the control of MBC production; taking into account the achievements of other countries (the U.S., UK, Germany, Italy, France etc.) in MBC; efficient actions of company management and specialists who implemented the principles of integrated MBC more successfully than in other countries.

Analysis of peculiarities of MBC at enterprises showed that a modern enterprise which operates in market conditions, should use systematic strategic MBC as one of the basic mechanisms of its existence, the essence of which is in developing strategies and a long-term program of action to achieve goals and implement tasks in maintaining / improving MBC using a limited amount of resources in a specific market situation.

**KEY WORDS:** competition, competitive, management of business competitiveness